
Spray Street Masterplan Supplementary Planning Document

Consultation Statement

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SPRAY STREET MASTERPLAN SUPPLEMENTARY PLANNING DOCUMENT – STATEMENT OF CONSULTATION

1. Introduction

Pursuant to Section 12.A of the Town and Country Planning (Local Planning) (England) (as Amended) Regulations 2012 and in accordance with Royal Borough of Greenwich's Statement of Community Involvement, this statement provides an overview of the consultation undertaken during the production of the Spray Street Masterplan. The Spray Street Masterplan is intended to be adopted by Royal Borough of Greenwich as a Supplementary Planning Document (SPD).

Extensive consultation has been carried out over recent years in regard to the regeneration of Woolwich Town Centre, including work undertaken as part of the Woolwich Town Centre Masterplan SPD (April, 2012) and consultation events related to the preparation of the recently published Royal Greenwich Local Plan: Core Strategy with Detailed Policies (July, 2014). As a result a more focused consultation strategy has been employed, targeting those with the most interest in the Spray Street site and seeking to turn existing consensus into action by exploring and developing key messages, as well as integrating new ideas this included workshops and discussions with Royal Borough of Greenwich officers and key stakeholders, and then presenting and developing these with the wider community.

The consultation process consisted of a six week consultation period from the 7th of November to the 19th of December and included three public presentations, one public drop-in session and a public exhibition. This supplemented earlier consultation and consultation analysis which fed into the development of the draft

SPD. This included a review of responses to the Woolwich Town Centre Masterplan SPD consultation, a consultation workshop with Royal Borough of Greenwich officers and discussions with stakeholders.

This report presents the information in four sections. Section 2 contains the main findings of relevance from the Woolwich Town Centre Masterplan SPD (April, 2012) consultation. Section 3 provides an overview of the Spray Street Consultation. Section 4 presents the data gathered by the Spray Street Consultation Questionnaire in the form of pie-charts to give a visual representation of the data. Section 5 provides a table, highlighting the key themes and the proposed responses to the consultation. Section 6 sets out a table summarising the written responses and comments on the questionnaire, and provides the Royal Borough of Greenwich's officer response and any amendments to be made to the Spray Street Masterplan SPD document. Responses to the consultation are included in full at Appendix A.

2. Previous Consultation

The initial stage in the consultation process involved the review of the robust base of existing consultation feedback and taking a critical view of how the key messages could be built on.

Woolwich Town Centre Masterplan SPD Consultation

Responses to previous consultations related to the Woolwich Town Centre Masterplan SPD have played an important role in the development of this SPD. The consultation was held from February to March 2012 and included three events which were generally well attended. Key messages from the consultation, of relevance to this SPD, are set out below:

- Support the growth and regeneration of Woolwich, enhancing its potential to become a Metropolitan Town Centre.
- Create urban quarters across the town centre, including publicly accessible open spaces supported by active frontages.
- Increase the provision of leisure, entertainment and community facilities within the town centre, to support the day-time and evening economy.
- Improve the quality of the built environment and public realm, including Spray Street, which is currently in a poor condition.
- Create a gateway to Woolwich Town Centre.
- Create vitality within the town centre, by facilitating a mix of uses

3. Spray Street Consultation Overview

I. Spray Street Masterplan SPD Royal Borough of Greenwich Officers' Workshop Consultation

The initial stage of the Spray Street Masterplan consultation process consisted of a workshop with officers from the Royal Borough of Greenwich, including the: Regeneration; Planning; Transport; Enterprise & Skills; Community Safety & Environment and Housing departments was held on the 6th of July 2014. The workshop discussed the context of Woolwich Town Centre, opportunities for Spray Street, and site specific topics, including markets, transport, activity areas and massing. The workshop identified the following key messages:

- Improve Woolwich Town Centre's evening economy, through the creation of a destination with restaurants, leisure and cultural attractions. There is a need to improve the town centre offer to attract and retain people within the town centre.
- Create links between the rest of the town centre and the Royal Arsenal through the Spray Street site and contribute to a more unified town centre.
- Woolwich town centre has excellent public transport provision and will need to cater for thousands more people when the Crossrail Station opens in 2018. As a result a high quality pedestrian environment will be required and levels of car parking should accord with the locality's high level of public transport accessibility.
- If an element of the Covered Market is to be retained it would best be sited on the western edge to form a gateway into the site and to relate better to the Beresford Square Market.
- This area should provide a flexible space for events, activities and markets as has been done successfully elsewhere in London.
- Smaller scale courtyard-type spaces could provide space for outdoor eating and drinking currently limited in the town centre.

- Create active public uses along the western section of the site and the area along Plumstead Road.
- Create a sensitive relationship between tall buildings within the site and the surrounding area by leaving adequate room between buildings in the eastern section of the site.

II. Stakeholder Discussions

The next stage in the consultation consisted of discussions held with key stakeholders who have a direct interest in the masterplan, such as a land holding. The key stakeholders were sent tailored letters dated 23/07/2014 introducing the masterplan process and providing contact details for further information or comment. Following this individual discussions were held with key stakeholders on the 22/08/2014 to consider individual aspirations, opportunities and constraints for individual sites. The main points raised during this consultation were:

- A number of stakeholders stated Spray Street is characterised by a poor quality environment, which could only be improved by long overdue regeneration. However, other stakeholders viewed a number of buildings as of a reasonable architectural quality, including buildings fronting Woolwich New Road.
- Recognition of the potential of the site located between the DLR & Rail station and the Crossrail station due to open in 2018.
- An expectation that the Spray Street area will be redeveloped for residential uses.
- A proportion of the landowners said they had no long term aspirations to remain at the site and aspirations to sell.
- There was a view expressed acknowledging the need for affordable housing.

III. Statutory Consultation on Draft SPD

A full, public consultation on the draft masterplan SPD took place from Friday 7th November 2014 to Friday 19th December 2014 and consisted of the following consultation events:

Exhibition - Friday 7th November to Friday 19th December 2014

Throughout the duration of the consultation, an exhibition was held in the Woolwich Centre Library. This allowed the wider public to view the consultation boards at their leisure throughout the six week consultation period. The consultation boards provided an overview of the draft SPD, informed the public of the consultation events and also invited people to comment on the proposals.

Presentation - Wednesday 19th of November 2014

The first event took place from 18.30 to 20.30 in Woolwich Town Hall, with a presentation to explain the SPD and a question and answer session. The exhibition was also on display. Approximately 20 people attended the evening session to view the exhibition and ask questions following the presentation. The attendance list included individuals from the Woolwich Antiquarian Society, Greenwich Conservation group, Greenwich Environment Forum, Freeholders and Leaseholders/businesses. A number of individual queries were raised throughout the course of the event, particularly in relation to approaches to business relocation. In addition a number of other questions were asked regarding the maximum heights, servicing, the SPD boundary and the retention of existing buildings on site, for example:

- Are there specific heights to the buildings in the plan?
- Is there a developer allocated?
- The Job Centre is a building of character; will that stay?
- On the South East side there is a construction site; will this be incorporated?

- How are you going to service the shops within the site, as the access to these buildings is very tight?
- There is a tender out for a developer to develop the Spray Street site, including the Covered Market; where will this leave businesses that have been here for many years?

Presentation - Saturday the 22nd of November 2014

The second event took place from 10.30 to 12.30 in Woolwich Town Hall and included a presentation on the draft SPD and exhibition display. Approximately 10 people attended, including local professionals, freeholders and leaseholders/businesses

There were a number of questions raised throughout the event, including retention of the Covered Market roof and other heritage assets across the site, the impact on the surrounding travel network and the mix of shops. These included:

- Has a transport assessment been undertaken to test the impact on travel?
- Have you tested the market for a cinema?
- High rises have destroyed the character of the Arsenal and we need to look at high rises sensibly
- Who has the say on the mix of shops and will betting shops have a place in the development?
- Pavement on Plumstead Road is very wide; will that be used in the scheme?
- Will historical features, including the Covered Market roof remain in the Masterplan?
- We need more leisure space that will complement General Gordon Square

Presentation - Tuesday 25th of November 2014

The third and final consultation event was held in the Woolwich Centre Library and was held over two sessions from 10.30 – 12.30 and 14.00 – 16.00. The morning

event consisted of a presentation and exhibition display, with the afternoon session consisting of a drop-in session with staffed exhibition.

10 people attended these sessions, consisting of a mixture of freeholders, leaseholders, business and local residents.

There were a wide variety of views expressed during the two sessions, including points about the retention of the Covered Market roof, the amount of affordable housing and the future of existing businesses in the area.

- Will the provision for 35% affordable housing be part owned/ part rent or rented from the council?
- Will the roof in the covered market be retained?
- My business has been here for over 30 years now you want to move us on, now that the Crossrail is coming - what will happen to my business and employees?

A total of 40 people attended the consultation events: 21 businesses, 4 conservation groups, 4 freeholders and 11 others.

In addition to the public consultation events and exhibition there were a variety of other consultation methods employed to increase the reach of the consultation and engage with the wider public, these included:

- Approximately 1300 individuals, businesses, landowners, groups and organisations were notified by email or letter, including site stakeholders and statutory consultees.
- A summary leaflet –The summary leaflet provided an overview of the draft SPD and provided details of how people could respond to the consultation. The Summary Leaflet was available to collect from the Woolwich Centre and at the public consultation events.
- Online – The Royal Borough of Greenwich website and the Objective consultation portal were updated to include pages introducing the consultation and making the draft SPD available to view online and download. Over the course of the consultation the Objective portal

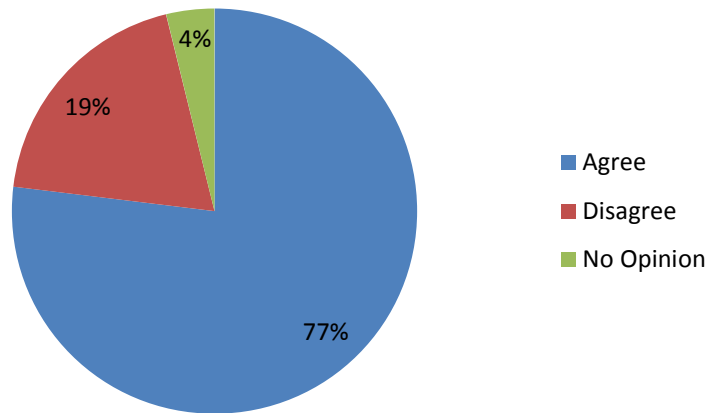
webpage had 129 page views from 97 unique users, approximately 70% of these users downloaded the draft SPD and supporting documentation.

- An advertisement was placed in Greenwich Time indicating the start and end date of the consultation, informing people of consultation events and where and when they could view the draft SPD.
- A copy of the Draft Masterplan SPD was sent out to all libraries in the Borough.
- An exhibition was displayed in the Woolwich Centre Library throughout the consultation period.

4. Questionnaire Findings

This section contains the main findings from the questionnaire, providing quantitative feedback on the draft SPD. The findings are presented in the form of pie-charts to give a visual representation of the data. In response to each question contained in the questionnaire, people were given the choice of responses, including: Agree, disagree and no opinion.

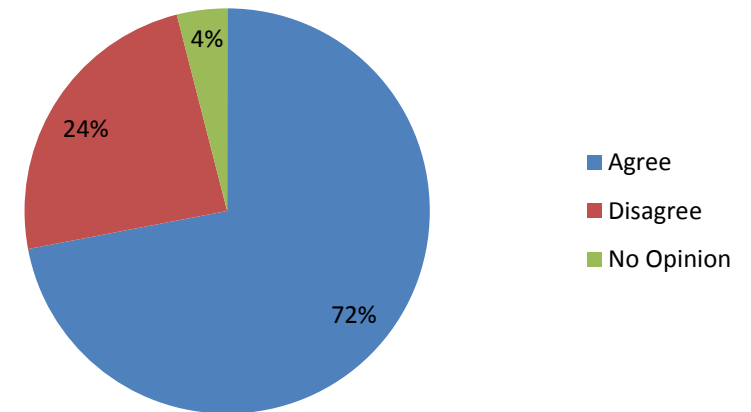
Question 1 – do you agree with the Vision for Spray Street?



Overall the majority of the responses were positive, with a high level (77%) of respondents agreeing with the Vision, demonstrating that most people are in agreement with the vision guiding the masterplan. In light of this no amendments have been made to the vision.

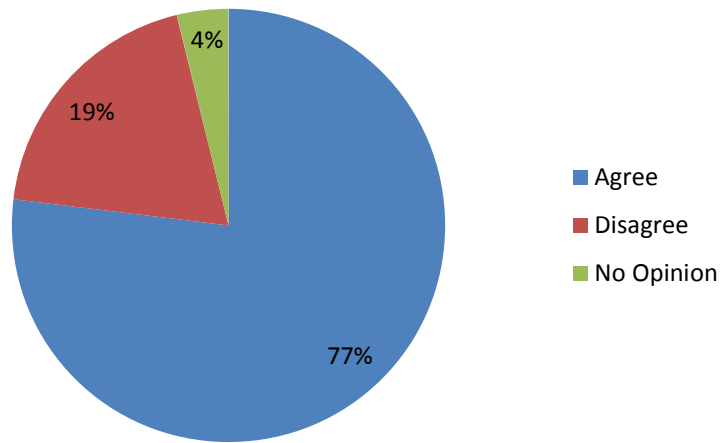
Question 2 – do you agree with the following masterplan Objectives?

Objective 1 - Contribute to Woolwich's growth into a Metropolitan Centre



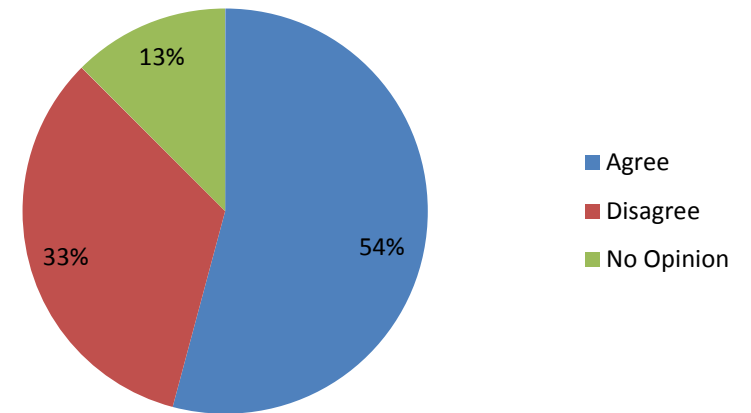
Overall the majority of people (72%) agreed with the Objective to contribute towards Woolwich's growth into a Metropolitan Centre.

Objective 2 - Create a landmark high quality development which will help integrate the Royal Arsenal into the town centre



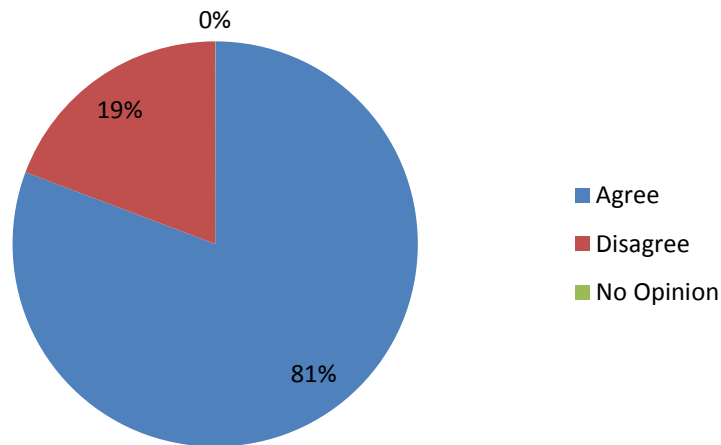
Overall the majority of responses were positive, with a high level of approval with 77% of people agreeing with Objective 2.

Objective 3 - Increase and diversify housing development



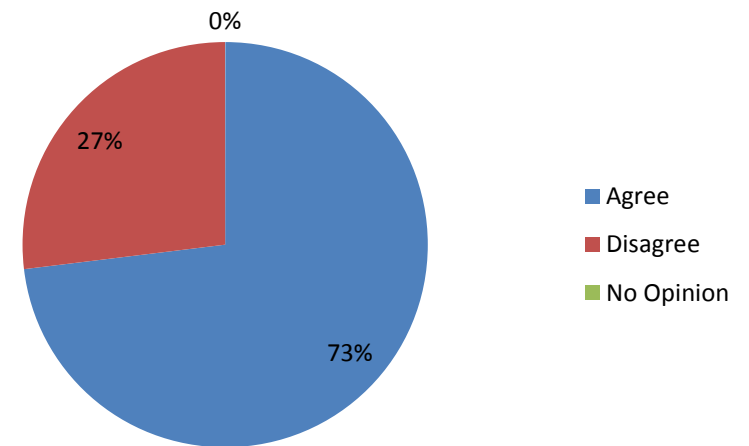
54% of respondents agreed with the masterplan's Objective to increase and diversify housing development. However 33% disagreed and were opposed to more housing developments in Woolwich, whilst 13% had no opinion.

Objective 4 - Improve the built and environmental quality to create a gateway to the town centre



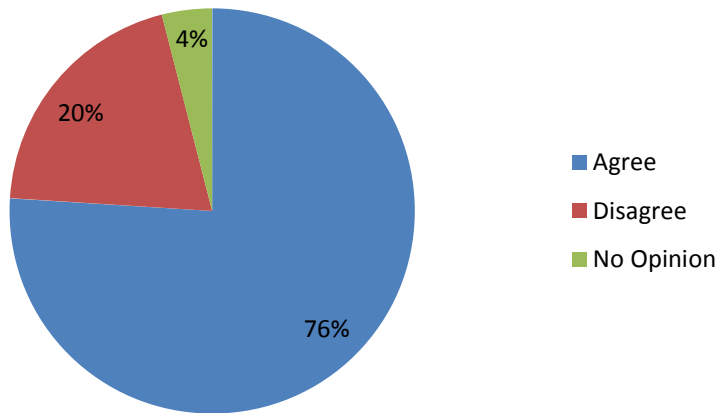
Overall the majority of people (81%) agreed with Objective 4 to improve the built and environmental quality to create a gateway to the town centre.

Objective 5 - Expand and improve the cultural and leisure offer to create a destination



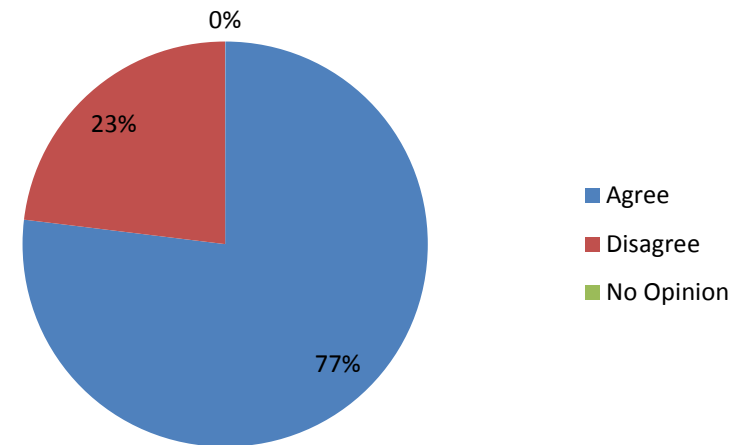
Overall the majority of people (73%) agreed with Objective 5 to expand and improve Woolwich's cultural and leisure offer to create a destination at the Spray Street site.

Objective 6 - Increase permeability and connections to the Town Centre



Overall the majority of people (76%) agreed with Objective 6 to increase permeability and connections to the Town Centre.

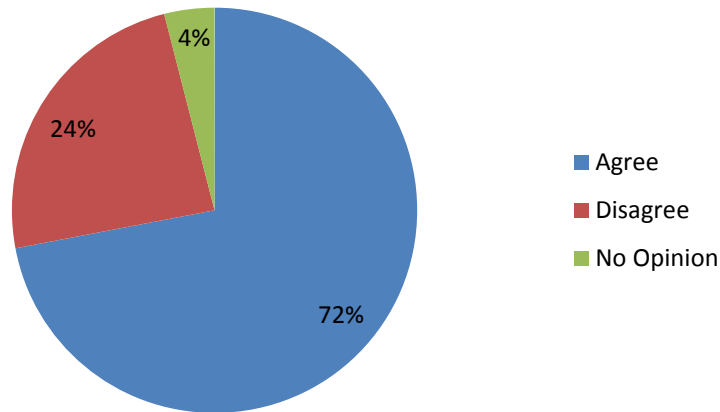
Objective 7 - Attract and retain people within Woolwich



Overall the majority of people (77%) agreed with Objective 7 to Attract and retain people within Woolwich.

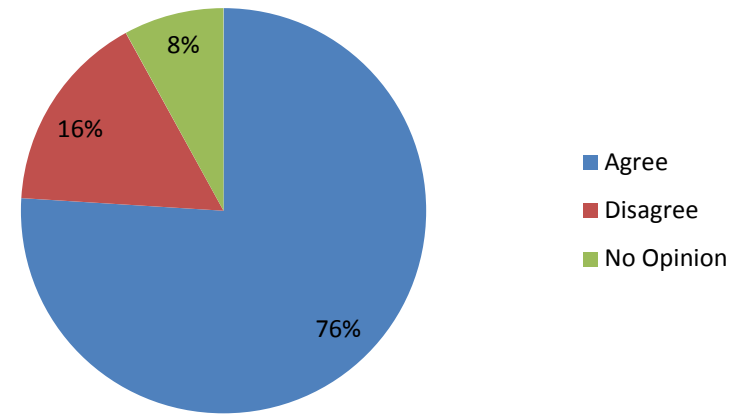
Question 3 – do you agree with the following specific Design Principles?

(i) *Create a vibrant mixed use scheme that integrates entertainment, leisure, retail, office and residential uses.*



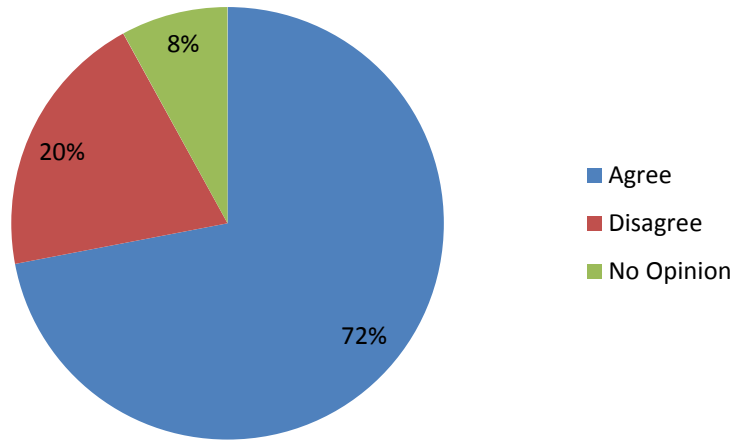
Overall the majority of people (72%) agreed with Design Principle 1 to create a vibrant mixed use scheme that integrates entertainment, leisure, retail, office, hotel and residential uses.

(ii) *Create a network of streets supported by active uses.*



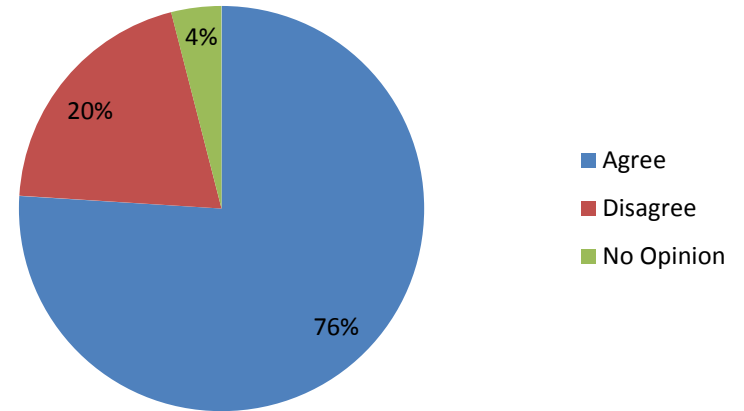
Overall the majority of people (76%) agreed with Design Principle 2 to create a network of streets supported by active uses.

(iii) Create long vistas into the Spray Street site.



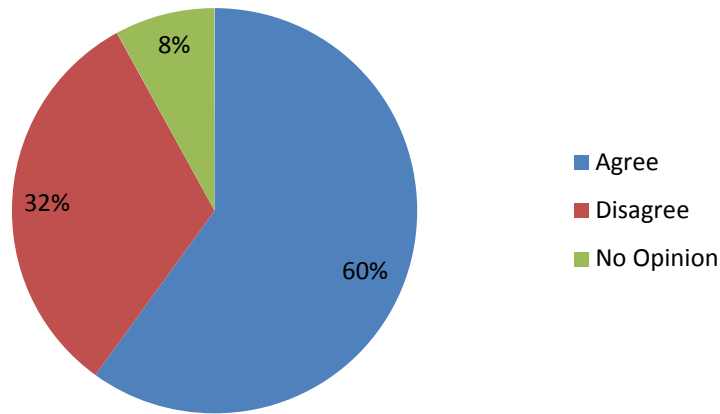
Overall the majority of people (72%) agreed with Design Principle 3 to create long vistas into the Spray Street site.

(iv) Create areas for outside restaurants, casual seating and events.



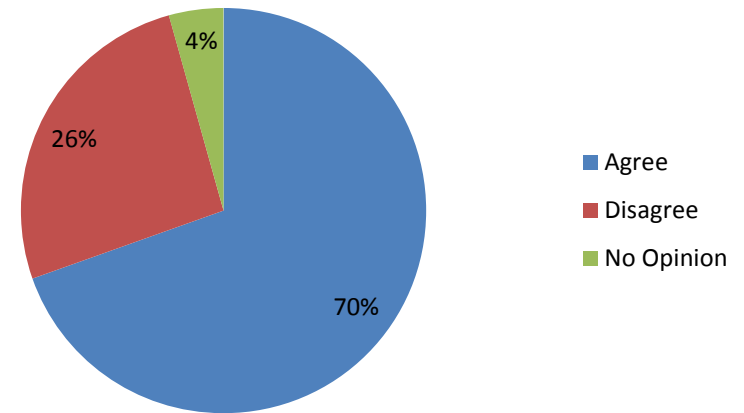
Overall the majority of people (76%) agreed with Design Principle 4 to create areas for outside restaurants, casual seating and events.

(v) Create a new flexible events/activity/market space at the western end of the site, potentially utilising the refurbished Covered Market roof.



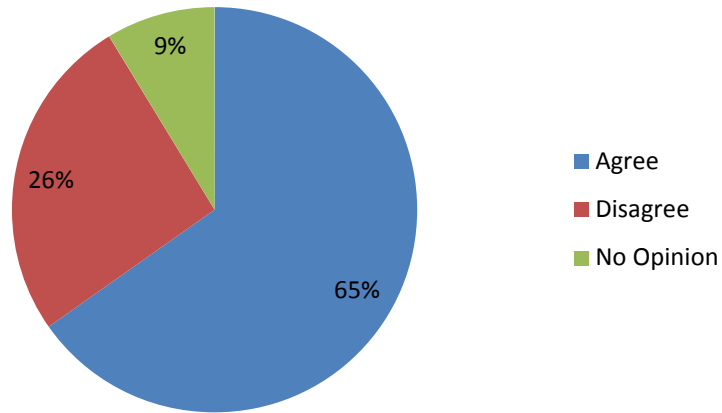
Overall the majority of people (60%) agreed with Design Principle 5 to create a new flexible events/activity/market space at the western end of the site, potentially utilising the refurbished Covered Market roof, although a number of responses were opposed to the relocation of the Covered Market Roof.

(i) Development could include a multi-screen cinema as a focus for the evening economy.



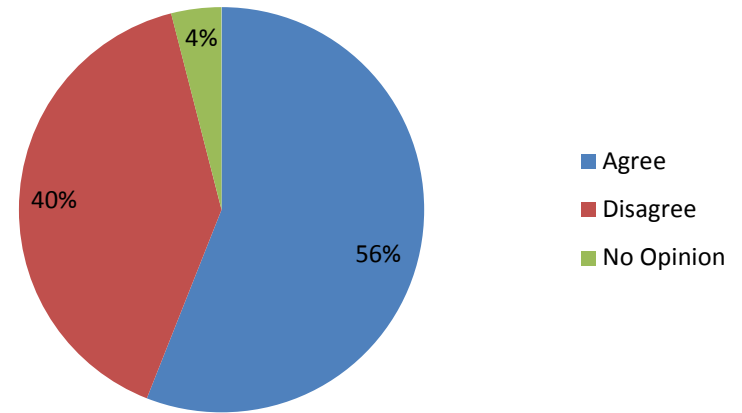
Overall the majority of people (70%) agreed with Design Principle 6 to potentially include a multi-screen cinema as a focus for the evening. However a number of responses were particularly interested in the format of this cinema, whether it would be a large chain cinema or from a smaller art house company.

(ii) *The Spray Street development could include flexible office / small business space.*



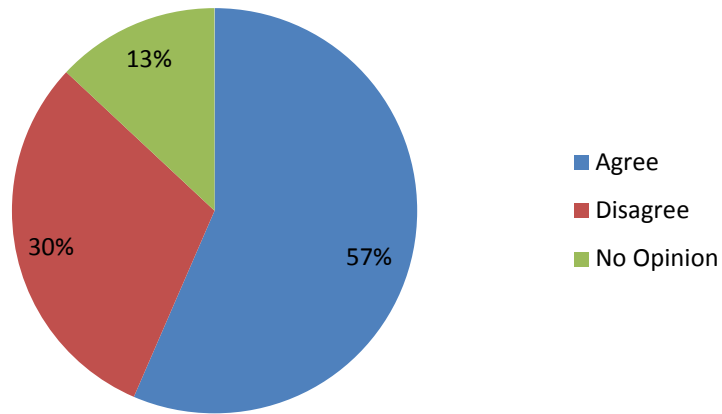
Overall the majority of people (65%) agreed with Design Principle 7 to include flexible office /small business space.

(iii) *Create distinctive taller landmark buildings, with the tallest buildings located in the north east of the site.*



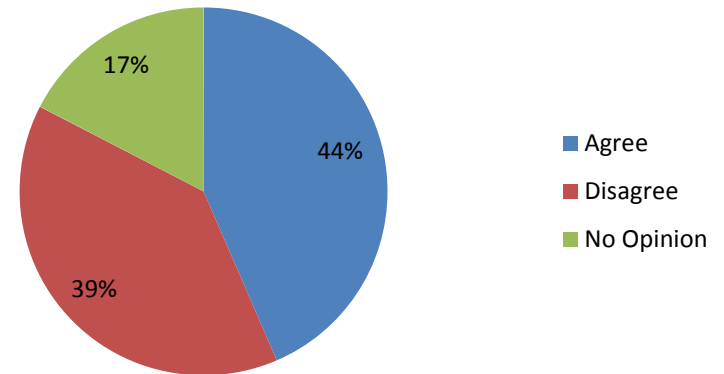
Overall the majority of people (56%) agreed with Design Principle 8 to provide tall buildings in the north east of the site, whilst 40% of respondents disagreed.

(iv) *Maintain a human scale, by setting taller building elements back from the building line.*



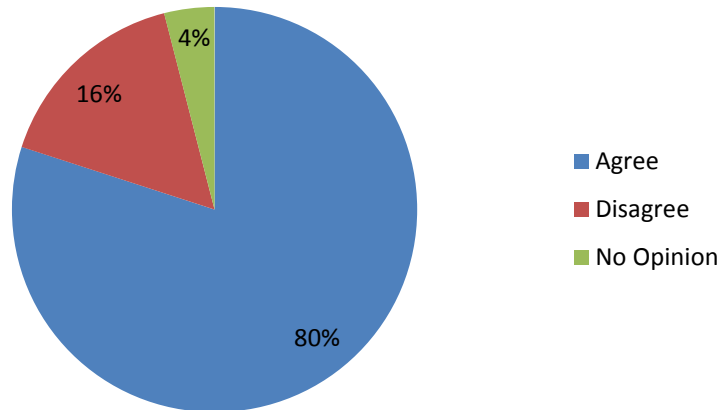
Overall the majority of people (57%) agreed with Design Principle 9 to maintain a human scale, by setting taller building elements back from the building line.

(v) *At least 35% of residential development should be affordable housing, with a split of 70% affordable rent and 30% intermediate tenure.*



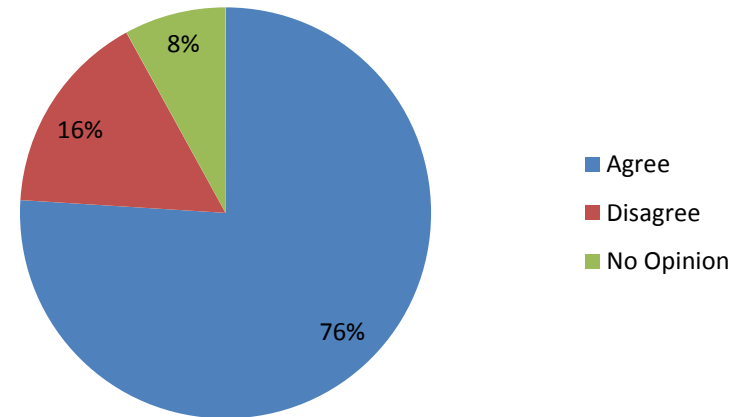
In total only 44% of respondents agreed with the level of affordable housing, whilst 39% of respondents disagreed. However this question also gained the greatest proportion of no opinions in the questionnaire.

(vi) *Increase permeability across the site with connections to the DLR station and Crossrail station due to open in 2018.*



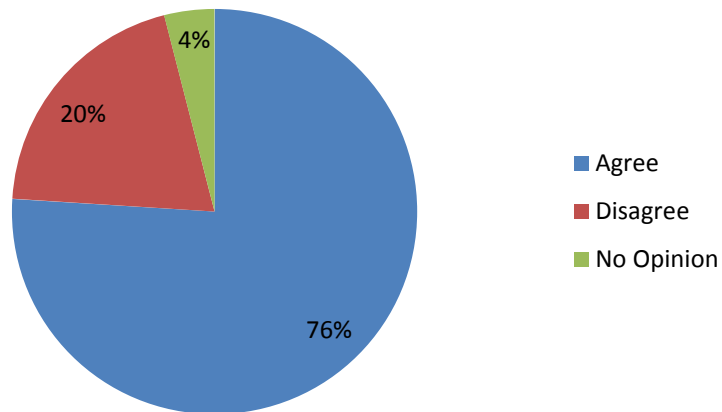
Overall the majority of people (80%) agreed with Design Principle 11 to Increase permeability across the site with connections to the DLR station and Crossrail station due to open in 2018.

(vii) *Adequate cycle provision should be incorporated into the proposed development, connecting to the existing cycle network.*



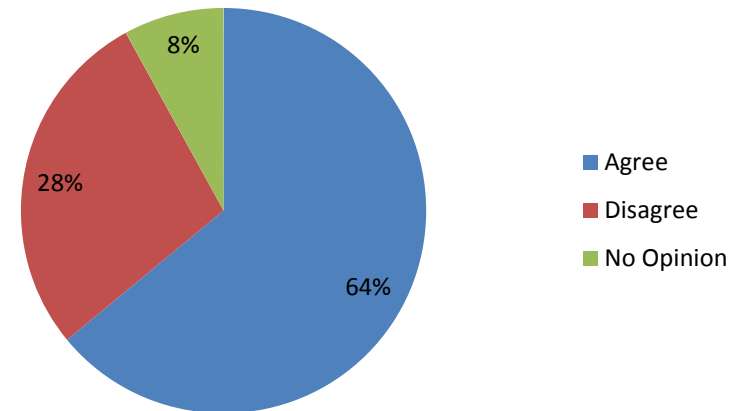
Overall the majority of people (76%) agreed with Design Principle 12 to provide adequate cycle provision should be incorporated into the proposed development, connecting to the existing cycle network.

(viii) *Development should include public realm improvements including those necessary to facilitate site access and parking.*



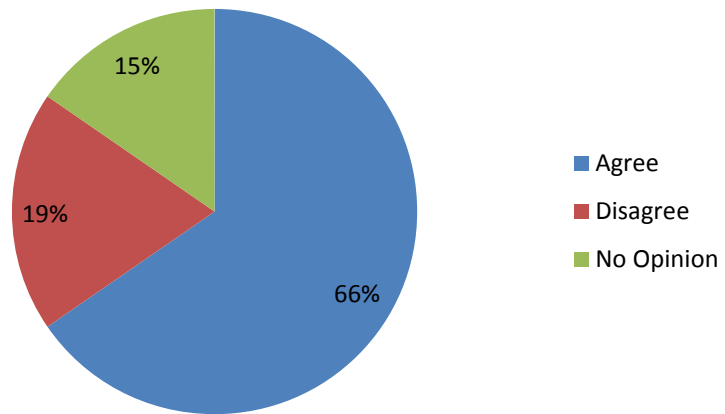
Overall the majority of people (76%) agreed with Design Principle 13 to provide public realm improvements to facilitate site access and parking.

(ix) *Site-wide parking should be provided to make best use of the town centre parking supply and encourage sustainable modes of transport.*



Overall the majority of people (64%) agreed with Design Principle 14 to provide site wide parking to make best use of town centre parking supply and encourage sustainable modes of transport.

(x) *The proposed development will minimise carbon emissions.*



(xi) Overall the majority of people (66%) agreed with Design Principle 15 to minimise carbon emissions in the future development of Spray Street.

5. Key Consultation Themes and Council Responses

The key messages to emerge from the consultation and the Royal Borough of Greenwich's proposed responses are provided below. Please note where amendments are proposed to the SPD, these are included in **bold**:

KEY MESSAGE	COUNCIL RESPONSES AND PROPOSED CHANGES
<p>1. Support for a development with a strong sense of local distinctiveness, including independent businesses and services</p> <p>Popular view amongst respondents that redevelopment should build on the existing character and diversity of the site to offer something different for Woolwich. Therefore strong support was provided for the flexible events, activity and markets space utilising the Covered Market roof.</p> <p>Respondents also expressed a desire for independent businesses and services to be included in the development of the Spray Street site, and were generally opposed to the inclusion of chain store retailers and 'soulless boxy development', including a new supermarket.</p>	<p>The Vision and Design Principles set out in the SPD seek to encourage the development of a unique and vibrant destination with a high quality environment.</p> <p>The relocated and refurbished Covered Market roof in the Illustrative Masterplan provides a flexible event, activity and market space which could be used by a range of independent retailers and local businesses.</p> <p>The SPD encourages a vibrant mixed use scheme which includes a range of different unit sizes and businesses, some of which could accommodate independent retailers and local businesses.</p> <p>Future development proposals will be considered against the Objectives, Vision and Design Principles set out in the SPD and policies contained in the Royal Borough of Greenwich Development Plan.</p>
<p>2. Concerns raised over the retention/ future of existing businesses and services, and view that the development should provide for the needs of locals as well as attracting new visitors/residents</p> <p>Support for the existing diverse independent businesses, shops and services, within the Spray Street Site, serving the local community and concern that they could not be included in future development proposals and priced out of any new development.</p>	<p>The SPD Vision recognises the importance of balancing the need for the development to attract and cater for both new and existing communities through intensifying and diversifying the Spray Street site.</p> <p>As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate.</p>
<p>3. View that the development mix should concentrate on leisure and retail development, opposed to housing development</p> <p>View that there is already enough housing in Woolwich town centre and that the scheme should concentrate on improving retail, leisure and entertainment facilities which Woolwich currently lacks. As such there was strong support for a cinema, with a</p>	<p>The comments in relation to additional leisure uses and no more housing are noted. Paragraph 3.3.5 of the Royal Greenwich Core Strategy states that 'the town centre will be revitalised through additional retail floorspace, new office, leisure and entertainment facilities, a new civic centre, as well as new culture and tourism uses.' However, the Core Strategy also sets out that 'the amount of housing within the town centre will also increase,' and that Woolwich 'is increasingly a place where people</p>

KEY MESSAGE	COUNCIL RESPONSES AND PROPOSED CHANGES
<p>number of respondents stating an independent cinema operator would be better suited to the site, rather than a large chain cinema.</p>	<p>want to live as a result of new residential developments' (para 4.3.8).</p> <p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre. It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the Core Strategy plan period.</p> <p>Therefore the SPD's development mix is in accordance with the Royal Borough's intentions for Woolwich town centre.</p>
<p>4. View that buildings of heritage significance should be retained and future development should respond positively to surrounding heritage assets</p> <p>There was a particular emphasis from a number of respondents on the importance of retaining a number of existing buildings, including the Plumstead Road frontage, and individual buildings on Woolwich New Road, Plumstead Road and Spray Street. Responses from English Heritage and local conservation groups, were of the view that the SPD should contain a fine grain approach to integrating and responding to heritage.</p>	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention and improvement on Woolwich New Road, Plumstead Road and Spray Street to strengthen and enhance the contribution of heritage assets to local character and distinctiveness.</p> <p>In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which are identified as potentially suitable for retention.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: <i>"Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished."</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site's heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p>

KEY MESSAGE	COUNCIL RESPONSES AND PROPOSED CHANGES
	<p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of one form any future development could take and is not prescriptive as to which buildings should be retained.</p>
<p>5. Support for integrating Spray Street and the Royal Arsenal into the town centre, however, some concerns this is not adequately addressed in the SPD</p> <p>General support for the integration of the Royal Arsenal and the Spray Street site and Woolwich town centre. However, there was a view amongst a number of respondents that the severance caused by Plumstead Road is not adequately addressed in the SPD.</p> <p>Several respondents would like to see an underpass for traffic along Plumstead Road with pedestrian priority at surface level, connecting the Royal Arsenal, Spray Street and Woolwich Town Centre.</p>	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the major pedestrian crossing of the strategic Plumstead Road route. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p> <p>In addition, significant infrastructure changes enacted by the construction of a vehicular underpass on Plumstead Road would not be proportionate to the scale of development contained in the SPD, and as such would be outside the scope of the SPD.</p>
<p>6. View that tall buildings are not appropriate in the Spray Street site</p> <p>A number of respondents objected to the inclusion of tall buildings within the SPD, on the grounds that they: are unattractive; can create wind tunnels; are not in keeping with the historic nature of the area; do not provide for local people and could form a barrier to integrating Plumstead into the town centre. However, a number of respondents also supported tall buildings, noting that they could help to integrate the tall buildings within the Royal Arsenal into the town centre.</p>	<p>Policy DH2 of the Royal Borough's Core Strategy identifies the Spray Street site as suitable location for tall buildings. The SPD provides further detailed guidance on the location of tall buildings taking into account the following:</p> <p>The location of tall buildings within the Design Principles and the Illustrative Masterplan have been carefully selected to help integrate taller buildings located in the Royal Arsenal into the town centre and create a gateway.</p> <p>The location of taller buildings has also been designated in areas least sensitive to taller elements to minimise impacts on surrounding heritage assets.</p> <p>Design Principle 9 encourages buildings above 6 storeys to be set back from the building line above podium level to reduce the effect of tall buildings on the public</p>

KEY MESSAGE	COUNCIL RESPONSES AND PROPOSED CHANGES
	realm and maintain a streetscape with a human scale.
<p>7. Split response regarding affordable housing</p> <p>Majority of respondents supported the provision of affordable housing. However there were views that the housing would be unaffordable for local people and that more affordable housing should be provided.</p>	<p>The SPD includes a requirement for new housing development to deliver a minimum of 35% affordable housing in accordance with the Royal Borough's Core Strategy.</p>
<p>8. View that the SPD should place a greater emphasis on providing soft landscaping and integrating with existing green infrastructure</p> <p>There should be more emphasis on green infrastructure, soft landscaping and permeable surfaces (Natural England & Environment Agency).</p>	<p>In response to the consultation, an additional Design Principle has been added under Sustainability pg. 50 – “Opportunities for public realm planting, green roofs and private amenity space should be actively considered through new development, including connecting with and supporting surrounding green infrastructure.”</p> <p>Specific details of landscaping and drainage, including SUDS, are covered by the Royal Greenwich Development Plan, including the Greener Greenwich SPD and as such will be considered during the planning application process.</p>
<p>9. View that there should be a balance between the need to create long vistas into the Spray Street site and the need to create strong urban blocks</p> <p>A view was expressed that there is a need to strike a balance between creating long vistas into the site and the need to provide strong urban blocks, aiding in permeability and legibility.</p>	<p>In order to ensure legibility and the creation of strong urban blocks are successfully balanced with the need to provide long vistas into the site, Design Principle 3 has been amended to read “Consideration should be given to the creation of long vistas into the site from the west along Woolwich New Road and Plumstead Road, with particular attention paid to the main approaches from the DLR and Crossrail stations.”</p>
<p>10. Inclusion of external sites within the SPD boundary</p> <p>A couple of respondents wanted to see external sites included in the SPD boundary (inc. TfL sites to the south of the Spray Street site).</p>	<p>The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through the Spray Street Masterplan SPD process to include external sites.</p> <p>In relation to the TfL sites, the adopted Woolwich Interchange Planning Brief SPG (2002) is currently in place and provides guidance for the future development of the sites.</p>

KEY MESSAGE	COUNCIL RESPONSES AND PROPOSED CHANGES
<p>11. View that the SPD should do more to integrate the Plumstead area into Woolwich town centre</p> <p>A number of respondents were of the view there should be more attention paid to opening up to and integrating the Plumstead area into Woolwich town centre. Specific concerns included tall buildings forming a barrier. In addition, a couple of respondents saw the lack of an entrance to the Crossrail station from this end as a missed opportunity.</p>	<p>Given the distance of the Spray Street site from Plumstead, the Spray Street Masterplan SPD can only have a limited impact in this regard.</p>
<p>12. Support for pedestrian and cycle routes and facilities</p> <p>A number of respondents stated their support for providing a better environment and improved facilities for walking and cycling, including consideration of Cycle Super Highway 4 planned for Plumstead Road.</p>	<p>The SPD clearly states its intention to provide a high quality environment with much improved facilities for cyclists and pedestrians, as demonstrated by Design Principle 10, 24, 25 and 26.</p> <p>The Royal Borough of Greenwich is supportive of Cycle Super Highway 4 and is actively working with TfL to support its development.</p>
<p>13. Desire to provide a development with high quality architecture and materials</p> <p>Strong desire for the provision of high quality design, including architecture and materials. Although concerns were raised, regarding reassurances of how this could be achieved.</p>	<p>The SPD encourages development of a high quality of architecture and materials. This is achieved through Objective 4, which acknowledges a positive public realm, streetscape and design are an essential part of any town centre. Any planning application has to demonstrate how it has complied with the Design Principles to achieve a high quality design.</p>

Summary of Respondents Comments and the Council’s Responses

In addition to the table of key messages and Royal Borough of Greenwich responses provided above, the respondent’s comments are individually summarised in the table below (for the comments in full please refer to Appendix A). The table sets out the Royal Borough of Greenwich’s response to each individual response. Where suggested amendments are to be made to the SPD, these responses are shown in **bold** font.

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL’S RESPONSE AND CHANGES TO THE MASTERPLAN
SS1	<ul style="list-style-type: none"> • People are worried to stay in the town past nightfall. 	<p>The vision makes specific reference to attracting and catering for both new and existing communities and the importance of this in creating a vibrant mixed community and successful town centre.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> • Bookies, loan shops and cheap shops predominate near the site. 	
	<ul style="list-style-type: none"> • It must be up market for people to move here. 	
SS2	<ul style="list-style-type: none"> • There should be provision for small businesses. • Woolwich needs more independent retail opposed to chain stores. 	<p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses. The relocated and refurbished Covered Market roof in the Illustrative Masterplan provides a flexible event / activity and market space which could be used by a range of retailers and local businesses. The SPD recognises the importance of such activity in creating a sense of place and benefiting the local community.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> • There is already considerable housing development in Woolwich, what Woolwich needs is somewhere for people to go out, not more housing. 	<p>The comments in relation to additional leisure uses and no more housing are noted. Paragraph 3.3.5 of the Core Strategy states that ‘the town centre will be revitalised through additional retail floorspace, new office, leisure and entertainment facilities, a new civic centre, as well as new culture and tourism uses.’ However, the Core Strategy also sets out that ‘the amount of housing within the town centre will also increase,’ and that Woolwich ‘is increasingly a place where people want to live as a result of new residential developments’ (para 4.3.8).</p> <p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
		<p>It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the Core Strategy plan period.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> If housing is necessary it should be affordable. 	<p>Regarding the provision of affordable housing, the SPD includes a requirement for new housing development to deliver a minimum of 35% affordable housing in accordance with the Royal Borough's Core Strategy.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> It is essential that the plan builds on the existing diversity of Woolwich and offers something different. 	<p>The SPD seeks to build on the existing diversity of Woolwich and reflect its rich history and character to provide a new destination for Woolwich with a unique identity and offer.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Suggest setting up a Woolwich Residents' Forum. 	<p>At this point no residents' forum has been set up. This comment is valid in its own right, but does not directly relate to the production of the SPD.</p> <p>No changes necessary.</p>
SS3	<ul style="list-style-type: none"> Strongly support increased options to socialise. Would like to see a cinema (possibly independent), a gym and a wider range of high street restaurants. Better facilities are needed to attract people to the town centre and make it a better place to live. 	<p>The SPD is based on market research which indicated there is market interest in the range of uses included in the Illustrative Masterplan, including a cinema and restaurants. These uses will play an important role in attracting people to the town.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Focus should be on improving leisure and retail facilities rather than providing more houses. 	<p>The comments in relation to additional leisure uses and no more housing are noted. Paragraph 3.3.5 of the Core Strategy states that 'the town centre will be revitalised through additional retail floorspace, new office, leisure and entertainment facilities, a new civic centre, as well as new culture and tourism</p>

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		<p>uses.' However, the Core Strategy also sets out that 'the amount of housing within the town centre will also increase,' and that Woolwich 'is increasingly a place where people want to live as a result of new residential developments' (para 4.3.8).</p> <p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre. It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the Core Strategy plan period.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Covered Market needs improving – could become an attractive and successful food market as seen elsewhere in London. 	<p>Paragraph 4.3.16 of the Core Strategy recognises that 'markets are part of the traditional character of Woolwich and as a popular form of retailing they play an important role within the town centre.'</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Access and inclusivity would be much improved if there was another exit to the Crossrail station at the Plumstead end, helping to integrate the wider community not just the Royal Arsenal. 	<p>Comments regarding an additional entrance to the Crossrail station at the Plumstead end are noted. However, considerations as to physical entrances to the Crossrail station are outside of the scope of the SPD and therefore not addressed.</p> <p>No changes necessary.</p>
SS4	<ul style="list-style-type: none"> Regeneration is urgently needed here. 	<p>The SPD intends to regenerate the Spray Street site.</p> <p>No changes necessary.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> The focus of this part of town should be on entertainment and suitable for a cinema and the SPD needs to reflect this. 	<p>The comments in relation to additional leisure uses and no more housing are noted. Paragraph 3.3.5 of the Core Strategy states that 'the town centre will be revitalised through additional retail floorspace, new office, leisure and entertainment facilities, a new civic centre, as well as new culture and tourism uses.' However, the Core Strategy also sets out that 'the amount of housing within the town centre will also increase,' and that Woolwich 'is increasingly a place where people want to live as a result of new residential developments' (para 4.3.8).</p> <p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre. It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the Core Strategy plan period.</p> <p>No changes necessary.</p>
SS5	<ul style="list-style-type: none"> The vision is the right one and will sustain momentum of redevelopment within the town centre. Design principles are good and some of the future development will match the tall buildings within the Royal Arsenal. 	<p>Noted.</p> <p>No changes necessary.</p>
SS6	No comments	[Response filled in questionnaire but provided no comments. Included in this table to ensure consistent references with Appendix A]
SS7	No comments	[Response filled in questionnaire but provided no comments. Included in this

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		table to ensure consistent references with Appendix A]
SS8	No comments	[Response filled in questionnaire but provided no comments. Included in this table to ensure consistent references with Appendix A]
SS9	<ul style="list-style-type: none"> The list of documents required in support of a planning application detailed on pg. 61 should include a Drainage Strategy. 	Agreed. The list of future planning application documents has been amended to include 'A Drainage Strategy'.
	<ul style="list-style-type: none"> Developers should engage with Thames Water at the earliest opportunity. 	The comment on engaging Thames Water at the earliest opportunity has been agreed. The following sentence to this effect has now been included on page 61: 'Key to any development will be comprehensive and effective consultation, including early engagement with local stakeholders and statutory consultees'.
	<ul style="list-style-type: none"> Thames Water supports the text in Section 7.5 in relation to infrastructure provision. 	Noted. No changes necessary.
SS10	<ul style="list-style-type: none"> There is already a lot of new housing in the area, so high density housing should not be a priority for this site 	<p>Noted.</p> <p>The comments in relation to the housing need within Woolwich Town are noted. The Core Strategy sets out that 'the amount of housing within the town centre will increase,' and that Woolwich is 'increasingly a place where people want to live as a result of new residential developments' (para 4.3.8).</p> <p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre. It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the</p>

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		<p>Core Strategy plan period.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Increasing residential densities on site will lead to overcrowding. 	<p>The existing site is of an extremely low density, considering its town centre location and outstanding transport connections, with an approximate plot ratio of 1:1. The Illustrative Masterplan in the SPD provides an approximate plot ratio of 3:1. The density within the Illustrative Masterplan is accordance with the sites PTAL Rating of 6a and the corresponding density of 140 – 405 units per hectare as defined in the London Plan (June, 2011).</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> There is no aesthetic benefit in including very tall buildings. Light and openness are more desirable. 	<p>Policy DH2 of the Royal Borough's Core Strategy identifies the Spray Street site as suitable location for tall buildings.</p> <p>The location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal. In order to support a sense of light and openness, whilst helping to integrate the Royal Arsenal into the town centre, the tall buildings included within the Illustrative Masterplan benefit from a fragmented layout and typology, which allows light and views through the site.</p> <p>Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted.</p> <p>No changes necessary.</p>
SS11	<ul style="list-style-type: none"> Concerns that the SPD does not appear to be sufficiently informed by a detailed analysis of the site's historic significance. Would like to see a more thorough finer 	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention and improvements on Woolwich New Road, Plumstead Road and Spray Street to strengthen and enhance the</p>

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	<p>grained approach to historical analysis of the site to inform the SPD.</p> <ul style="list-style-type: none"> The SPD should demonstrably identify opportunities to strengthen and enhance the contribution of heritage assets to local character and distinctiveness 	<p>contribution of heritage assets to local character and distinctiveness. In response to the consultation the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site's heritage significance, listing a Heritage Statement as a recommended document to support any future planning application. The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p>
	<ul style="list-style-type: none"> Concerned that the SPD does not encourage retention of enough existing buildings of heritage significance across the site, specifically along Plumstead Road and Woolwich New Road. New buildings should seek to reflect local character in their design, scale and massing and seek to integrate attractively with the heritage assets identified for retention. 	<p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: “Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished.”</p>
	<ul style="list-style-type: none"> Concerned that the buildings on Woolwich New Road are shown as demolished within the Illustrative Masterplan sketches. 	<p>The Illustrative Masterplan is an indication of one form any future development could take and is not prescriptive as to which buildings should be retained.</p> <p>No changes necessary.</p>
SS12	<ul style="list-style-type: none"> Natural England support Objective 2 and Objective 6. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> There appears to be no reference to green infrastructure provision. This could include looking at green chains, links corridors, between surrounding existing green spaces. 	<p>In response to the consultation, an additional Design Principle has been added under Sustainability pg. 50 – “Opportunities for public realm planting, green roofs and private amenity space should be actively considered through new development, including connecting with and</p>

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		<i>supporting surrounding green infrastructure."</i>
SS13	<ul style="list-style-type: none"> • Pleased to confirm there is nothing in the SPD which should affect the Port of London Authority link. 	<p>Noted.</p> <p>No changes necessary.</p>
SS14	<ul style="list-style-type: none"> • As a group of buildings, the existing buildings along Plumstead Road create a valuable streetscape, which contributes to historic character of Woolwich, including two pubs. • Whole row of shops along Plumstead Road should be retained including keeping the Covered Market in its existing location. • No.3 Woolwich New Road was one of the main centres for the establishment of the labour party and should be retained. 	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: <i>"Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished."</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site's heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of one form any future development could take and is not prescriptive as to which buildings should be retained.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> The area is already vibrant in a way no bland modern development could ever be. 	<p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses. Furthermore the SPD seeks to encourage the development of a unique destination.</p> <p>No changes necessary.</p>
SS15	Is there a broad timeline for the Spray Street development?	<p>A preferred development partner was selected in December 2014 and is expected to develop a planning application and commence discussions with site owners and occupiers in 2015.</p> <p>No changes necessary.</p>
SS16	Existing business not being encouraged to remain in Woolwich.	<p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for new and existing communities.</p> <p>No changes necessary.</p>
SS17	<ul style="list-style-type: none"> Object to potential demolition of existing buildings which contribute to the distinctive character of the local area. Plumstead Road buildings form an interesting streetscape. Object to relocation of the Covered Market. All buildings on Woolwich New Road should be kept. The former Labour Exchange and tile adjacent 4-storey building should be retained. 	<p>Noted.</p> <p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out:</p> <p><i>"Buildings with potential for heritage significance across the site should be</i></p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
		<p><i>further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished.”</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site’s heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to which buildings should be retained. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p>
	<ul style="list-style-type: none"> • Woolwich New Rd and Plumstead Rd are already a lively and cosmopolitan area of Woolwich which would be destroyed by these proposals. In addition to Parry Place/ adjoining area they contain many local businesses and services serving the local community. • Only multiple stores will be able to afford rents in the new quarter, which will sanitise this ethnically diverse part of London. 	<p>The vision makes specific reference to attracting and catering for both new and existing communities and the importance of this in creating a vibrant mixed community and successful town centre.</p> <p>The SPD encourages a vibrant mixed use scheme which includes a range of different unit sizes and businesses, some of which could accommodate independent retailers and local businesses.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> • Links between the Royal Arsenal and Woolwich would be improved if there was an underpass for traffic. 	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
		<p>In addition, significant infrastructure changes enacted by the construction of a vehicular underpass on Plumstead Road would not be proportionate to the scale of development contained in the SPD, and as such would be outside the scope of the SPD.</p> <p>No changes necessary.</p>
SS18	<ul style="list-style-type: none"> The SPD does not adequately deal with parking. 	<p>The Development Plan for Royal Greenwich (e.g. the Core Strategy and the Mayor's London Plan) sets the context for the SPD. It has been prepared in line with core policies so that parking provision within the development is minimised to encourage sustainable patterns of transport use, including public transport, car sharing and road network traffic management, as stated in Design Principles 30 – 32.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> The SPD does not adequately deal with servicing and deliveries. The SPD does not adequately deal with waste. 	<p>Section 7.6 of the SPD seeks to ensure that servicing, deliveries and waste are adequately addressed in any future planning application to develop the site.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Ensure the borough's tenants benefit from the development 	<p>A key element of the SPD is to provide for the existing community within and surrounding the Spray Street site. This includes Design Principle 37, which encourages future development of the Spray Street site to provide economic opportunities for local people.</p> <p>No changes necessary.</p>
SS19	<ul style="list-style-type: none"> Site needs regeneration but should provide for the needs of locals in addition to drawing people in from elsewhere for recreation. 	<p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for existing communities. No changes necessary.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> The SPD must show consideration for retaining traffic flow through Plumstead Road and Burrage Road. 	<p>The SPD has been developed in partnership with transport consultants Urban Flow, who have informed the SPD, ensuring the SPD will have a negligible impact on the surrounding highways network and local streets. In addition, the SPD also requires that future planning applications should be accompanied by a transport appraisal.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> A Picture House-type cinema would better suit the heritage character of the area. 	<p>Design Principle 16 provides flexibility regarding the format and nature of the 'multi-screen' cinema, although the Illustrative Masterplan includes a cinema of 1,800 sqm.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to which buildings should be retained. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p> <p>No changes necessary.</p>
SS20	<ul style="list-style-type: none"> Too much high-rise housing is eroding the character of Woolwich. 	<p>Policy DH2 of the Royal Borough's Core Strategy identifies the Spray Street site as suitable location for tall buildings.</p> <p>The location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal, as not to negatively impact surrounding character.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> How will the businesses in the area be relocated? 	<p>As part of the site redevelopment process there will be discussions with existing</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
		<p>occupiers regarding location options involving the developer and/ or the Council as appropriate.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> This will not diversify housing development, just provide more housing unaffordable to local people. 	<p>The SPD includes a requirement for new housing development to deliver a minimum of 35% affordable housing in accordance with the Core Strategy. However, the precise cost of any affordable housing will depend on the scale, design and financial viability of proposals put forward to the Royal Borough through the planning process.</p> <p>No changes necessary.</p>
SS21	<ul style="list-style-type: none"> As a long term landlord I would be devastated to lose my property. Agree the site needs modernisation – This should be discussed with locals. Don't look to attract new investors, look after locals. 	<p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for existing communities.</p> <p>As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate.</p> <p>No changes necessary.</p>
SS22	<ul style="list-style-type: none"> I agree with the vision as long as the Covered Market is upgraded and houses are aimed at local people. Take into account views of local people and do not just appease developers. 	<p>Design principle 12 of the SPD, seeks to create a new flexible events / activity / market space at the western end of the site utilising the refurbished Covered Market roof. This space could also accommodate a range of leisure activities.</p> <p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for new and existing communities.</p> <p>No changes necessary.</p>

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	<ul style="list-style-type: none"> There needs to be leisure facilities besides a cinema. 	<p>Policy TC2 seeks to re-assert Woolwich town centre as a Metropolitan Centre in southeast London, and the Royal Borough will be supportive of development that contributes to the eventual reclassification of Woolwich as a metropolitan centre. It also encourages development that will enhance the vitality of the town centre and create an evening economy. It is intended that Woolwich will accommodate the majority of additional town centre development in Royal Greenwich over the Core Strategy plan period.</p> <p>No changes necessary.</p>
SS23	<ul style="list-style-type: none"> The regeneration of Spray Street is commendable and overdue. However, the SPD needs to consider Christian faith groups. These groups meet the type of socio-economic needs that could be generated by this development. 	<p>The vision makes specific reference to attracting and catering for both new and existing communities and the importance of this in creating a vibrant mixed community and successful town centre. Christian faith groups form a key component of the existing community.</p> <p>No changes necessary.</p>
SS24	<ul style="list-style-type: none"> Recommend the incorporation of soft landscaping and permeable surfaces into all new residential and non-residential development. Welcome improved links to the Thames. 	<p>The masterplan SPD sets the principles for development of Spray Street, specific details of landscaping and drainage, including SUDS, are covered by the Royal Greenwich Development Plan, including the Greener Greenwich SPD and as such will be considered during the planning application process.</p> <p>No changes necessary.</p>
SS25	<ul style="list-style-type: none"> The area has many more buildings of historical significance which should be retained and refurbished (as is being done in the west end of Powis Street/ Hare street area. 	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
		<p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: <i>“Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished.”</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site’s heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to which buildings should be retained. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p>
	<ul style="list-style-type: none"> There is no provision made in the plan for existing ethnically diverse well used retail units and services. 	<p>The SPD seeks to build on the existing diversity of Woolwich and reflect its rich history and character to provide a new destination for Woolwich with a unique identity and offer.</p> <p>The SPD encourages a vibrant mixed use scheme which includes a range of different unit sizes and businesses, some of which could accommodate independent retailers and local businesses.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> How will the buildings to the north of the central public space be serviced? The DLR site bounded by Spray Street and Burrage Rd should be included in the SPD. Severance between the Royal Arsenal and Woolwich town centre will continue unless through traffic is dealt with. 	<p>As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate.</p> <p>No changes necessary.</p> <p>Section 7.6 of the SPD seeks to ensure that servicing, deliveries and waste are adequately addressed in any future planning application to develop the site.</p> <p>No changes necessary.</p> <p>The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through the Spray Street Masterplan SPD process to include the DLR site.</p> <p>In relation to the TfL / DLR sites, the adopted Woolwich Interchange Planning Brief SPG (2002) is currently in place and provides guidance for the future development of the site.</p> <p>No changes necessary.</p> <p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p>
SS26	<ul style="list-style-type: none"> The consultation form does not allow you to make comments. 	<p>The consultation questionnaire was distributed in hard copy at events and an electronic copy online via the Royal Borough of Greenwich's website. Both copies allowed people to respond to the questions included.</p> <p>No changes necessary.</p>
SS27	<ul style="list-style-type: none"> Support many aspects of the vision but feel it is important it 	<p>The inclusion and location of tall buildings within the Design Principles and the</p>

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	<p>is not ruined by very tall buildings, multi-screen cinemas or car parking.</p> <ul style="list-style-type: none"> Car parking should be minimised and more cycle parking and cycle access through the site provided. 	<p>Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal.</p> <p>The uses contained in the Design Principles and included in the Illustrative Masterplan are based on market research which demonstrated an interest for the mix of uses including a cinema.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Emphasis should be on sustainable development that facilitates cyclist and pedestrian permeability and does not destroy the attractiveness and human scale of Woolwich town centre. 	<p>We agree with the approach to car parking, cycling and human scale development as is made clear through Design Principles; 9, 26 and 30.</p> <p>No changes necessary.</p>
SS28	<ul style="list-style-type: none"> Overall the plan is acceptable and I agree with the objectives. The area has many more buildings of historical significance (especially on Plumstead Rd) which should be retained and help to create a balance of old and new contributing to character. 	<p>Noted.</p> <p>No changes necessary.</p> <p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: "Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished."</p>

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		<p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site's heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p>
	<ul style="list-style-type: none"> • Supports retention of Covered Market roof. Flexible events space should accommodate independent retailers, restaurants and cafes, vintage and craft market days (like Brixton Arcae). Small independent shops, cafes and bars provide space for existing and new businesses. • On no account should the SPD include a supermarket. 	<p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses. The relocated and refurbished Covered Market roof in the Illustrative Masterplan provides a flexible event / activity and market space which could be used by a range of retailers and local businesses. The SPD recognises the importance of such activity in creating a sense of place and benefiting the local community.</p> <p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses. The Illustrative Masterplan includes a small / medium size convenience retail unit of 950 sqm in the north east of the site. The development mix included in the SPD, has been informed by market analysis and an economic viability assessment.</p>
	<ul style="list-style-type: none"> • Concerned about tall buildings creating an ugly and soulless environment. 	<p>The inclusion and location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal. It should be taken as guidance. Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to the detailed design. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p>

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SS29	<ul style="list-style-type: none"> Concerns over the Royal Arsenal and Crossrail Station and the lack of taxi rank and drop off. The Covered Market site could provide a site for this. 	<p>Outside the scope of the consultation.</p> <p>No changes necessary.</p>
SS30	<ul style="list-style-type: none"> Nottinghill Housing and St. Modwen support the Vision and SPD Objectives. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> There needs to be a balance struck between creating long vistas in to the site as encouraged by Design Principle 3 and the need to define strong urban blocks. 	<p>A key aspiration of the SPD is to increase permeability within the Spray Street site and across Woolwich, contributing to the integration of Spray Street and Woolwich Arsenal into the town centre as encouraged by Objective 6 of the SPD. A fundamental point in achieving this and drawing people into the site is the creation of long vistas into the Spray Street site. However in order to ensure a flexible approach Design Principle 3 has been amended to read <i>“Consideration should be given to the creation of long vistas into the site from the west along Woolwich New Road and Plumstead Road, with particular attention paid to the main approaches from the DLR and Crossrail stations.”</i></p>
	<ul style="list-style-type: none"> We consider the whole Plumstead Road frontage may have potential to accommodate taller buildings not just the eastern side. 	<p>The inclusion and location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal. Therefore taller buildings located elsewhere within the SPD site are deemed unsuitable.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Support the creation of a flexible events and market space but request that a subject to feasibility approach is adopted in relation to Principle 12 for the retention of the Covered Market roof. 	<p>The SPD should be taken as guidance. Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to which buildings should be retained. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning</p>

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		<p>guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p> <p>Flexibility is already provided within Principle 12 in relation to the retention of the Covered Market roof, which 'potentially' could be retained.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Request a flexible approach is incorporated in relation to the format of the cinema, i.e. a smaller 'art house' cinema may deliver greater benefits. 	<p>Design Principle 16 provides flexibility regarding the format and nature of the 'multi-screen' cinema, although the Illustrative Masterplan includes a cinema of 1,800 sqm.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> To optimise development potential, consider the overall quantum of development – particularly residential – could be higher given location and aspirations for the site. Recommend potential for higher density is acknowledged and flexibility in terms of development density is maintained in the final version of the SPD. 	<p>The quantum of development included in the Illustrative Masterplan is considered appropriate to successfully meet and balance the SPD Vision, Objectives and Design Principles. However, this does not rule out a higher quantum of development being acceptable assuming it meets the requirements of the relevant planning policies regarding for example density and height.</p> <p>No changes necessary.</p>
SS31	<ul style="list-style-type: none"> Request that TfL sites adjacent to the Spray Street Masterplan site are included in the SPD. 	<p>Noted. The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through the Spray Street Masterplan SPD process to include TfL's sites.</p> <p>In relation to the TfL sites, the adopted Woolwich Interchange Planning Brief SPG (2002) is currently in place and provides guidance for the future development of the site.</p> <p>No changes necessary.</p>

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SS32	<ul style="list-style-type: none"> Concerned about traffic congestion, particularly on Burrage Road(Can road be widened here?). 	<p>Design Principle 27 of the SPD provides for public realm improvements, including the realignment / widening of the west side of Burrage Road to facilitate possible site access and traffic management needs. Furthermore, section 7.1 of the SPD recommends all future planning applications should be accompanied by a Transport Appraisal.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Would like to see pedestrian priority crossing on Plumstead Road to accommodate increased pedestrian movements from Royal Arsenal (possible bridge or underpass). 	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p> <p>In addition, significant infrastructure changes enacted by the construction of a vehicular underpass on Plumstead Road would not be proportionate to the scale of development contained in the SPD, and as such would be outside the scope of the SPD.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Supports idea of diverse social/ market hub. Picture House-type cinema may be better than mainstream. 	<p>Design Principle 16 provides flexibility regarding the format and nature of the 'multi-screen' cinema, although the Illustrative Masterplan includes a cinema of 1,800 sqm.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Concerned that not enough people have been consulted on the SPD. 	<p>Various stages of consultation have been undertaken in the preparation of the draft supplementary planning document in line with the adopted Royal Greenwich Statement of Community Involvement. The draft SPD has now been revised in light of public consultation and amendments have been made where appropriate</p> <p>No changes necessary. .</p>

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	<ul style="list-style-type: none"> Importance of good design to attract people into the development. 	<p>The SPD encourages development of a high quality of architecture and materials. This is achieved through Objective 4, which acknowledges a positive public realm, streetscape and design are an essential part of any town centre. Any planning application has to demonstrate how it has complied with the Design Principles to achieve a high quality design.</p> <p>No changes necessary.</p>
SS33	<ul style="list-style-type: none"> Agree with the vision subject to more council housing. 	<p>The SPD has been prepared in the context of the Local Plan which includes a requirement for new housing development to deliver a minimum of 35% affordable housing in accordance with the Core Strategy.</p> <p>No changes necessary.</p>
SS34	<ul style="list-style-type: none"> Existing businesses and traders should be offered places within the new development to benefit from the improvements. 	<p>As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate. The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses.</p> <p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for new and existing communities.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Site should include an employment hub. 	<p>The Illustrative Masterplan includes a 950 sqm flexible office / small business space.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> The new leisure centre site and DLR should be part of this consideration. 	<p>Suggestions for amendments to the SPD boundary noted. The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through</p>

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		<p>the Spray Street Masterplan SPD process.</p> <p>In relation to the TfL sites, the adopted Woolwich Interchange Planning Brief SPG (2002) is currently in place and provides guidance for the future development of the site.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Use high quality materials and ensure maintenance. 	<p>The Core Strategy sets the context for the masterplan SPD, and requires development to be of high quality. The precise nature of materials will be determined in the detailed design through the planning application process.</p> <p>No changes necessary.</p>
SS35	<ul style="list-style-type: none"> Desire for well thought out high quality architecture that is properly costed. Agrees with all Design Principles with the exception of tall buildings. Existing buildings of good quality / architectural merit should be retained. 	<p>The SPD encourages development of a high quality of architecture and materials. This is achieved through Objective 4, which acknowledges a positive public realm, streetscape and design are an essential part of any town centre. Any planning application has to demonstrate how it has complied with the Design Principles to achieve a high quality design.</p> <p>No changes necessary.</p> <p>The inclusion and location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal.</p> <p>No changes necessary.</p> <p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which</p>

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		<p>could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: <i>“Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished.”</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site’s heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to the detailed design. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p>
	<ul style="list-style-type: none"> The effects on Beresford Square market and Powis Street should be taken into account and fully integrated to avoid a two-tier commercial centre of Woolwich. 	<p>The SPD intends to diversify and enhance Woolwich Town Centre’s retail and leisure offer, creating a unique destination which complements the town centre’s existing centres of activity, including Beresford Square and Powis Street.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Interests of existing small businesses must be taken into account. 	<p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses. A key theme running through the</p>

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		<p>SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for new and existing communities. As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate.</p> <p>No changes necessary.</p>
SS36	<p><u>Vision</u></p> <ul style="list-style-type: none"> Broadly agree with the Vision. Woolwich lacks leisure/ culture/ evening economy and the site is a good base to locate these activities. <hr/> <ul style="list-style-type: none"> Welcome incorporating existing buildings of architectural or historical significance such as the Covered Market but would like to see additional buildings retained such as the Infant Pub amongst others on Plumstead Road. The vision should include retaining the structures and symbols of old Woolwich where possible. Would hate to see a sanitised town centre development that could be anywhere. The key to successful development will be careful blending of old and new so Woolwich retains its distinct character. 	<p><u>Vision</u></p> <p>Agreed, the SPD recognises the importance of a vision which encourages leisure and cultural activities, incorporates existing buildings of value, blend new development with existing development and help to integrate the Royal Arsenal into the town centre. This approach has been set out in the SPD.</p> <p>No changes necessary.</p> <hr/> <p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths, Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: "Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished."</p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site's heritage significance, listing a Heritage Statement as a recommended</p>

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		<p>document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p>
	<ul style="list-style-type: none"> Spray Street must help to integrate Royal Arsenal into the town centre (inc. through indicators of the area's past and addressing issue of busy road). 	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p> <p>No changes necessary.</p>
	<p><u>Objectives</u></p> <ul style="list-style-type: none"> Agree with objectives 1, 2, 3, 4, 5 (strongly), 6 (strongly) and 7. 	<p><u>Objectives</u></p> <p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Objective 4 - precedent images should be changed to be more inviting. 	<p>Agreed. Objective 4 precedent images amended to illustrate a wider variety and more convivial high quality environments.</p>
	<ul style="list-style-type: none"> Objective 6 - Pedestrianise Woolwich New Road between the covered market and Beresford Square. 	<p>Whilst Woolwich New Road is located outside of the masterplan boundary the Illustrative Masterplan includes a shared surface or raised table area connecting the Spray Street site to Beresford Square.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Objective 7 – would like to see good proportion of small shops/ cafes not chains for local businesses/ job opportunities. 	<p>The Design Principles encourage a vibrant mixed use scheme which includes a range of different unit sizes and businesses.</p> <p>A key theme running through the SPD is to provide for the people of Woolwich as demonstrated by Objective 7 of the SPD to attract and retain people within Woolwich, and the Vision which seeks to cater for new and existing communities.</p> <p>No changes necessary.</p>
	<p><u>Design Principles (Numbering from consultation</u></p>	<p><u>Design Principles</u></p>

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	<p><u>questionnaire)</u></p> <ul style="list-style-type: none"> Agree with Design Principles 1 (strongly), 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14 and 15. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Design Principle 1 – avoid creating boxy soulless development - keep the quirky and original to help attract young, creative people looking for something different. 	<p>The Vision and Design Principles set out in the SPD seek to promote the development of a unique and vibrant destination with a high quality environment.</p> <p>The SPD encourages a vibrant mixed use scheme which includes a range of different unit sizes and businesses, some of which could accommodate independent retailers and local businesses.</p> <p>Design Principle 5 proposes the creation of a new flexible events/activity/market space at the western end of the site, potentially utilising the refurbished Covered Market roof</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Design Principle 8 – strongly recommend that taller buildings should be relocated somewhere else within the site other than the east. As proposed they create a visual barrier to local people approaching from Plumstead. Also avoid creating a wind tunnel effect. 	<p>The inclusion and location of tall buildings within the Design Principles and the Illustrative Masterplan has been carefully selected to create a gateway to the town centre, minimise impacts on heritage assets and integrate the taller buildings located in the Royal Arsenal.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Design Principle 11 – Create an underpass for traffic to improve Plumstead Road pedestrian crossing. 	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p> <p>In addition, significant infrastructure changes enacted by the construction of a vehicular underpass on Plumstead Road would not be proportionate to the scale of development contained in the SPD, and as such would be outside the scope of the SPD.</p> <p>No changes necessary.</p>

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	<ul style="list-style-type: none"> • Objects strongly to Design Principle 5 as it stands and recommends the following: <ul style="list-style-type: none"> - Keep the original form of the covered market and integrate it into the development (Do not want a prettified version of a roof above high end shops) - Ensure existing and independent traders are kept in the market and supported to improve the existing offer 	<p>The SPD provides flexibility for the market to be refurbished in a variety of ways; this includes relocating the market to form a better relationship with Beresford Square as shown in the Illustrative Masterplan or retaining the market in its existing position. A key aspiration of including the market is to provide a space for local people and independent businesses to trade, as such is indicated in the SPD. The precise use of the flexible events / activity / market space will be determined through the planning application process.</p> <p>As part of the site redevelopment process there will be discussions with existing occupiers regarding location options involving the developer and/ or the Council as appropriate.</p> <p>No changes necessary.</p>
	<p><u>Other</u></p> <ul style="list-style-type: none"> • Ensure spaces are created where small businesses can flourish 	<p><u>Other</u></p> <p>The SPD seeks to encourage the development of a stable community where people want to stay. Key to this will be the provision of a variety of spaces where a range of businesses can thrive this includes the refurbished Covered Market roof in the Illustrative Masterplan to create a flexible events, activity and markets space.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> • Do not want to see another supermarket. 	<p>The precise mix of uses contained in the Design Principles and provided within the Illustrative Masterplan has been informed by research into the area's property market; likely demand for and viability of uses.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> • Woolwich is a historic town which can be as vibrant and successful as it was in the past by keeping true to the heart of old Woolwich and blending preservation of its distinctive old buildings and the symbols of its past with imaginative new buildings for the future. 	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In addition, to this the SPD also carefully considered how new development will integrate with existing heritage assets, including surrounding listed buildings and conservation areas. The SPD also seeks to encourage further investigation of the site's heritage through the planning</p>

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		application process. No changes necessary.
SS37	<ul style="list-style-type: none"> Any site specific transport mitigation arising from the on site development may need to be addressed as part of this redevelopment. TfL and DLR expect early engagement once development comes forward, to ensure infrastructure, safety and operational requirements of the DLR are not affected by the development. 	<p>The comment on encouraging joint working is agreed. The following sentence to this effect has now been included on page 61: <i>'Key to any development will be comprehensive and effective consultation, including early engagement with local stakeholders and statutory consultees'</i>.</p>
	<ul style="list-style-type: none"> Plumstead Road is important for the operation of the bus network and includes a mixture of bus structures and stands along the highway. 	<p>Agreed. Design Principle 29 of the SPD seeks to accommodate and promote measures to improve public transport, through the provision of appropriate links, space, facilities and management.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> CS4 (Cycle Superhighway 4) should be a consideration. Cycle Parking should be in line with the appropriate standards within London Plan Policy. 	<p>Royal Borough Greenwich is supportive of Cycle Super Highway 4 and is actively working with TfL to support its development. Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing and as such TfL are in consultation with the Royal Borough of Greenwich regarding pedestrian crossings of Plumstead Road.</p> <p>No changes necessary.</p>
	<p>TfL will need to agree any signalised or new pedestrian crossings on Plumstead road, as these would potentially affect pedestrian movements to and from the Crossrail station and have implications for bus operations.</p>	<p>The comment on signalised or new pedestrian crossings on Plumstead Road is noted. Core policies already seek to promote early engagement with TfL and DLR when development comes forward, so it is not appropriate to include the level of detail suggested here.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> TfL supports a car free development, incorporating the necessary standards for Blue Badge Holders and Electric Vehicle Charging Points and the management of the 	<p>The comment on car-free development, standards for blue badge holders and management of car parking spaces is noted, but as the Masterplan is SPD, it is not appropriate to include the level of detail suggested. These matters can still</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<p>limited car parking spaces.</p>	<p>be taken forward through the planning application process.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> The site should promote the pedestrian environment particularly by improving legibility of key walking routes and where appropriate incorporate Legible London way finding signage. 	<p>The SPD includes Design Principles and Objectives to promote walking opportunities. Further work on incorporating Legible London way finding signage can still be taken forward as part of the planning application process.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Delivery and Servicing, Construction Management and Travel plans will be expected. 	<p>The comment relating to the need to provide Construction Management and Travel Plans (including servicing and deliveries) is noted. These are requirements that can be considered as part of the planning application process, and as such are included in the list of documents that are likely to be required in support of a planning application contained on page 61.</p> <p>Notwithstanding this, the SPD provides guidance and should be read alongside the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan). Together these documents provide a clear steer on the suite of planning application documents which should accompany a planning application.</p>
SS38	<ul style="list-style-type: none"> In principle support and welcome the initiative. Particularly impressed by the public meeting and presentation held on 19 November 2014. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> One of the most important aspects is integration of the Spray Street site into the town centre but also into the Royal Arsenal, this should include easy to use pedestrian crossings on Plumstead Road. 	<p>Crossrail, TfL and the Royal Borough of Greenwich are currently developing design proposals for the Plumstead Road pedestrian crossing. As such the SPD does not include detailed design guidance on the form of the pedestrian crossing on Plumstead Road.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Nos. 1 – 13 Woolwich New Road should be retained. Disappointed that little account of the Plumstead Road frontage has been taken. These buildings should be 	<p>The SPD has been informed by an analysis of the site's existing heritage assets, identifying possible buildings for retention on Woolwich New Road, Plumstead Road and Spray Street. In response to the consultation, the Strengths,</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<p>retained and refurbished; a fine example is 20/20a Plumstead Road.</p> <ul style="list-style-type: none"> • The SPD should encourage a fine grained approach, mixing new and old and respecting established plot widths • Regarding small scale office development consideration should be given to reuse of the Employment Exchange and Telephone Exchange for this purpose. 	<p>Weaknesses, Opportunities and Threats diagram on pg. 39 has been updated to include a key and clearly highlight existing buildings which could be retained.</p> <p>Design Principle 4 has been amended to the following, in order to widen the geographical scope for retention of buildings across the site and encourage further investigations of heritage significance to be carried out: <i>“Buildings with potential for heritage significance across the site should be further investigated through the planning process. Robust urban design and viability justifications need to be provided if these buildings are to be demolished.”</i></p> <p>Section 7.1 of the SPD also encourages further investigation of the Spray Street site’s heritage significance, listing a Heritage Statement as a recommended document to support any future planning application.</p> <p>The Vision for the Spray Street site, contained in the SPD seeks to encourage development, which forms a sensitive relationship with surrounding heritage assets and enhance buildings and structures of value.</p> <p>Notwithstanding this, the Illustrative Masterplan is an indication of the form future development could take and is not prescriptive as to which buildings should be retained. Development proposals will be assessed by criteria set out in the Development Plan for Royal Greenwich (e.g. the Core Strategy and the London Plan) and supplementary planning guidance and documents produced by the Mayor and by the Royal Borough, including this Spray Street Masterplan SPD, once adopted. Other scenarios will be considered if they can demonstrate how they meet the Design Principles and Objectives set out in the SPD.</p> <p>The Telephone Exchange falls outside the masterplan boundary. The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through the Spray Street Masterplan SPD process to include external sites.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> Wholeheartedly support the possible use of the Covered Market roof in a different location on site. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Broadly welcome the mix of uses, including student housing, which should add vibrancy to the area. 	<p>Noted.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Efforts should be made to provide soft landscaped communal areas. 	<p>In response to the consultation, an additional Design Principle has been added under Sustainability pg. 50 – “Opportunities for public realm planting, green roofs and private amenity space should be actively considered through new development, including connecting with and supporting surrounding green infrastructure.”</p>
	<ul style="list-style-type: none"> We agree that a specialist cinema should be introduced, the likes of a Picturehouse. 	<p>Design Principle 16 provides flexibility regarding the format and nature of the ‘multi-screen’ cinema, although the Illustrative Masterplan includes a cinema of 1,800 sqm.</p> <p>No changes necessary.</p>
	<ul style="list-style-type: none"> Concerned with the tall buildings. Argument that they will compliment those of the Royal Arsenal and relate to the scale of buildings on the other side of Burrage Road is not justified. Smaller scale development is needed to contrast that of the Royal Arsenal. 	<p>Policy DH2 of the Royal Borough’s Core Strategy identifies the Spray Street site as suitable location for tall buildings. The SPD provides further detailed guidance on the location of tall buildings taking into account the following:</p> <p>The location of tall buildings within the Design Principles and the Illustrative Masterplan have been carefully selected to help integrate taller buildings located in the Royal Arsenal into the town centre and create a gateway.</p> <p>The location of taller buildings has also been designated in areas least sensitive to taller elements to minimise impacts on surrounding heritage assets.</p> <p>Design Principle 9 encourages buildings above 6 storeys to be set back from the building line above podium level to reduce the effect of tall buildings on the public realm and maintain a streetscape with a human scale.</p> <p>No changes necessary.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	<ul style="list-style-type: none"> Reservations over how internal retail units will be serviced and the resultant impact of residential amenity. Presume there is a good reason for not including the DLR site. 	<p>Section 7.6 of the SPD seeks to ensure that servicing, deliveries and waste are adequately addressed in any future planning application to develop the site.</p> <p>No changes necessary.</p> <p>In relation to the inclusion of the DLR sites, the adopted Woolwich Interchange Planning Brief SPG (2002) is currently in place and provides guidance for the future development of the site.</p> <p>No changes necessary.</p>
SS39	<ul style="list-style-type: none"> Consider there are significant benefits to developing the western side of Beresford Square in conjunction with the Spray Street site. The site to the west of Beresford Square is also appropriate for a tall building, in accordance with Policy DH2 and its location in close proximity with the Crossrail Station. 	<p>Noted.</p> <p>The Spray Street SPD boundary was set indicatively by the Woolwich Town Centre Masterplan SPD (April, 2012). It was not considered appropriate to revise this boundary through the Spray Street Masterplan SPD process to include external sites.</p> <p>No changes necessary.</p>
SS40	<ul style="list-style-type: none"> Confirm the Marine Management Organisation have no comments to submit in relation to the consultation 	<p>Noted.</p> <p>No changes necessary.</p>
SS41	<ul style="list-style-type: none"> Design Principle 10 [at least 35% of residential development should be affordable housing, with a split of 70%affordable rent and 30% intermediate tenure]: How does this compare with other areas in London? Design Principle 14 [Site wide parking should be provided to make best use of the town centre parking supply, minimise road network demand and encourage sustainable 	<p>Noted.</p> <p>The SPD includes a requirement for new housing development to deliver a minimum of 35% affordable housing in accordance with the Core Strategy. Therefore the provision of affordable housing within the SPD is in line with the adopted policy for the Royal Borough of Greenwich.</p> <p>The Illustrative Masterplan includes off-street parking.</p>

REFERENCE	SUMMARY OF RESPONDENTS COMMENTS	THE COUNCIL'S RESPONSE AND CHANGES TO THE MASTERPLAN
	modes of transport]: Off-street parking.	No changes necessary.

Appendix A - Full Written Responses

This section provides a list of formal comments received during the consultation period.

ID	NAME	ORGANISATION	COMMENTS
SS1	Unknown	Unknown	<p>Q1: People are still worried to stay in the town past night fall. You will need to attract and retain the crowds.</p> <p>Q4: The area needs people with more more [money?]. The shops that we have near the proposed site are bookies, learn [loan?] sharks, cheap shops that attract scummy people. The Irish bar is terrifying. It must be up market for people to move here.</p>
SS2	Unknown	Unknown	<p>Q1: There should be a provision for small businesses. The key to attracting people to Woolwich will be to offer something different, over and above bland national chains – other town centres already have this. There should be space for farmers and street food markets – Street Feast setting up in Lewisham attracted a significant number of people to the area.</p> <p>Q2: Agree with Objective 1 to a certain extent, however, “metropolitan town centre” implies a town centre full of chain shops. I do not see why the development should be tied in with further residential development, other than the financial benefits for the developers. There is already considerable property development in the Woolwich area – what is needed is somewhere for the people buying these properties to go. I live on the Royal Arsenal but rarely go into Woolwich town centre as it offers nothing to me.</p> <p>Q3: Should housing be deemed essential to the viability of the project, it is important that some will be affordable, although this is a planning requirement so not sure how it could not be included? However, as before, it would be nice if this development was completed without the need for housing – there is considerable development in Woolwich and the focus should be on enticing those people out of their developments and into the town centre.</p> <p>Q4: I think it is essential that any development take advantage of the diversity that is already in Woolwich and not isolate those that have already spent time and considerable effort on the regeneration that is already taking place, such as the farm stall on the arsenal, the microbrewery, the smaller restaurants like An and Blue Nile.</p> <p>There is an active community of people that are very interested in the development of Woolwich and I think it is important that they are involved – perhaps setting up a Woolwich Residents Forum. I would be very happy to be involved in this.</p>
SS3	Unknown	Unknown	<p>Q1: I absolutely 100% agree with the first sentence regarding raising the profile of Woolwich Town Centre and strengthening the leisure and evening options for residents. Currently there are very minimal reasons for me and my friends to socialise locally. The Dial Arch is the ONLY pub/restaurant that we enjoy visiting. It would vastly assist the regeneration of the area if there were more quality options for socialising. Even to have a greater selection of restaurant such as Pizza Express perhaps</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>with some outside space would be brilliant. I think the residents of the Berkeley flats and new residents to all new flat blocks planned will demand these social options. I would love to see a cinema. It would be fantastic to have a cinema walking distance – it could even be a indie cinema much like the Picturehouse cinemas in Clapham and Brixton. Also hugely underrepresented are GYMS! My nearest LA Fitness is Orpington and Virgin is at Canary Wharf!! I can't believe there are no decent chain gyms in Woolwich and, in fact, the whole of the Greenwich area. Again, if you are expecting new residents to spend upwards of £500K on a flat they are going to demand such facilities or chose to live elsewhere. Additionally, it would make people like me stay in the local area more on the weekend and after work. Currently I go to the gym in central London! I go to the cinema in Greenwich and the only local eating out are to local Indian restaurants of which I already have two local decent ones.</p> <p>On the other hand, I don't totally believe that the plans for this area will be 'very accessible' and 'attract and cater for the communities' without there being another exit at the Crossrail Station. I was shocked to read that there will only be the one exit which looks to be located centrally in the Berkeley development. I think it's a huge missed opportunity not to make the station more accessible to the wider communities towards Plumstead an Woolwich. I think that the Spray St area could benefit much more if there was another exit towards the other end of the development that was more inclusive of the rest of the community other than those living in the Berkeley development. It already feels slightly like there is an 'apartheid' situation in Woolwich with the lovely high end development including the Dial Arch being cordoned off by a brick wall! It does not feel very inclusive to the wider community so I feel it's very important not to have this situation with Spray St.</p> <p>Q2: I do believe the ideals of the Spray St masterplan are very positive and should reach all objectives above but without knowing 100% what the plans are in terms of what restaurants, cinema, gyms may become available it's hard to 100% disagree or agree with the above statements. I also believe that there should be a further exit to the Crossrail station and that the public transport stations should be more accessible to the wider community in gernal and not just those living in the Berkeley development</p> <p>Q3: There is plenty of parking at the Tesco and other street areas. I don't think this should be a priority. There is already plenty of affordable housing in Woolwich! And I understand that the redevelopment of the council owned estates will incorporate affordable housing. So many flats are already planned for this area. I think the focus needs to be predominatly on improving facilities for people! To make it a better place to live. As there will be the DLR, train and Crossrail stations all in close proximity it would be a good idea to have a decent shop such as M&S Food. I was gutted to see the Woolwich M&S close. We already have a massive superstore. Even the Berkeley site only has a tiny Tesco – an M&S Food near the station would be an excellent addition to the area.</p> <p>Again, ditto a decent gym chain, restaurant chains and cinema also in order to attract new and existing communities to the</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>area.</p> <p>The market certainly needs redevelopment. The building is an eye sore and there are hardly any market traders in there. There were plenty of stalls at the Tall Ships festival and Greenwich market proves there are plenty market traders around the local area. This could be a great local food market? Markets are great for local communities. Lewisham and Hither Green also have strong food markets and they have a similar community (probably in fact a smaller than Woolwich's). I'm not sure what is meant by 'activity/events space' but I'm not sure this type of thing is a long term ideal use of space. We already have space in the square in the centre of Woolwich for 'events' and 'activities'</p>
SS4	Unknown	Unknown	<p>Q1: Regeneration is urgently needed here and a cinema would be a perfect way of encouraging restaurants nearby as used in other areas of London be it Greenwich or Angel.</p> <p>Additional Comment: I think a cinema is vital and that the focus of this part of town should be more on entertainment and restaurants than more residential buildings.</p>
SS5	Unknown	Unknown	<p>Q1: The vision is the right one and will sustain the momentum of redevelopment of the town centre.</p> <p>Q3: Design principles are good and some of the new built will match the tall buildings across the road.</p>
SS6	Unknown	Unknown	No comments
SS7	Unknown	Unknown	No comments
SS8	Unknown	Unknown	No comments
SS9	Chris Colloff, Savills	On behalf of Thames Water	<p><u>Section 7.1</u></p> <p>With respect to the list of documents that may be required to support a planning application listed on p61 of the document, Thames Water consider that this list should be expanded to also include a drainage strategy. Such a strategy may be required in order to accord with Policy IM1 of the adopted Core Strategy and the supporting text in section 4.8.6 in order to ensure that development will be aligned with any necessary upgrades to wastewater infrastructure.</p> <p>Thames Water recommends that developers engage with them at the earliest opportunity to establish the following:</p> <ul style="list-style-type: none"> • The developments demand for water and wastewater infrastructure both on and off site and can it be met; and • The surface water drainage requirements and flood risk of the development both on and off site and can it be met. <p>Information for developers on wastewater infrastructure can be found on Thames Water's website at:</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>http://www.thameswater.co.uk/cps/rde/xchg/corp/hs.xsl/558.htm</p> <p>Contact can be made with Thames Water Developer Services by post at: Thames Water Developer Services, Reading Mailroom, Rose Kiln Court, Rose Kiln Lane, Reading RG2 0BY; by telephone on: 0845 850 2777; or by email at: developer.services@thameswater.co.uk</p> <p><u>Section 7.5</u></p> <p>Thames Water supports the text in section 7.5 of the document in relation to infrastructure provision. Water and wastewater infrastructure is essential to any development. Failure to ensure that any required upgrades to the infrastructure network are delivered alongside development could result in adverse impacts in the form of low/no water pressure; internal and external sewer flooding; and pollution of land and water courses.</p>
SS10	Unknown	Unknown	<p>Q2: As there is already a large amount of new housing in the area, I would resist attempts to further increase the density of residential blocks in such an area. As a comparison, I fear that the numerous new residential blocks in Lewisham town centre will make the area feel architecturally oppressive as well as more crowded with people than it can really take.</p> <p>Q3: I see no aesthetic benefit to including very tall buildings in the plan. Economics no doubt dictates that there should be some – but that is the very reason why designers should stand up for a plan that preserves a sense of openness, natural light and a sense that this is a town centre framed by the river on one side and the woods on the other.</p> <p>While I agree that a proportion of new housing should be affordable housing, I feel that the replacement of ugly housing blocks elsewhere in the area, as well as the restoration of some of the older homes in a bad state of repair is a better long term plan for Woolwich. Leaving these as they are, but crowding the Spray Street site with additional dense housing is not going to benefit the wider area for two reasons: many people are left living in the same run-down conditions, and the area becomes overcrowded</p>
SS11	Richard Parish, Historic Places Adviser	English Heritage	<p>As the Government’s Statutory Adviser on the Historic Environment we have reviewed your consultation in light of the National Planning Policy Framework (NPPF) which requires, as one of its core principles, that heritage assets be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations. NPPF Policy 126 sets out the requirement for local planning authorities to set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including those most at risk from neglect, decay or other threats. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) sets out the obligation on local planning authorities to pay special regard to preserving or enhancing the character or appearance of</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>conservation areas and to preserving the settings of listed buildings.</p> <p>English Heritage Advice</p> <p>Summary</p> <p>The Draft Spray Street Illustrative Masterplan encompasses one of the key sites identified in the Woolwich Town Centre Masterplan (2012). English Heritage supports the principal of producing more detailed guidance to help steer the regeneration of Woolwich Town Centre. However, we are concerned that the Draft Spray Street Illustrative Masterplan does not appear to be informed by a sufficiently detailed analysis of the historic significance of the site and as such does not propose a positive strategy for the historic environment. In our view, the area presents considerably greater opportunities to build upon the positive contribution of the historic environment than presented in the Draft Illustrated Masterplan.</p> <p>General advice</p> <p>The Woolwich Masterplan (2012) set out a flexible strategy for delivering regeneration across Woolwich Town Centre. Its stated aim was to repair erosion of the historic and townscape character, enhance and consolidate the character of the historic Town Centre, identify new opportunity sites, clarify areas of historic interest and establish a masterplan framework for the future.</p> <p>In reference to the Spray Street sub-area the Woolwich Masterplan states :</p> <p>An assessment of important historic buildings on the site should be undertaken and a fine grain approach promoted. This will be a very prominent site, located opposite the Crossrail station, forming a first impression of the town. There is therefore an opportunity to significantly intensify the use of this site.</p> <p>The supporting baseline information for the Draft Illustrative Masterplan for Spray Street does not appear to demonstrate a detailed analysis of the significance of heritage assets across the site nor their contribution to the wider significance of the area. The extent of historic analysis set out in Draft Illustrative Masterplan comprises of reference to a small number of buildings of some architectural merit, and the roof structure of the post-war covered market which is identified for potential retention (4.2 Site Characteristics). Figure 4.5. Spray Street Site Constraints, appears to gives further rough indication of those areas where it is desirable for buildings to be retained. No attempt to illustrate this approach is included within the document beyond the reuse of the market roof structure.</p> <p>We are also concerned that the Victorian buildings on Woolwich New Road are illustrated as demolished within the draft Masterplan. This potentially undermines the opportunity to utilise the historic environment to strengthen the visual</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>cohesiveness and attractiveness of Beresford Square and the existing island site. This would appear particularly important in relation to the gateway to the Arsenal site and the town centre.</p> <p>In our view the sub-area would benefit from a more thorough analysis, identifying those buildings which detract, make a neutral, or positive contribution to the character and appearance of the area. Map analysis demonstrates ribbon development along the Plumstead Road from the beginning of the 19th century. We would therefore suggest that any analysis should quantify the significance of the sub-area to the historic development of the wider town centre and the development of the Plumstead Road, and also as the traditional edge to the larger scale of the Arsenal site to the north and the finer grained residential and commercial development of the town centre.</p> <p>We particularly wish to draw your attention to the potential of the finer grain buildings fronting Plumstead Road which, whilst in many instances visually undermined by poor quality shopfronts, loss of architectural features, and lack of maintenance, appear to comprise in part elements of the traditional pre-20th century townscape. This includes two former handsome public houses, and a number of buildings which may pre-date the closure of the Dockyard.</p> <p>Such heritage assets as identified may also, individually or accumulatively, retain or contribute to the wider historic or townscape significance. In our view the Masterplan should demonstrably identify opportunities to strengthen and enhance the contribution of heritage assets to local character and distinctiveness.</p> <p>In response to the illustrative design approach, we are concerned that this fails to demonstrably respond to local character and history, or reflect the identity of local surroundings and materials. The inclusion of taller buildings to the eastern end of the site, and the introduction of larger plot sizes and an internal retail street, appears to introduce modern development more reflective of the scale of the Arsenal. Whilst we would not in principal object to the introduction of larger plot sizes, the Woolwich Town Centre Masterplan identified the finer grain of historic development as a positive element of local character. This aim and the opportunity to reflect local character does not appear to have been carried through into the Draft Spray Street Illustrated Masterplan. We would therefore consider that, in the event of larger plot sizes being introduced, that new buildings should seek to reflect local character in their design, the scale and massing of street frontages, and should also seek to integrate attractively with those heritage assets identified for retention</p> <p>Conclusion</p> <p>In our view, the Draft Spray Street Illustrated Masterplan, does not appear to realise the aims of the adopted Town Centre Masterplan and as such fails to successfully deliver a vision which both identifies and responds positively to local character and distinctiveness, as set out in Paragraph 126 of the NPPF.</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>We would greatly value the opportunity to discuss this further with yourselves and to help the Council in developing a more contextually appropriate response to this important site.</p> <p>It must be noted that this advice does not affect our obligation to advise you on, and potentially object to any specific development proposal which may subsequently arise from this request and which may have adverse effects on the environment. We trust this advice is of assistance in the preparation of your scoping opinion.</p>
SS12	David Hammond	Natural England	<p>Chapter 2 Vision and Objectives</p> <p>Natural England broadly supports the objectives listed, especially the following;</p> <p>Objective (2) “Improve the built and environmental quality and create a gateway to the Town Centre”;</p> <p>Objective (6) “Increase permeability and connections to the Town Centre”.</p> <p>Development opportunities should seek to provide and enhance environmental and green infrastructure opportunities, green roofs, living walls and sustainable urban drainage systems may provide the means to deliver these opportunities.</p> <p>This would also be in compliance with Paragraph 118 of the National Planning Policy Framework, which refers to “opportunities to incorporate biodiversity in and around developments should be encouraged”.</p> <p>This can also be linked to climate changes adaptation/mitigation measures and the provision of permeable surfaces though soft landscaping could help reduce potential for surface water flooding and heath island effects.</p> <p>Section 4.4 – Land Use Map/Diagram (page 36) there appears to be no reference or indication to Green Infrastructure provision which should be encouraged and supported with the potential to enhance existing green spaces. The Council should also look to provide green chains/links/corridors between existing green spaces, providing access across and through the area and helping to promote the Council’s sustainable transport aspirations of cycling and walking.</p> <p>This would link in with Chapter 6 Infrastructure Masterplan which refers to links to General Gordon and Beresford Squares.</p> <p>Subject to the above Natural England does not wish to offer any substantive comments on the document as submitted.</p> <p>We really value your feedback to help us improve the service we offer. I have attached a feedback form to this letter and welcome any comments you might have about our service.</p>
SS13	Lucy Owen	Port of London Authority	<p>Due to the location of the site, the distance from the River Thames and the references in the document to River services, the PLA’s main interest in the document is whether any tall buildings on the site would have the potential to impact on its navigational systems. I am pleased to confirm that there is nothing in the masterplan as drafted that should affect a PLA link</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>however it is recommended that if you have not already done so, you consult TfL.</p>
SS14	Richard Buchanan	On behalf of Woolwich & District Antiquarian Society	<p>I and other members of the Woolwich & District Antiquarian Society attended the recent presentation of plans for the Spray Street area at the Public Hall in the Town Hall. Although I generally agree with the formal comments of the Society, given in a letter by Mrs Susan Bullivant, the following is my response and is mainly to do with the Plumstead Road frontage.</p> <p>The row of shops along Plumstead Road should be kept. They were described on one of your display boards as of little architectural merit and in poor condition; with which one can generally agree if they are considered individually. But, as a haphazard streetscape of buildings, some new but others (including two fine pubs) as they would have been known by Arsenal workers, they make up a vibrant street frontage which contributes to the heritage of Woolwich. Some are on the Local List of buildings worth retaining. You say the area is to be developed to be a vibrant part of Woolwich – it already is, in a way that a bland modern development could never be.</p> <p>The Berkeley development opposite, by contrast, is huge, bland and monolithic. Even when completed, its ground level shops would not be able to reflect that vibrancy. Plumstead Road needs the contrast to retain any sort of character.</p> <p>Keeping the row of shops along Plumstead Road would dictate the retention of the Covered Market building where it is. However, its back could be opened up (with glass doors to stop the strong winds that can beset Woolwich) and still give access to the proposed central walkway. This, with restaurants etc and living accommodation above seems a good idea. (The living accommodation would need good insulation against light and sound from the revelry beneath.)</p> <p>The row of shops along Plumstead Road should be retained all the way to Burrage Road, with no tall building to distract from it. The idea of having tall "marker" buildings to show one has reached the edge of town seems to be a modern design criterion put forward by developers; but not one much liked by ordinary folk. In any case more tower blocks east of the Berkeley development are planned, so reaching Woolwich would already have been signalled before getting to Burrage Road.</p> <p>If housing needs continue to dominate, the proposed tower block by the Burrage Road - Spray Street junction might be tolerable.</p> <p>I generally agree that the regeneration of this area would be beneficial, but feel that much of it already meets your criteria and that much more than just the buildings in Woolwich New Road and the roof of the covered Market should be retained.</p> <p>One of the buildings being retained is of national importance – No.3 Woolwich New Road was for many years the Pioneer Bookshop and Trade Union Office. Conveniently close to the Arsenal with its many left-wing employees, it was one of the main centres in the establishment of the Labour Party. The first floor hall survives (at the back, on a steel support structure)</p>

ID	NAME	ORGANISATION	COMMENTS
			where discussions were held – which should be retained as part of the Plumstead Road frontage.
SS15	Gary Hurlstone	-	Is there a broad timeline for the spray street development?
SS16	Unknown	Unknown	Q2: Existing business not being encouraged to remain in Woolwich
SS17	Susan Bullivant Sec. of Soc Conservation Su- committee	On behalf of Woolwich & District Antiquarian Society	<ol style="list-style-type: none"> 1. We regret and strongly object to the demolition of yet more buildings that are part of the history of our area, and cannot be replaced, and contribute to the distinctive character locally. Already 23 Plumstead Road (Cambridge House) a building of 1840, and on the local list, has been unnecessarily demolished. 2. The remaining buildings between Woolwich New Road and Burrage Road form an interesting streetscape, and 2 Plumstead Road is on the local list, and is a late 18th Century building. 3. The covered market in Plumstead Road has (as you have noted) a unique roof structure and we would object to its removal and re-erection in another place. The market is owned by the Council, but has never been properly cared for and promoted as a market in recent years. (The Beresford Square Market has now lost much of its old character after being tidied up as part of the regeneration of the square). 4. Woolwich New Road and Plumstead Road are at present a lively and cosmopolitan part of Woolwich with many Asian and African shops and businesses. This would all be regrettably destroyed in your proposals to sanitise the area, and only multiple stores would be able to afford the new rents in your ‘new quarter’ – 1A-1C Woolwich New Road, are also locally listed. 5. An improvement you could make is to move the ‘Great Harry’ sculpture in Plumstead Road. (It was formerly in Woolwich Market in Beresford Square). At present it is too near the bus stops in Plumstead Road, and now faces inwards, and not towards the River Thames, as its designer intended. It should be in Plumstead Road, and facing towards the River. 6. We consider that all the buildings in Woolwich New Road should be kept, already several locally listed buildings there were lost in the building of the DLR. Several local businesses are in this remaining area, as well as shops. 7. If the Lamella Roof structure was moved, the new covered market would still not fit into the Corner site – between Woolwich New Road and Plumstead Road and the roof and windows would be truncated. 8. There are at least 2 buildings in Spray Street itself that are worth keeping, including the former Labour Exchange, and tile adjacent 4-storey building. 9. Parry Place and the adjoining area contain many local business and local churches serving the local community which would be driven away in your proposed scheme, and not replaced. 10. Connections between the Arsenal site and Woolwich would be improved by the underpass for through traffic, and pedestrian access provided at ground level. This was suggested when the Duel Carriageway was proposed.

ID	NAME	ORGANISATION	COMMENTS
SS18	Tom Lynam	Unknown	<p>The Summary leaflets that have been issued do not state some obvious problems that will be the downfall of any good planning:</p> <p>I name these as (1) Parking (2) Off loading/Deliveries (3) Waste/Rubbish</p> <ol style="list-style-type: none"> 1. As we stand, Spray Street is a tipping place for house/retail/premises rubbish. 2. Parking on the weekend is very dangerous and particularly 'Sundays' for church services. 3. Off loading/Deliveries trucks might entail these big trucks and access for council might not be considered. <p>PS: I understand the ward summary so therefore can a mock up be made, a model be made for better visual sighting. New Roads/Cinema/Housing/Shops. Its quite a programme, so please be sure that the Borough's tenants get the best deal.</p> <p>Q1: Subject to points I have raised Q2: Why cant we have more council housing?</p>
SS19	Unknown	Unknown	<p>Q1: Spray street site looks very worn down, it is in need of redevelopment but one which complements the activities of the locals as well as drawing people from other areas into the town for recreation.</p> <p>Q2: Minimise network demand is a major flaw for the traffic along plumstead. The proposal is deemed to be promoting sustainable modes of transport however Plumstead Road and Burrage Road are very busy roads and have been for many, many years.</p> <p>I use public transport myself however I fully understand that many commuting traffic are accessing Plumstead Road for river crossing or the Blackwall Tunnel. These two sites are notoriously congested every morning and evening. I advised you carefully consider the "commuting traffic here". There is little people can do if they need to cross the river by car. The site proposal must show consideration for retaining adequate traffic flow through Plumstead Road and Burrage Road.</p> <p>I feel having a commercial Cinema may not be the character Woolwich is looking for. A cinema like the Greenwich Picture House being replicated in Woolwich will truly reflect the heritage feel of the site location.</p>
SS20	Unknown	Unknown	<p>Q1: There are far too many tall apartment blocks already in place or going up in this area already, Woolwich is losing its character and most developments like this get sold to overseas investors and not local people. Low rise housing might be more acceptable but there is no indication of how the shops and businesses that currently trade in the area would be relocated.</p> <p>Q2: As noted in my comments above, this will not "diversify housing development" it is just more of the same unaffordable</p>

ID	NAME	ORGANISATION	COMMENTS
			high-rise apartments that are pushing out local people all over SE London. How is it a “gateway to the town centre”? – that is meaningless, it is a site alongside a main road, not an entrance from anywhere.
SS21	Unknown	Business owner	<p>Q1: As a long time landlord I would be devastated to lose my buildings as this is a form of income towards my pension and a sale of the building would incur me a huge tax sum on the sale amount.</p> <p>Q2: I agree location needs modernisation and council should team up with long time locals and discuss this as we deserve this. I have been a business owner in Woolwich for 35 years!</p> <p>Q3: Don't look to attract new investors, look after your locals.</p> <p>I have already lost a double shop when St. James went for C.P for Tesco and now faced yet again with the worry of my future.</p>
SS21	Unknown	Business owner	<p>Q1: I am a local business / shop owner in the proposed development and am now faced with our future lively hood being put at threat as it is a family run business which we are happy to be in and after suffering business loss due to redevelopments and road closures in past and now finally having that completed and looking forward to business finally growing with Crossrail, we are told we will not even be part of it.</p> <p>Q2: Greenwich Borough tells us that they are improving Woolwich for people but not for the existing business but only for new comers.</p> <p>Q3: We have a leisure centre with convenient parking and also did have a cinema. Now a new cinema is being mentioned in plan???</p> <p>I agree that the area is in need of updating in appearance and the council to team up with local businesses to assist this matter and solve it instead of completely redeveloping the site. How are we going to be involved in the Spray Street Masterplan?</p>
SS22	Unknown	Unknown	<p>Q1: As long as the covered market is upgraded and the houses is aimed as local people.</p> <p>Q2: There needs to be some leisure facilities besides a cinema.</p> <p>Q3: Apart from the high rise developments I agree in principle.</p> <p>This has to be dealt with and take into account comments of local people not to appease developers.</p>
SS23	Reverend Oyewole Oladimeji Abioye	Victory Bible Church Int. (U.K)	<p>Q1: The vision can be further enhanced by reflecting current and future role for Christian Faith groups within the vision.</p> <p>Q2: Objective 5 – There is a need to carefully consider and make provisions for attendant socio-economic fallouts from the achievement of this objective. Such fallouts are usually primarily addressed by Christian Faith groups.</p> <p>Q3: The Design Principles do not reflect any consideration for current or future role for Christian Faith groups within the existing/new community.</p> <p>The regeneration of “Spray Street Quarters” is commendable and overdue. From all indications it should be a great economic and commercial success. However, it is important to factor in the socio-religious role to be played by Christian Faith group/s in</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>the grand scheme of things.</p>
SS24	Charles Muriithi	Environment Agency	<p>Thank you for consulting the Environment Agency on the above document which we received on 6 November 2014. We welcome the requirement of all development to be of high quality of design and demonstrate that they positively contribute to the improvement of both the built and natural environments.</p> <p>We welcome the proposal to improved links and enhanced connectivity between the Town Centre, Woolwich Common, the Royal Arsenal and the River Thames making more attractive to visitors.</p> <p>As pointed out on paragraph 4.2, there is a significant slope within the site falling from east to west, which is particularly apparent along Spray Street. This may exacerbate surface water flooding. In the areas outlined in the Surface Water Management Plan as areas with increased risk of surface water flooding, a flood risk assessment should mitigate off site surface water flooding by aiming to achieve greenfield run off rates or better. SUDS techniques should be applied with regard to the London Plan Sustainable Drainage Hierarchy.</p> <p>We would recommend incorporation of soft landscaping and permeable surfaces into all new residential and non-residential developments. Retention of soft landscaping and permeable surfaces in front gardens and other means of reducing, or at least not increasing, the amount of hard standing associated with existing homes is encouraged. New driveways or parking areas associated with non-residential developments and those located in front gardens should be made of permeable material.</p> <p>Please do not hesitate to contact me should you wish to discuss this further.</p>
SS25	Andrew Bullivant	Unknown	<p><u>Spray Street Masterplan Spd</u></p> <p>This proposed Spray Street Masterplan SPD seems to be a misconception and against the interest of the people of Woolwich. The area has many more building of interest worthy of retention that the plan identifies. Retained buildings should include the whole of the east side of Woolwich New Road, the covered public market in its present site and to its full extent most of the buildings in Plumstead Road, No. 2 (on the local list), nos 3, 3a and 3b, no6 (the Woolwich Infant) and nos 20/20a on the corner of Parry Place. In Spray Street nos 1/3/5, the former employment exchange and nos 33/35. Unfortunately Cambridge House, 23 Plumstead Road (a locally listed building) has already been demolished. I find it difficult to think of any area that has more active and vibrant street frontages and active evening economy with its restaurants and night clubs. There is clearly a great need by the community for the kind of retail units which abound in the area and for the businesses and services provided such as those by community churches with their facilities for families, children and employment. No provision is made in the plan for these in your plan. I think that none of the existing shopkeepers, businesses and services could afford the</p>

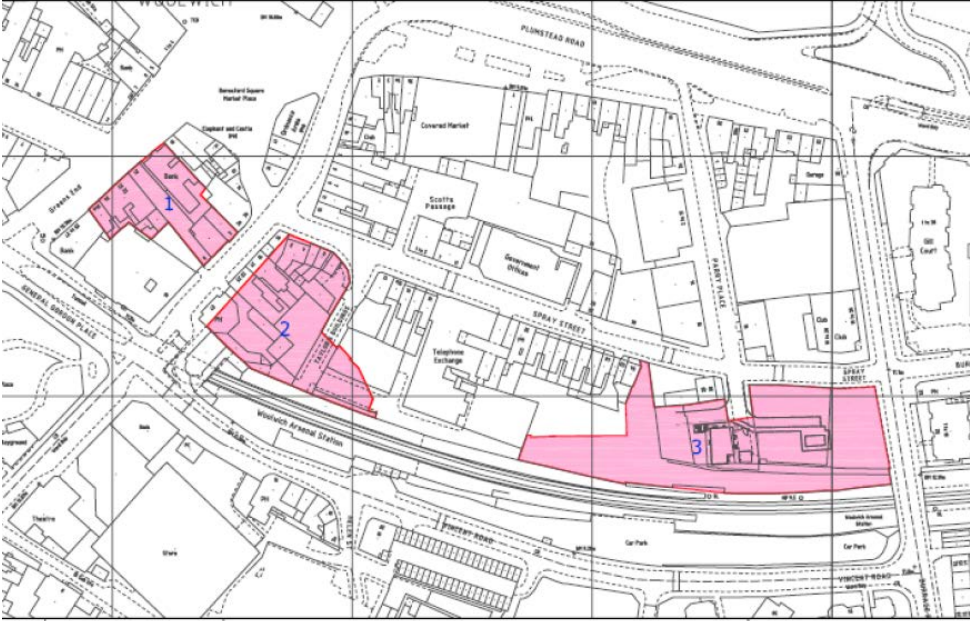
ID	NAME	ORGANISATION	COMMENTS
			<p>rent that a new development of the kind proposed would command. Perhaps this is the true purpose of the masterplan – the Islingtonisation of Woolwich.</p> <p>The site seems much too narrow to accommodate the proposed layout with a broad pedestrian walkway running throughout the centre of the site with retail units fronting Plumstead Road ; both sides of the walkway. How will the buildings be serviced with a major road to the north and a pedestrian route through the centre?</p> <p>This plan seem like the original plans for the triangle (Powis Street, hare Street and Woolwich High Street) for comprehensive redevelopment which fell by the wayside. The much btter and more modest plan which is now being put into execution to refurbish, enhance and infill the existing buildings on the site – the Coop 1930 building and those in Hare Street and the big store on the corner of Powis Street and Hare Street, is to be applauded. This approach should be adopted for the Spray Street site – to refurbish and infill.</p> <p>The construction site for the DLR bounded by Spray Street Burrage Road and the railway should be included in the Spray Street SPD.</p> <p>It would be better for the council to secure the development of the McBean Street site launching on Spray Street.</p> <p>Spray Street SPD will fail in your objective to link the developments in the Royal Arsenal with Woolwich Town Centre as the question of the major ground level dual carriageway will still sever them from each other, the only way of solving this gross severance is to put the TfL main road through traffic [-] this part of central Woolwich and with only public transport and local service traffic at ground level.</p>
SS26	Lynne Barry	Friends of SE18	<p>I'm not sure if you're aware of this, but your consultation document on Spray Street does not allow you to make comments.</p> <p>In case you're wondering why you haven't had many.</p> <p>It's too late for this consultation but you need to get it fixed pronto.</p>
SS27	Unknown	Unknown	<p>Q1: I support many aspects of the vision but feel that it is important that the site is not ruined by overly intensive and commercialised development such as very tall buildings or multi-screen cinemas or car parking. The emphasis should be on sustainable development that facilitates cyclist and pedestrian permeability and does not destroy the attractiveness and human scale of Woolwich town centre. Any pedestrian areas should be permeable for cyclists too as there is a paucity of cycle routes to/through Woolwich currently.</p> <p>Q2: It is important to adhere to the stated objective, “Increase permeability and connections to the town centre”, at any rate permeability for sustainable transport modes. Spray Street could serve as a useful quiet route for cyclists accessing the new amenities from the east, and also a route across Woolwich town centre, of which there are not many which are pleasant or available for cycling, owing to the predominance of buses on the one hand and pedestrian-only areas on the other.</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Q3: Why would site-wide (car) parking encourage sustainable modes of transport? Surely the opposite would be the case. It is much more important to offer site-wide secure cycle parking.</p> <p>Also I disagree that public realm improvements should include car parking – that would constitute a public realm deterioration.</p> <p>It is essential to ensure that cycle parking in sufficient volumes and cycle access both to and through the site are provided. Spray Street is a quiet road which offers a good opportunity for a cycle route into Woolwich and possibly also through Woolwich from the east, and this opportunity should not be squandered given the paucity of safe / available routes for cyclists accessing or travelling through Woolwich.</p> <p>Moreover the enormous pavement outside Woolwich Public Market could partly be reallocated to provide space for cyclists – especially given that this main road (A206) is due to become Cycle Superhighway 4 in a few years' time.</p>
SS28	Joan Chilton	Unknown	<p>Overall the plan is acceptable to me and I agree with all objectives however stress the following.</p> <p>2.2 a landmark quality development must hinge around the historic landmarks already there. In particular retention of the market roof is welcomed. Sensitive restoration of the roof will create a unique and interesting focal point at Spray Street.</p> <p>However, please also consider other buildings along Plumstead Road for preservation and restoration. These being the Woolwich Infant (Sam's chicken) a fine historic detached building which looks in good condition for restoration. Also the period building on the corner of Parry Place and Plumstead Road which currently is painted red and has a nail bar on the ground floor. This is also a detached building of former glory and significance to Woolwich. Both these buildings could be developed sensitively and could become luxury apartments or restaurant/ leisure/ entertainment venues. They have excellent frontages and long rear aspects.</p> <p>In essence a balance of new and old can build upon the individuality that is beginning to define 'New ' Woolwich . Do not throw out the baby with the bath water.</p> <p>Design Principle 1.</p> <p>Ensure that the market area houses a balance of retail, street food, restaurants, cafes, small independent shops and second hand /vintage / furniture shops. Vintage market days and craft market days to mirror Greenwich market can offer an alternative which will bring vibrancy back to Woolwich. Glossy shops are everywhere but interest wanes after a time. These could be developed in other areas of Woolwich more traditionally associated with high end retail (Powis and Hare Streets). Great models for Spray Street are Brixton Village's former Granville Arcade which has a similar roofing structure and space.</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Independent shops, cafes and bars can be actively encouraged through initial subsidised rents to help businesses get off the ground. Think about the recent success of Blue Nile cafe which demonstrates just how desirable funky cafes and bars are to the local people.</p> <p>If new retail is to be considered maybe a small container built retail development like Boxpark in Shoreditch could be approached. How much more fun, interesting this is to local people and visitors.</p> <p>On no account must this area house another supermarket!! We have enough!! There is a trend for people to wish to shop often and locally so small convenience shops are always welcome. Some of the current tenants on Plumstead Road would benefit from alternative premises as they offer wide ranging ethnic produce .</p> <p>Design principle 8.</p> <p>I am concerned about the numbers of high rise buildings planned for the north eastern section. I observe elsewhere in South East London, in Deptford and at Lewisham where a concentration of high rise buildings create an ugly and 'soulless' environment . Haven't you learned the lessons of high rise living and its social consequences ?? Remember Thamesmead !! Whilst they are not all aimed at social housing tenants, many will be bought to let and these risk becoming ghettoised in the same way that Tideslea Path and others in West Thamesmead did 12 years ago . The original vision of this new build area definitely did not include this.</p> <p>Also a concentration of high rise can create a 'wind tunnel' effect making areas potentially more unpleasant .</p> <p>A further point to make is that RBG needs to ensure that developers stick to their agreed development plans. I am aware that often they are able to increase the height of buildings above that agreed. Please consider the local population's needs and remember the lessons of Thamesmead and the Tesco 'carbuncle.'</p> <p>I look forward to seeing how plans progress,</p>
SS29	Ray Fordham	Unknown	<p>Spray Street Consultation and Crossrail Station & Building 11 in the Arsenal</p> <p>As a member of the Royal Arsenal Historical Group, I am appalled by the apparent shoddy planning for the Crossrail Station at the Royal Arsenal and the omission of adequate space for a taxi rank and drop-off points.</p> <p>To date redevelopment has been undertaken with regard to the historical importance of the area. There is a danger that with the stroke of a pen a Grade 2 Listed Building will be lost for ever. This should be avoided at all costs.</p> <p>Surely an alternative plan could be considered. Could not the Covered Market be redeveloped as a common taxi rank and drop-off point for the two Woolwich Arsenal Stations and for the Crossrail Station? The type of trolley used at airports could</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>be provided for luggage handling. The Covered Market is already near a major bus interchange – which could be enhanced - and provided with a better pedestrian crossing across the Plumstead Road.</p> <p>Although not now a Greenwich resident, I worked at the Arsenal, starting as an apprentice in 1945, and continuing there until retiring just before the final closure in 1994. Since then Berkeley Homes have to be congratulated on the redevelopment and restoration of the site, and affording the time for its archaeology to be investigated. I am very appreciative of Berkeley Homes for the assistance given to myself and other members of the Royal Arsenal Historical Group.</p>
SS30	William Smith	AECOM on behalf of Notting Hill Housing and St modwen	<p>We write in relation to the Spray Street Draft Masterplan SPD, on behalf of Notting Hill Housing and St. Modwen who have recently been selected by the Council as the preferred development partners to deliver the redevelopment of Spray Street.</p> <p>Notting Hill Housing and St. Modwen fully support the vision and masterplan objectives for Spray Street as set out in the SPD and share the Council's aspiration to deliver a vibrant new mixed use development in Woolwich. The majority of the proposed design principles for the development are also supported, although we do have some limited comments that we would wish to be taken into account in finalising the SPD. These are as follows.</p> <p>We welcome the flexible approach to the masterplan in general and the acknowledgement that there may be a number of ways to develop the site which would still achieve the vision and objectives for the site. We would request that this flexibility is maintained for the final version of the SPD.</p> <p>With regards to design principle 3 (p43) of creating long vistas into the site, we consider that this is of secondary importance compared to creating an urban quarter that is permeable and legible with new pedestrian routes through the site. We consider that it is important to define strong urban edges to the blocks within the site and a balance needs to be struck between this and creating vistas.</p> <p>In terms of the location of tall buildings as set out in design principle 8 (44) we agree that the north eastern end of the site is an appropriate location. However, we consider that the Plumstead Road frontage generally (i.e. the north eastern end through to the north western end of the site) may also have potential for taller development, subject to satisfactory design resolution.</p> <p>We support the objective to create a flexible event and market space as part of the development. We note that this could potentially include retaining the market roof as set out in design principle 12 (p45). However, our initial assessment has been that retaining the market roof may be challenging in financial terms and may conflict with other development objectives. In particular the potential to optimise the quantities of other uses, including residential units and new commercial floorspace, may be affected. This will of course be explored further in due course but we would request that a flexible and 'subject to feasibility' approach to the potential retention of the market roof is emphasised within the SPD.</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Similarly a flexible approach is needed for the way in which a cinema can be integrated into the development, one which would also allow for a smaller 'art house' type cinema to be included if it becomes evident that this format would deliver greater benefit for the overall scheme in comparison with a larger multiplex cinema.</p> <p>To optimise the development potential of the site, we consider that the overall quantum of development – particularly residential development – could be higher than is proposed within the illustrative masterplan, given the Town Centre location, the Council's aspirations for change in Woolwich and the arrival of Crossrail. We would recommend that the potential for higher density development is acknowledged and that the flexibility in terms of development density is maintained for the final version for the SPD.</p> <p>Notting Hill Housing and St. Modwen would welcome further discussion regarding the SPD prior to it being finalised should that be considered useful.</p>
SS31	Andrew Dorrian	TfL Planning	<p>The following comments represent the views of officers in Transport for London, Property / Commercial Development Team in its capacity as a significant landowner only and do not form part of the TfL corporate response. This letter should not be registered as the TfL response as London's transport provider. A response on TfL wide operational and land use planning/ transport issue will be provided separately from Borough Planning as part of the GLA response.</p> <p>This representation relates to the TfL land adjacent to the Spray Street Masterplan area, including development sites, above and adjacent to the Docklands Light Railway (DLR) station. These sites are currently excluded from the masterplan, however given the proximity of sites (2 and 3 referenced on plan 1), TfL Property suggests the two sites are included with this plan area.</p> <p>Overall, TfL welcomes the general principles set out in this masterplan in respect of development adjacent to TfL land and we welcome further discussions with Borough officers around this integration to promote development in a coordinated manner.</p> <p>A key objective of the NPPF, (paragraph 173), Mayoral Policy and the Core Strategy is the delivery of economic growth. Development on the sites will contribute to meeting this objective whilst complementing surrounding land uses and act as a catalyst for further development in the area.</p> <p>The sites are in close proximity to public transport nodes and therefore development on the sites aligns favourably with the Mayor's and Borough's policy objectives which seek to promote development in areas with a high PTAL whilst reducing the need and reliance to travel by private car. As you are aware, site 2 has an extant permission for 53 residential dwellings and a 96 bedroom hotel. Development over the railway is technically challenging which has resulted in concerns with viability.</p> <p>TfL Property would welcome the inclusion of sites 2 and 3 within the masterplan which will provide a new impetus to enable</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>the delivery of mixed use developments on the sites. We welcome discussions regarding the above. Should you have any queries, please do not hesitate to call.</p>  <p>TITLE: Woolwich Development Sites</p> <p>KEY:</p>
SS32	Maninder Bath	Unknown	<p>Has provided comments within questionnaire</p> <p>Design Principles</p> <p>Congestion is a big problem, the traffic has been increasing especially along Burrage road, so I'm concerned about the impact on local residents when the cross rail gets going. Maybe the roads can be widened there.</p> <p>Also would prefer pedestrian's priority along side Plumstead road maybe as a bridge or underpass to accommodate the increase in people traffic and encourage residents from royal arsenal development to use local activities more.</p> <p>I really like the idea of creating a diverse social / market hub, when I was growing up in Woolwich there used to be an active</p>

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			<p>vibrant market. Also I can appreciate the need to make taller residential elements / towers to make the scheme financially viable to developers. I'm not sure if a cinema is the best choice, maybe a bespoke one similar to the picture house in Greenwich, something diverse to stimulate activity.</p> <p>I think the general idea of the scheme is good, however most of the people I spoken to had no idea there was a development proposal being suggested, let alone been consulted, this included shop owners and local residents. This makes me concerned that maybe a select group of people were asked to achieve desired results. I think the scheme could have been advertised better, for example on the large TV in the park and at sensible working ours for large proportion of commuting local resident.</p> <p>Comments about the future of the site</p> <p>I think the site has great potential to transform Woolwich so looking forward to the right type of development. I would like to see a attractive façade design to attract people into the new development and I don't mind too much about scale of development if it could provide nice design aspect to transform the area.</p>
SS33	Unknown	Unknown	<p>Has provided comments within the questionnaire response</p> <p>Agrees with the vision for the Spray Street site, subject :</p> <ul style="list-style-type: none"> • More council housing
SS34	Unknown	Unknown	<p>Has provided comments within the questionnaire response</p> <p>It is important that the existing/long-term trade form/offered places within the developments. They have traded for a number of years through the decline of Woolwich Shopping Centre. They should benefit the good work that has taken place in Woolwich in the last 5 years and should be part of the improvement that will take place as a result of CrossRail and the potential estimated 15m people who will use the station.</p> <p>The development should have an employment hub. The shopping area should link from Burrage Road to Hare Street, perhaps with an icon store/centre at either end with an improve street market. The leisure centre new site and DLR should be part of this consideration.</p> <p>Please use quality materials in appearance and sustainability in maintenance is important. The materials used in the Arsenal and General Gordon Square are excellent.</p>
SS35	Unknown	Unknown	<p>Has provided comments within the questionnaire response</p> <p>All very worthy objectives – will they be met. <u>Please</u> can be have decent, well thought out architecture, that's properly costed,</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>well designed and furnished (no last minute penny-pinching short-cuts). Will this go out to public consultation too, or be imposed on us?</p> <p>Plus my only anxiety is that this development will suck even more life out of Beresford Square/Powis Street, which are both suffering (the market is not thriving as it once was). Will they both be fully supported and integrated?</p> <p>Design principles</p> <p>How could anyone disagree (apart from the tall buildings)? But as before – what assurances can you give that architecturally it will be of high standard? This is an opportunity for Woolwich finally to get some decent structure of the kind that has helped raise the profile of so many towns/districts? But just good would be a nice start.</p> <p>Further comments</p> <p>It seems slightly off that you are asking for feedback when you're already decided it seems to sell-off the indoor market and who to. Fair accompli springs to mind.</p> <p>As above it's great to redevelop this site, but:</p> <ul style="list-style-type: none"> • Any original buildings of good quality/architectural interest must be retained • The effects on the outdoor market, Powis Street must be taken into account and fully integrated – what would be appalling is if a two-tier commercial centre of Woolwich was the outcome • The interests of small businesses people who have worked there for ages must be taken into account.
SS36	Unknown	Friends of SE18	<p>Friends of SE18 is a group of local people aged from 20-69 living in and close to Plumstead and Woolwich who have taken a strong interest in the regeneration of Woolwich and in particular the redevelopment of the Woolwich Public Market and the surrounding area. We have met with a senior council officer, councillors and attended public meetings which have discussed the matter prior to the publication of this document in November. This is our response to the consultation.</p> <p>1. The Vision</p> <p>We broadly agree with the vision as outlined in the document. We think that the current leisure, cultural and evening economy opportunities are limited or virtually absent in Woolwich and this site is a good place to locate some of these activities. It is worth noting here that there are plans afoot to close and demolish the Grand, an historic Woolwich theatre which, apart from pubs, is one of the few existing cultural or evening offerings in the immediate area.</p> <p>We welcome incorporating existing fine, distinctive or historic buildings and structures such as the Public Market which for</p>

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			<p>many long standing residents is an iconic but sadly run down feature of Woolwich. We would particularly draw your attention to the Infant pub, a symbol through the gun reference of old Woolwich and now a chicken shop as worthy of retention and restoration, including its distinctive and lovely bow window. We would like to see it returned to its original function. There are several other buildings which with some care could be restored and retained on the Plumstead Road. For example there is a period detached building on the corner of Plumstead Road and Parry Place, currently a nail bar. All these buildings have good sized frontages which could lend themselves to outside eating space, would provide interesting focal points among newer structures and are references to Woolwich's history.</p> <p>We believe the vision must include retaining the structure and symbols wherever possible of the old Woolwich. Woolwich was a thriving, busy working class area with high employment particularly on the Arsenal and we would hate to see a sanitised end product which really could be a new town centre development anywhere.</p> <p>A key element in preventing a sanitised development is the proper integration of the Arsenal and the rest of Woolwich town. That integration must be physical in the first instance, to include a flow of movement from the Arsenal through the Public Market to the DLR and back again. This integration should include what we call soft integration, that would include historical reference points – old buildings and indeed explicit indicators of the area's past.</p> <p>2.Masterplan Objectives</p> <p>2.1 Objective 1: Contribute to Woolwich's growth into a Metropolitan Town Centre</p> <p>We agree with this objective, though it will clearly be a long term project: improved cultural and leisure offer, town centre living, improved retail and expansion of office space are desirable objectives for Woolwich.</p> <p>2.2 Objective 2: Create a landmark high quality development which will help integrate the Royal Arsenal and Crossrail station into the town centre</p> <p>We agree with this objective but strongly believe that the proposals will in no way achieve the objective. This is because the document does not adequately address the reality of there being a very busy and fast 4 lane carriageway bisecting the Arsenal and the town. We will expand on this elsewhere in our response.</p> <p>2.3 Objective 3: Increase and diversify housing development</p> <p>We recognise the need for more housing and different housing options so agree with this objective.</p> <p>2.4 Objective 4: Improve the built and environmental quality and create a gateway to the town centre</p> <p>We agree with this objective: first impressions of places are very important. It is unfortunate that such thought was not given</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>to the exit from the mainline Woolwich station, an interesting building in our view and an asset to Woolwich, but where the visitor on exiting is treated to the backside of a giant TV on stilts and the unlovely Tescos. Worse still, the fine old Post Office that helped to frame the square was sacrificed to achieve this vista! As noted in 1.1, although many of the buildings facing Plumstead Road could be restored, the buildings towards the rear of Spray Street area tend to be of low quality, ugly and not in our view particularly worthy of retention. For our group, the key to a successful development will be the careful blending of the old and the new so that Woolwich retains its distinct character. We would like to add that the photos you have chosen to illustrate this objective are horrendous and would definitely not be welcome. This is not the gateway we would wish for!</p> <p>2.5 Objective 5: Expand and improve the cultural and leisure offer to create a destination</p> <p>We strongly agree with this objective: as mentioned earlier, Woolwich is very short of cultural and leisure activities. We would like to see the Public Market repaired and retained for use by our diverse local population, the provision of a multiscreen cinema and the area developed along the lines of what is now called Brixton Village with small cafes and bars, a destination of choice day and night.</p> <p>2.6 Objective 6: Increase permeability and connections to the Town Centre</p> <p>We strongly agree with this objective. When discussing desirable features of this area with Greenwich council officers, we thought that pedestrianising or at least softening the impact of the road between the covered market and the open air market would be highly desirable for the flow of people within and between the sites.</p> <p>2.7 Objective 7: Retain and attract people within Woolwich</p> <p>We agree that this is very desirable. Creating an area of leisure and cultural activities would provide some much needed job opportunities for the area, and we would like to see a good proportion of small shops and cafes which are NOT chains but owner or family run. Many young people are turning to self employment in the face of difficulties in finding work and also the opportunities it gives for flexibility of hours. The Blue Nile on Woolwich New Road is a good and successful example of a family run business – which also, incidentally, kept the original fittings from the butchers it used to be – and as a result is an interesting space in which to eat as well as serving great food.</p> <p>3.Design Principles</p> <p>3.1 Principle 1: Create a vibrant mixed use scheme that integrates entertainment, leisure, retail, office and residential uses</p> <p>We agree strongly with this principle. However, we would like to emphasise the need to avoid creating another zone of boxes, ie eliminating anything that is quirky or original or asymmetrical. To be appealing and successful with the new Woolwich</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>demographic, the Spray street area needs to attract younger people, creative people looking for something that is not the usual offering.</p> <p>3.2 Principle 2: Create a network of streets supported by active uses</p> <p>We agree with this principle. Areas of mixed use are more interesting, encourage people to stay longer and feel safer to use at night.</p> <p>3.3 Principle 3: Create long vistas into the Spray Street site</p> <p>We agree with this principle, and think it achievable from the Woolwich New Road area and Crossrail station but do not think it will achieve this from the direction of Plumstead. People walking or travelling by bus from Plumstead along the Plumstead Road, which is already a dead corridor, will only see the tall blocks and access to parking areas rather than anything welcoming and visually appealing.</p> <p>3.4 Principle 4: Create areas for outside restaurants, casual seating and events</p> <p>We agree with the need for local amenities including outside restaurants and casual as well as more formal areas of seating. We strongly agree that an area which could be used for events, perhaps live music would be desirable but that this should not be the Public Market.</p> <p>3.5 Principle 5: Create a new flexible events/activity/market space at the western end of the site, potentially utilising the reburbished Covered Market roof</p> <p>We strongly reject this principle which, as it stands, will almost certainly create an immensely dull space. We already have an iconic building in the Woolwich Public Market. It has been neglected for many years and definitely needs to be repaired – the current stall holders are fed up with being rained on – but the form and function are good and it should continue to be part of the local landscape. We do not want a prettified version of the market turned round, or a toshed up roof above high end shops. We would like to see a clear intention to integrate the existing market into the Masterplan and the council putting attention and money towards upskilling existing traders and promoting to new traders to improve the existing offer. This clearly links with Objective 7, to retain and attract people.</p> <p>The Friends of SE18 envisaged the covered market as a perfect venue for small scale restaurants, stalls, bars – a recent example would be the pop up in the Lewisham Model market. Definitely nothing too smart or box like. We reject the anodyne and the bland. Local people have watched what seems like cultural vandalism, with the actual or proposed demolition of historic or good looking buildings locally – for example, the Post Office, the Woolwich Grand, the handsome building on</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Plumstead Road facing the Arsenal which was left to rot until it needed to be pulled down and now a listed building on the Arsenal. We emphatically do not want to lose anything else beautiful or interesting in the town.</p> <p>We are aware of the importance of 'low threshold enterprise space' in town centres - retaining spaces where independent, very small businesses can flourish – and how this should be a core objective to town centre redevelopment. We believe this is particularly important in places like Woolwich where our rich and diverse culture is at risk of being ironed out. The Public Market, and indeed other parts of the Spray Street area currently serve this function and we urge the council to ensure that the final Masterplan enables this to continue.</p> <p>3.6 Principle 6: Development could include a multiscreen cinema as a focus for the evening economy</p> <p>Unfortunately our cinema became yet another evangelical church, so a new multiscreen cinema would be a welcome addition to the area. We agree with this principle.</p> <p>3.7 Principle 7: The Spray Street site development could include flexible office/small business space</p> <p>We agree with this principle, but observe that it would need to be affordable, so would need to be subsidised for small business.</p> <p>3.8 Principle 8: Create distinctive taller landmark buildings, with the tallest buildings located in the north east of the site</p> <p>We do not disagree in principle with taller buildings. However, as noted earlier, we do not believe the taller buildings should be on the east side of the site. Woolwich used to be an offshoot of low rise Plumstead, we share a postcode and we disagree strongly with a visual barrier which would be experienced by the many local people coming towards the Spray Street site along Plumstead Road. There is a need to resuscitate the dead zone of the Plumstead Road between Plumstead station and Burrage Road anyway and putting tall blocks to the east would simply exacerbate the problem. We also have concerns that a concentration of tall buildings in the east, which appear to be adjacent to the tall buildings at the Arsenal could create a 'wind tunnel' effect as has occurred at Deptford. The concentration of tall buildings at Loampit Vale adjacent to Lewisham Station has created an ugly, imposing and soulless environment and we would clearly not want to replicate this in Woolwich.</p> <p>3.9 Principle 9: Maintain a human scale, by setting taller buildings back from the building line</p> <p>We agree with this principle.</p> <p>3.10 Principle 10: At least 35% of residential development should be affordable housing, with a split of 70% affordable rent and 30% intermediate tenure</p> <p>We do not know the current definitions of affordable but clearly, there needs to be some new housing built which people on</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>low incomes can afford to rent. We would also like to see preference given to local people for the private rented flats rather than investors who are only interested in a quick return or in storing their wealth in property.</p> <p>3.11 Principle 11: Increase permeability across the site with connections to the DLR and Network Rail stations and Crossrail station due to open in 2018</p> <p>We agree that permeability is both desirable and achievable with connections to the DLR and mainline train station. However, nothing in the consultation documents suggests a solution to the barrier of the Plumstead Road and and Crossrail stations. What seems to be proposed amounts to a wider pedestrian crossing across a 4 carriageway fast and busy road. This does not amount to severance. We would like to see a more radical solution. Whilst we understand that an underpass would be technically challenging in an area where there are major new tunnels as well as a large sewer, we would like to see some thought given to a way of taking the traffic underground here to allow pedestrianisation of this part of the road. This could be done in tandem with allowing access to the new Crossrail station from the east which would mean that the cab rank could be moved and the listed Building 11 would not need to be demolished.</p> <p>3.12 Principle 12: Adequate cycle provision should be incorporated into the proposed development, connecting to the existing cycle network</p> <p>Of course we agree that cycles provision should be incorporated into the plan, including secure bike parking and a Mayor’s bike parking depot. In addition, the main Plumstead road needs to have a physically separated lane for cyclists.</p> <p>3.13 Principle 13: Development should include public realm improvements including those necessary to facilitate site access and parking</p> <p>We agree with this principle.</p> <p>3.14 Principle 14: Site wide parking should be provided to make best use of the town centre parking supply, minimise road network demand and encourage sustainable modes of transport</p> <p>We agree with this principle. You are clearly hoping to have minimal parking on site so that visitors will park elsewhere or use public transport or bikes.</p> <p>3.15 Principle 15: The proposed development should minimise carbon emissions</p> <p>We agree with this principle for the construction of the development. However, we note that with the volume of traffic on the Plumstead Road and the proposal to hold the traffic for prolonged periods at the lights by the Spray Street area, anyone enjoying the café culture on the pavement will inhale lungfuls of fumes –unless there is an underpass built as suggested in</p>

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			<p>3.11.</p> <p>4. Additional comments</p> <p>4.1 We strongly subscribe to the idea of permeability but there is little or no detail in your proposal to flesh out how this will be achieved on page 21 of the document.</p> <p>4.2 We agree with the assertion on page 26 that increased connectivity is desirable within SE18 – including Plumstead – and suggest that the Thames Clipper is asked to provide a full-day riverboat service instead of just at commuting times, to attract visitors and tourists.</p> <p>4.3 Also on transport: not mentioned in the document but helpful in making SE18 more appealing would be TfL rezoning Woolwich to zone 3/4 if not 3.</p> <p>4.4 'Comparison retail' is used several times in the proposal but we are unaware of the meaning of this phrase.</p> <p>4.5 We hope that the plan to close and demolish the Woolwich Grand theatre and build another block of flats is reversed. However, it is does go ahead, the Spray street site may need to consider incorporating a theatre to replace it.</p> <p>4.6 We do NOT need another supermarket (page 27) and these days, they may well agree themselves. We have the huge Tesco in the main town square and a Sainsburys, Lidl, Iceland and another Tesco on the Arsenal, all just a couple of minutes' walk away. These will be easily accessed by new residents of Spray Street and the Arsenal. A small foodmart, such as you see at stations will suffice. Our vision is that the Spray Street area will provide an interesting treasure trove of small shops, including food outlets, run by independent traders as well as some larger shops.</p> <p>4.7 We were baffled by your statement on page 34 on Land Use optimisation. 'Careful consideration of land use types, scale and mix, as well as parking provision, travel planning and other sustainable travel demand measures, will be important in preparing an optimal land use schedule with regard to vehicle trip generation.' What does this mean?</p> <p>4.8 We would like further information on which parts of the Arsenal wall will be retained and which knocked down as this clearly has an impact of lessening the isolation of the Arsenal from the rest of Woolwich.</p> <p>4.9 We would like to know the timescale for the proposals following the end of the consultation period and how we will be notified of the outcome of the consultation.</p> <p>4.10 We would like to be assured that there will be time penalties built into any contracts made with the developers of the scheme so that it does not languish for years.</p>

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			<p>5.Conclusion</p> <p>5.1 In summary, we, the Friends of SE18 welcome the opportunity to comment on the Draft Masterplan SPD for Spray Street. Broadly, we support the proposals and look forward to having a vibrant area with its restaurants, bars and evening activities on our doorstep. However, we do not want a boxy, soulless development and we do not want more supermarkets – we already have plenty - or an area dominated by chain retail stores. We would favour the design to include a playful element geared toward younger people.</p> <p>5.2 We would like some more effort made to integrate the eastern side of the site with the rest of SE18, neighbouring Plumstead. The tall buildings proposed for the north east of the site would be another barrier (along with the main road) to pulling the area together.</p> <p>5.3 We believe that the means of integrating the Arsenal with the rest of Woolwich needs to be rethought. We do not believe that widening the pedestrian crossing alone will be effective and this is in our view a major weakness in the proposals.</p> <p>5.4 Above all we would like to reiterate our strong support for keeping historic local buildings: the (restored) Public Market in its current form and location; the Infant pub; any salvageable buildings on the Plumstead Road; and the handsome buildings on Woolwich New Road. We need the council to invest in skilling up both local existing and prospective new traders to improve the offer in the refurbished market. We urge the council to ensure that ‘low threshold enterprise space’ is built into this Masterplan, so that independent, very small businesses can flourish.</p> <p>5.5 Woolwich has an extraordinary number of listed buildings that the rest of London and indeed some in Woolwich are not aware of. In addition, the Arsenal itself was at one point the largest concentrated industrial zone in the world. There is history here that should be remembered. There were pioneering processes and - a matter of real pride- the formation of cooperative organisation in retail, in housing and leisure that we can probably learn from today. Part of this story is of course the link to the military and munitions and this should not be forgotten. History is not a celebration or a judgement but rather provides the material for soft integration, making the area both distinctive and interesting.</p> <p>5.5 Woolwich is an historic town, built on munitions and the military and a strong and proud working class ethos. Although it is in a state of transition, we believe strongly that it can become as vibrant and successful as it was when ordure and the military were the primary industries. This will be achieved by keeping true to the heart of old Woolwich and blending preservation of its distinctive old buildings and the symbols of its past with imaginative new buildings for the future.</p>
SS37	Katherine Simpson	TfL borough planning	<p>I write the following notification of the above consultation.</p> <p>Please note that the following comments represent the views of Transport for London (TfL) and are made entirely on a</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>'without prejudice' basis. They should not be taken to represent an indication of any subsequent Mayoral decision in relation to this scheme or any site specific mitigation that may be required to accommodate the actual development on the site. These comments also do not necessarily represent the views of the Greater London Authority (GLA) which should be consulted separately.</p> <p>Site Context</p> <p>The site is situated north east of the Woolwich Arsenal Docklands Light Railway (DLR) station. The new Woolwich Crossrail station to the North is currently under development. The site provides an excellent Public Transport Accessibility Level (PTAL) of 6.</p> <p>The area boundary lies adjacent to Plumstead Road, part of the Strategic Road Network (SRN). This route is a possible alignment for the Mayor's Cycle Superhighway 4 however, this has yet to be finalised.</p> <p>Plumstead Road is important for the operation of the buses network, and includes a mix of bus stops and bus stands along the highway.</p> <p>Docklands Light Railway</p> <p>When the detail of the development comes forward, given the proximity to DLR infrastructure the applicant will need an early engagement with DLR to assess any potential impacts on DLR and arrange suitable mitigation measures. Buildings close to DLR's infrastructure may be affected by noise and vibration from the existing railway. It is the developer's responsibility to ensure that occupiers are protected from these effects.</p> <p>Tall buildings close to DLR may affect DLR's radio communication system by blocking radio coverage. DLR will require a radio survey to be carried out and mitigation measures agreed with DLR, prior to construction.</p> <p>Any activity in close proximity to DLR should not have a detrimental effect on DLR structures in either the short or long term. This could include crane activity, piling, scaffolding etc. TfL would expect agreement to be arranged between DLR and future developers for any activity in proximity to DLR – particularly sites on the southern side of Spray St. This is inline with London Plan Policy 6.2 Providing Public Transport Capacity and Safeguarding Land for Transport.</p> <p>Cycle Superhighway & Cycle Parking</p> <p>Currently, there are no confirmed Cycle Superhighway 4 (CS4) designs for Woolwich Town Centre, however the area is due to act as a current terminus area. It is important that the Masterplan recognises CS4 in regards to the Spray Street SPD and final alignments that may incorporate the masterplan area.</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Cycle parking provision should be incorporated into the development and reflect Further Alterations to the London Plan Policy 6.9 Cycling. This provision should be secure and accessible for both residential users and public visitors.</p> <p>Strategic Road Network</p> <p>The document refers to potential widening pedestrian crossings on Plumstead Road. Consultation with Transport for London should be sought in regards to any changes occurring on the Plumstead Road, Burrage Road, Spray Street and Woolwich New Road particularly if new signalised crossings are provided and the potential impacts on bus operations in the future.</p> <p>Crossrail</p> <p>There shall be an increase in the pedestrian flows across Plumstead Road once operation of Crossrail has commenced. The document refers to widening the pedestrian crossings in the future to cope with this footfall. Consultation on any crossings with TfL would be expected as stated above.</p> <p>Bus Network</p> <p>The site benefits from frequent bus services to a variety of destinations equating to 102 bus movements in each direction per hour. In addition to the N1 night bus there are two 24 hour bus routes in the form of the 53 and 472. Any alterations to bus stops will need to be agreed with TfL and any stops be designed to TfL’s accessible bus stop design standards.</p> <p>Car Parking, Electric Vehicle Charging Points</p> <p>Consideration should be given to a car free development as promoted in London Plan Policy 6.13 Parking. Electric Vehicle Charging Points will need to be provided in accordance with London Plan Policy standards. Similarly, appropriate Blue Badge Parking should be provided. The document refers to ‘maximising opportunities to share parking spaces between other land uses’ on this basis, it is suggested that a Car Parking Management plan would be needed to inform of the potential management of a limited parking provision.</p> <p>Walking</p> <p>In line with London Plan Policy 6.10 Walking, the site should promote the pedestrian environment, particularly through improving legibility through key pedestrian routes. TfL would promote the use of Legible London signage which should include relevant public transport destinations.</p> <p>Taxi’s</p> <p>Consideration should be given in regards to how Taxi’s would serve the site and the appropriate management of drop off/pick</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>up areas for use of these vehicles.</p> <p>Deliveries and Servicing, Construction Management and Travel Plans</p> <p>Once development comes forward it is expected that the application submissions will include the necessary travel plans, construction management plans and delivery and servicing plans.</p> <p>Summary</p> <ul style="list-style-type: none"> • Any site specific transport mitigation arising from the on site development may need to be addressed as part of this redevelopment. TfL and DLR expect early engagement once development comes forward, to ensure infrastructure, safety and operational requirements of the DLR are not affected by the development. • CS4 should be a consideration. • Cycle Parking should be in line with the appropriate standards within London Plan Policy. • TfL will need to agree any signalised or new pedestrian crossings on Plumstead road, as these would potentially affect pedestrian movements to and from the Crossrail station and have implications for bus operations. • TfL supports a car free development, incorporating the necessary standards for Blue Badge Holders and Electric Vehicle Charging Points and the management of the car parking spaces. • The site should promote walking opportunities and where appropriate incorporate Legible London wayfinding signage. • Delivery and Servicing, Construction Management and Travel plans will be expected.
SS38	Philip Binns	Greenwich Conservation Group	<p>Thank you for your letter dated 5 November 2014 inviting comments on the above draft document. Please note below the Greenwich Conservation Group' observations on the proposals.</p> <p>In principle we welcome and support the Council's initiative in bringing forward proposals for the redevelopment of this key site in the Woolwich town centre - the first of 8 identified in the April 2012 Woolwich Town Centre Supplementary Planning Document as being able to contribute to the growth of Woolwich and the ultimate aim of the town achieving Metropolitan Town Centre status. We note that the area covered by this SPD does not include the separate but related Site 5 (Lower Spray Street) and presume that there are good reasons for not attempting a comprehensive approach at this point in time.</p> <p>We were particularly impressed with the presentation to the public held in the Public Hall, Wellington Street on the evening of 19 November 2014 which was attended by representatives from our organisation, considering that the information was comprehensively presented to attendees by both Council officers and by representatives from BDP, the report's authors.</p> <p>One of the most important elements of the redevelopment of the site will be, as we see it, just how successfully activity in the</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>Spray Street area can be fully integrated not only with the remainder of the town centre to the south and west but, perhaps more importantly, with on-going development in and adjacent to the Royal Arsenal site to the north. Easy to use and friendly pedestrian connectivity across the major traffic route of Plumstead Road should be seen as a key issue to be addressed.</p> <p>Retention of historic buildings - we welcome the fact that the grouping of historic buildings on the east side of Beresford Square, albeit outside the development area proper, are being retained, but we regret that an equivalent consideration is not being given to the similar grouping of late-Victorian buildings on the opposite side of Woolwich New Road. In the view southwards towards General Gordon Square, the two sets of groupings form a complimentary approach and we consider that this arrangement should not be lost. The grouping within the masterplan area contains buildings of historic importance and architectural interest to the extent that some are included in the Council's Local List. Given that a similar grouping to the south has already been lost to accommodate the structures associated with the coming of the DLR to Woolwich, it would be of some comfort to know that a similar fate does not befall Nos. 1-13 Woolwich New Road.</p> <p>Scale and form of development fronting Plumstead Road - given the statement in the Woolwich Town Centre SPD that a "fine grain" approach should be promoted in any development proposals for this site, we are disappointed that so little account has been taken, on the Plumstead Road frontage, of the many vernacular buildings lining the south side of the street. We have already, in recent months, lost through neglect a fine locally-listed building at No. 33 (Cambridge House) and many of the buildings on this side of the road are of a decent height and scale to warrant consideration of retention, repair and refurbishment. One excellent example is the property at Nos. 20/20a Plumstead Road at the junction with Parry Place; and there are many others.</p> <p>We urge that the "fine grain" approach be actively encouraged by mixing new and established built forms all of which should recognise the established plot widths.</p> <p>Re-use of the roof of the covered market - we wholeheartedly support the possible use of this distinctive structure in a different location on the site, although it would appear that considerable adjustments to its width will have to be undertaken if the roof is to fit within the space allocated.</p> <p>Mix of uses - we broadly welcome the variety of uses proposed and, in particular, we consider that the introduction of housing for different tenures should add vibrancy to the area. We appreciate that, in a town centre location such as this, the opportunity for providing private amenity areas for individual units will be at a premium which is why the introduction of an element of student accommodation is supported. Nevertheless, every effort must be made to provide soft landscaped communal amenity areas within the pedestrian streets and walkways. We note that space is being allocated for a cinema. While the site cannot possibly accommodate a cinema of the size of which Woolwich could boast in the 1930s to 1960s, we</p>

ID	NAME	ORGANISATION	COMMENTS
			<p>agree that a specialist cinema of the likes of the Picturehouse in Greenwich should be supported as it could offer access not only to mainstream films but also to those which would attract audiences from the varied ethnicities which make up and contribute to the town's varied population.</p> <p>Volume of development - we are concerned that the tall buildings proposed for the eastern end of the site will have an adverse impact on established development on the opposite side of Burrage Road. The argument that tall buildings here will complement those for which approval has been granted, in the case of development within the Royal Arsenal, or for which consent is awaited, as at the eastern end of the Crossrail station box, is, in our view, not justified. What is required is development of a smaller scale to contrast with rather than complement the development on the north side of Plumstead Road.</p> <p>Servicing - we have considerable reservations about how the many retail outlets which will line the internal streets and walkways can be adequately serviced without destroying the character of the spaces which are clearly destined to be outdoor living areas primarily of benefit to pedestrians and as overspill spaces for those using the retail facilities on offer.</p> <p>Office uses - we welcome the variety of commercial uses being considered but suggest that, in terms of small scale offices and starter businesses, consideration be given to retaining the former Employment Exchange on the north side of Spray Street and adapting it with a possible upwards extension. This building and the rear face of the Telephone Exchange diagonally opposite on the south side of Spray Street are reminders of the high standards of design and construction of government buildings of the inter-war period and their retention should be seen as a key ingredient in the success of any redevelopment proposals for the Spray Street quarter.</p> <p>Yours sincerely</p> <p>Philip Binns (Greenwich Conservation Group)</p>
SS39	Unknown	CgMs	<p>We welcome the opportunity to comment on the masterplan for the Spray Street site and share the aspirations for the area.</p> <p>Further to this, we would like to discuss the opportunities for the western side of Beresford Square to further enhance the Square in conjunction with the Spray Street Masterplan.</p> <p>We consider there are significant benefits that this site could bring to Beresford Square and Woolwich Town Centre gained by the advantages from this location. These include; a location close to the new Crossrail Station with potential for a landmark building to aid legibility through Beresford Square and into Woolwich Town Centre, increased quality active frontage around</p>

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			<p>Beresford Square, complementary designs for both sides of the square to help frame it a make it a focus point in the townscape and ability to meet the needs of the area.</p> <p>This site is appropriate for a tall building under the considerations of the Core Strategy Policy DH2 Tall Buildings, as it is within Woolwich Town Centre, which is designated as an area appropriate to accommodate tall buildings in the Royal Borough. Its location is ideal due to its location opposite the new Crossrail Station, where intensive development is most acceptable due to its greater accessibility and the development of a corner plot that would be appropriate for a well designed landmark building linking the townscape between the new station to Beresford Square.</p>
SS40	Angela Gemmill Relations Manager	Marine Management Org	<p>Dear Sir/Madam,</p> <p>Re: Spray Street Woolwich Masterplan</p> <p>Thank you for inviting the Marine Management Organisation (MMO) to comment on the above consultation. I can confirm that the MMO has no comments to submit in relation to this consultation.</p> <p>If you have any questions or need any further information please just let me know. More information on the role of the MMO can be found on our website www.gov.uk/mmo</p> <p>Yours sincerely</p> <p>Angela Gemmill Relationship Manager E stakeholder@marinemanagement.org.uk</p>
SS41	Unknown		<p>Design Principle 10: How does this compare with other development areas in London?</p> <p>Design Principle 14: Off-street parking</p>

Appendix B – CONSULTATION QUESTIONNAIRE

Principle 5

Create a new flexible events/activity/market space at the western end of the site, potentially utilising the refurbished Covered Market roof.

Agree Disagree No Opinion

Principle 6

Development could include a multi-screen cinema as a focus for the evening economy.

Agree Disagree No Opinion

Principle 7

The Spray Street site development could include flexible office / small business space.

Agree Disagree No Opinion

Principle 8

Create distinctive taller landmark buildings, with the tallest buildings located in the north east of the site.

Agree Disagree No Opinion

Principle 9

Maintain a human scale, by setting taller building elements back from the building line.

Agree Disagree No Opinion

Principle 10

At least 35% of residential development should be affordable housing, with a split of 70% affordable rent and 30% intermediate tenure.

Agree Disagree No Opinion

Principle 11

Increase permeability across the site with connections to the DLR and Network Rail stations and Crossrail station due to open in 2018.

Agree Disagree No Opinion

Principle 12

Adequate cycle provision should be incorporated into the proposed development, connecting to the existing cycle network.

Agree Disagree No Opinion

Principle 13

Development should include public realm improvements including those necessary to facilitate site access and parking

Agree Disagree No Opinion

Principle 14

Site-wide parking should be provided to make best use of the town centre parking supply, minimise road network demand and encourage sustainable modes of transport.

Agree Disagree No Opinion

Principle 15

The proposed development should minimise carbon emissions.

Agree Disagree No Opinion

Design Principles Comments:

Do you have any other comments about the future of the site? Please use this space and any additional pages you need.

We want to hear views from people of all ages – Please tell us your age so we know we are reaching everyone:

Age 0–12 Age 13–19 Age 20–29
Age 30–49 Age 50–69 Age 70+

Please submit your completed form by 5pm on the 19th December 2014 to the Royal Borough of Greenwich either by email to:

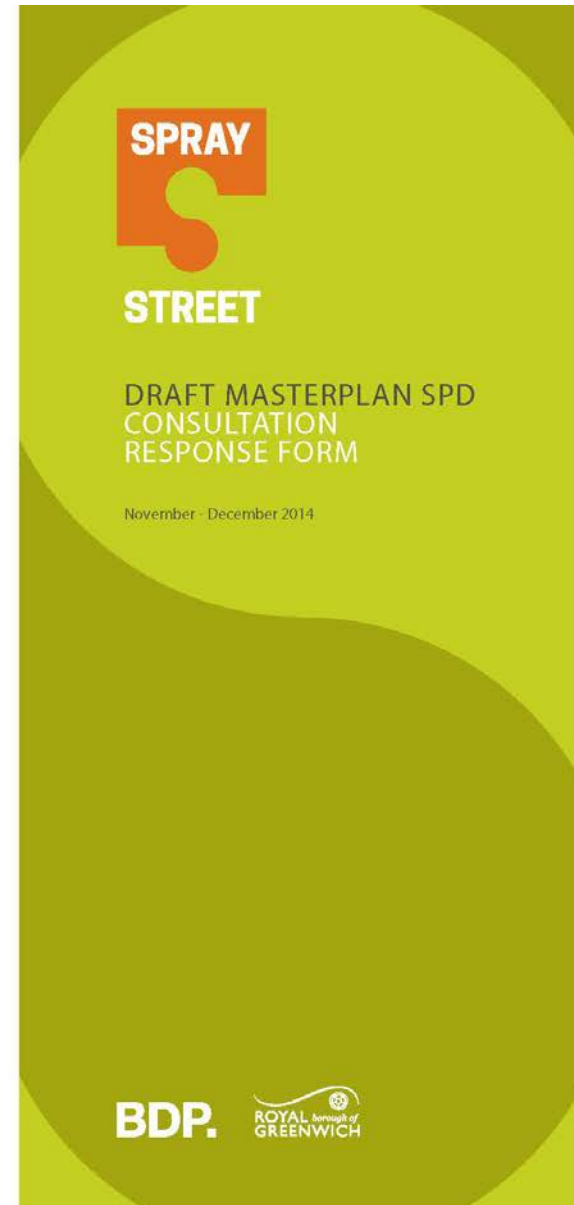
planning.policy@royalgreenwich.gov.uk

or by post to the following address:

Royal Borough of Greenwich,
DRES
Regeneration,
5th Floor, The Woolwich Centre,
35 Wellington Street,
London SE18 6HQ.

You can view and download the draft masterplan and the supporting baseline report by visiting:

<http://greenwich.limehouse.co.uk/portal/>



We want to hear your views about the Draft Spray Street Masterplan Supplementary Planning Document (SPD).

The Royal Borough of Greenwich have produced the Draft Spray Street SPD and the supporting Baseline Report, following thorough research and analysis, including discussions with stakeholders and the Royal Borough of Greenwich Officers.

The Royal Borough is now publishing the draft SPD for consultation. Please review the draft SPD either online via The Royal Borough of Greenwich's website:

<http://greenwich.limehouse.co.uk/portal/>

or in the Woolwich Centre Library or other Royal Greenwich public libraries.

You can either fill in the form below to provide feedback on the proposals or alternatively send an email or letter with your comments to:

planning.policy@royalgreenwich.gov.uk

or by post to:

Royal Borough of Greenwich
DRES
Regeneration
5th Floor, The Woolwich Centre
35 Wellington Street
London SE18 6HQ



THE VISION FOR THE SPRAY STREET SITE

A vision has been developed for the Spray Street overall intent for the future of the site and what redevelopment. The vision is included on page 2

"The vision for the Spray Street site is to create a unique identity which will raise the profile of Woolwich and help unify its different parts and strengthen the town and evening economy. The regenerated mixed use will reflect the town's rich history, forming a sensitive surrounding heritage assets and capitalise on opportunities to enhance buildings and structures of value. It will attract and cater for both new and existing uses by intensifying and diversifying uses on the site to increase its contribution to Woolwich town centre. Overall, the vision supports the environment and convivial public realm, support the further development of a vibrant and successful town centre."

Q1 Do you agree with the vision for the site?

Agree Disagree No Opinion

Spray Street site Vision Comments:

MASTERPLAN OBJECTIVES

The draft SPD includes seven objectives that set the vision behind the masterplan and which should be achieved when regeneration is complete. To view the masterplan please refer to pages 16 to 22 of the draft SPD.

Q2 Do you agree with the following masterplan objectives?

Objective 1
Contribute to Woolwich's growth into a Metropolitan City
Agree Disagree No Opinion

Objective 2
Create a landmark high quality development within the Royal Arsenal and Crossrail station into the town centre
Agree Disagree No Opinion

Objective 3
Increase and diversify housing development
Agree Disagree No Opinion