



STREET

MASTERPLAN SPD
JANUARY 2015

BDP.

ROYAL *borough of*
GREENWICH

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1.1 BACKGROUND



The Royal Borough of Greenwich is seeking to promote the growth and regeneration of Woolwich Town Centre and to that end adopted The Woolwich Town Centre Masterplan Supplementary Planning Document (Town Centre SPD) in April 2012.

The Town Centre SPD creates a flexible strategy which responds to the many development schemes and infrastructure initiatives coming forward in Woolwich. It also identified a number of strategic development sites in various parts of the town centre to help realise this objective. This SPD relates to one of these key sites – the Spray Street site, which has been identified for a mixed use refurbishment and redevelopment scheme.



FIGURE 1.1 AERIAL VIEW FROM SOUTH

1.2 THE SITE

The Spray Street site extends to 1.9 hectares. It is located within the designated town centre area and is adjacent to the DLR station and proposed Crossrail station. It is bounded by Plumstead Road to the north, Burrage Road to the west, Woolwich New Road to the east and Spray Street to the south. The adjacent figure shows the area covered by the SPD.

The site does not lie within a conservation area and the majority of existing buildings on the site are of little architectural merit save a few possible exceptions. However, the Grade II Listed Arsenal Gate House and the Royal Arsenal Conservation Area are in close proximity, which any scheme will have to take account of.

The Royal Borough of Greenwich supports a comprehensive approach to the redevelopment of the site through the submission of a single planning application. This SPD will be a key consideration in assessing future development proposals for the Spray Street site to ensure the wider objectives of the town centre masterplan and its vision for Woolwich to become a successful Metropolitan Town Centre are achieved.

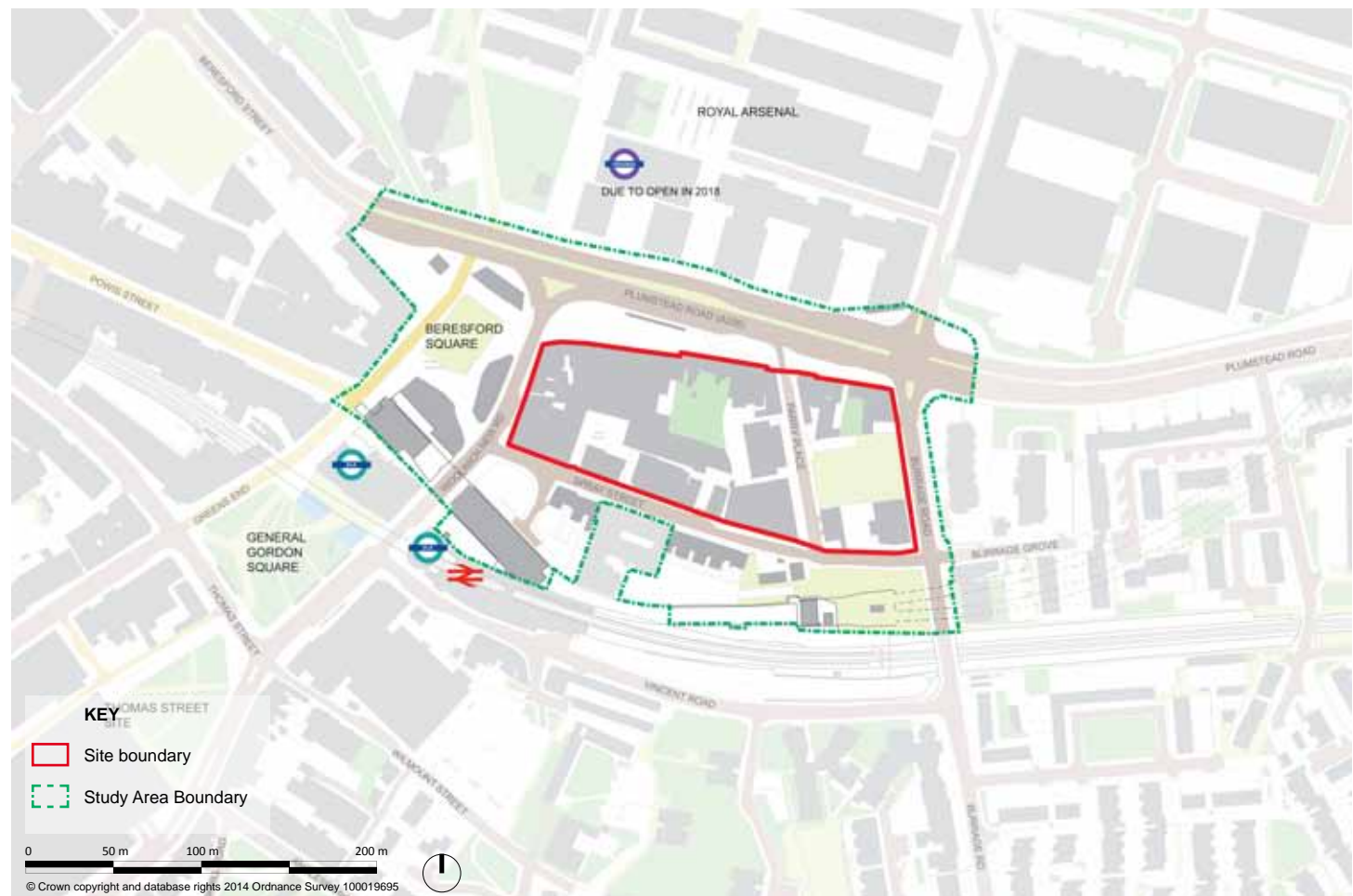


FIGURE 1.2 SITE AREA PLAN

1.2 THE SITE



PLUMSTEAD ROAD FACING EAST



PLUMSTEAD ROAD FRONTAGES



EXISTING COVERED MARKET ENTRANCE



COVERED MARKET ROOF STRUCTURE



BURRAGE ROAD



WOOLWICH NEW ROAD/ SPRAY STREET



PARRY PLACE / SPRAY STREET



SPRAY STREET

1.3 WOOLWICH TOWN CENTRE

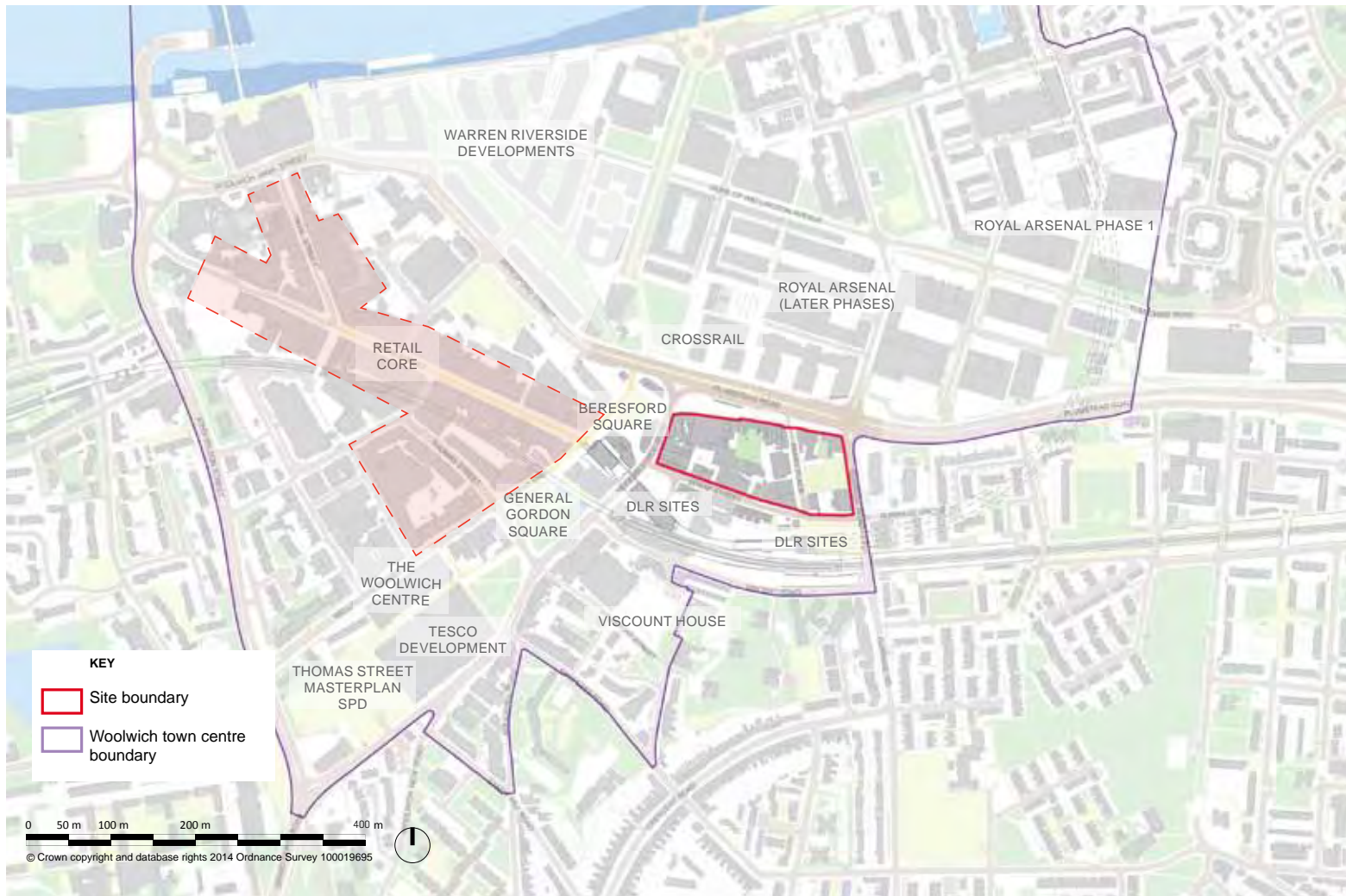


FIGURE 1.3 WOOLWICH TOWN CENTRE PLAN

Woolwich Town Centre performs a vital role within Royal Greenwich as one of the main centres for shopping, civic and community services, office employment and increasingly as a place where people want to live. Woolwich is poised for further significant growth. It is recognised within the London Plan (July 2011) as an Opportunity Area and is promoted as an area with significant opportunities for housing, employment, retail, leisure and social infrastructure.

The Royal Greenwich Local Plan: Core Strategy with Detailed Policies (July 2014) reflects the London Plan's aspirations to boost Woolwich Town Centre and claw back trade lost to neighbouring boroughs over the past decade, and in doing so establish Woolwich as a Metropolitan Centre.

The future arrival of Crossrail, due in 2018, has already provided a catalyst for the development of Woolwich, generating the conditions for enhanced community well-being, investment and growth.

1.3 WOOLWICH TOWN CENTRE



WOOLWICH MARKET ON BERESFORD SQUARE LOOKING EAST TO SPRAY STREET SITE



POWIS STREET



WOOLWICH NEW ROAD



WOOLWICH TESCO



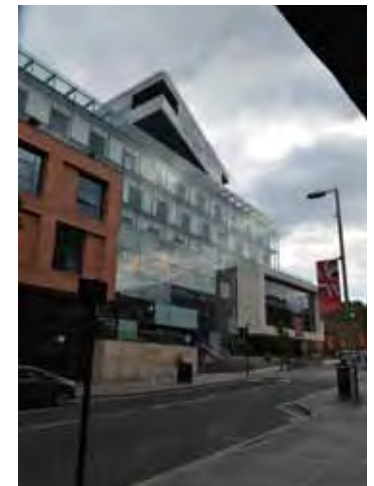
WOOLWICH ARSENAL STATION WITH THE SPRAY STREET SITE IN THE BACKGROUND



APPROACH FROM ROYAL ARSENAL TO WOOLWICH TOWN CENTRE



WOOLWICH NEW ROAD



WOOLWICH CENTRE

1.4 THE OPPORTUNITY



ROYAL ARSENAL DEVELOPMENT WITH NEW CROSSRAIL STATION

The Spray Street site offers a unique opportunity to build on the recent improvements which have taken place in the town centre, including the General Gordon Square and Beresford Square public realm improvements; the Royal Arsenal; the Love Lane development and the Woolwich Centre, to make Woolwich a more attractive destination. This will be done by promoting a high quality development, which is well integrated with its surroundings and provides a mix of cultural, leisure and other town centre uses that are currently lacking within the town.

The site's sustainable location, in close proximity to high quality transport connections and employment opportunities, creates the potential for the site to accommodate a significant proportion of residential development. In addition, the site offers the potential for retail floorspace, benefiting from its location adjacent to Woolwich's retail core, particularly comparison retail, which is currently under-represented in the town centre. There is also an opportunity to supplement this retail offer with complementary leisure uses, such as cafes, restaurants, flexible event/ activity/ market space and a cinema, enhancing both the day time and evening economies.

The development of the Spray Street site creates the potential to promote integration between the Royal Arsenal and the town centre and provide much needed regeneration of this gateway site. The Royal Borough of Greenwich has therefore identified the Spray Street site as a strategic site which it would like to see redeveloped in the short to medium term.



BERESFORD SQUARE



ROYAL ARSENAL



GENERAL GORDON SQUARE

1.5 THE ROLE OF THE SPD

This SPD has been prepared by the Royal Borough of Greenwich to promote and manage future development proposals for Spray Street and will provide a framework for the enhancement and redevelopment of the Spray Street site.

The Royal Borough sets out its policies, which are the starting point for considering planning applications, in the Core Strategy. The SPD clarifies these existing policies and their application to the Spray Street site. It provides additional guidance for assessing planning applications. This guidance is not intended to eliminate or constrain other approaches for achieving the objectives of the Core Strategy and the Town Centre SPD. In particular the Core Strategy policies this SPD supplements are:

- Policy TC1 Town Centres;
- Policy TC2 Woolwich Town Centre;
- Policy H1 New Housing;
- Policy H2 Housing Mix;
- Policy H3 Affordable Housing;
- Policy H5 Housing Design;
- Policy EA1 Economic Development;
- Policy CH1 Cohesive Communities;
- Policy CH2 Healthy Communities;
- Policy OS(e) Wildlife Deficiency Area;
- Policy DH1 Design;
- Policy DH2 Tall Buildings;
- Policy DH3 Heritage Assets;
- Policy DH(g) Local Views;

- Policy E1 Carbon Emissions;
- Policy IM4 Sustainable Travel; and
- Policy IM(b) Walking and Cycling.

In order to provide further guidance to the above policies the SPD:

Sets out the Vision and Objectives to guide the development of the site;

- Sets out the Royal Borough of Greenwich's aspirations for the site in terms of Design Principles which will enable development proposals to be prepared;
- Indicates through an Illustrative Masterplan one way in which the Objectives for the site can be achieved in accordance with these Design Principles; and
- Indicates the supporting information that would be required by the Royal Borough of Greenwich in determining any future planning application.

The Illustrative Masterplan provides an example of the scale of development and mix of uses that will be supported on the site in accordance with the Royal Greenwich Core Strategy and Woolwich Town Centre Masterplan SPD. It illustrates how an appropriate mix of retail, leisure, cultural and residential uses can be accommodated on the site as part of a comprehensive redevelopment scheme to promote the regeneration of this part of the town centre. Other forms of development

will be considered where it can be demonstrated that they satisfy the Vision, Objectives and Design Principles set out in this SPD.

A Baseline Report has been prepared to accompany this SPD which includes further background information and forms the evidence base for this SPD.



FIGURE 1.4 ARTIST'S IMPRESSION OF VIEW FORM NORTH SIDE OF PLUMSTEAD ROAD

1.6 THE STATUS OF THE SPD

The SPD covers the Local Plan period to 2029 and aligns with policy objectives set out in the London Plan and the National Planning Policy Framework. It will be a material consideration in assessing planning applications within the masterplan boundary.

This SPD is not a standalone document and should be read in conjunction with the National Planning Policy Framework, the London Plan and local planning policy including The Royal Greenwich Local Plan: Core Strategy with Detailed Policies.



FIGURE 1.5 ARTIST'S IMPRESSION OF VIEW FROM BERESFORD SQUARE

1.7 CONSULTATION

Woolwich Town Centre Masterplan SPD Public Consultation (Feb-Mar 2012)

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 the Spray Street site, 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

Spray Street Masterplan SPD Stakeholder Discussions (June – September 2014)

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 June 2014. The workshop discussed the context of Woolwich Town Centre, opportunities for the Spray Street site, 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.

All property owners and occupiers were sent letters in July 2014 introducing the proposal to prepare a masterplan and inviting them to contact the Royal Borough of Greenwich for further information. Following this individual discussions were held with key stakeholders in August/September to consider individual aspirations, opportunities and constraints. The main points raised during this consultation were:

- The Spray Street site is characterised by a poor quality environment, which could only be improved by long overdue regeneration. However, there are a few buildings of reasonable architectural quality to the western end of the site
- Recognition of the potential of the site for redevelopment due to its location next to the DLR and Network Rail stations and opposite the Crossrail station due to open in 2018.
- A proportion of the landowners indicated that they had no long term aspirations to remain on the site and were looking to dispose of their property.

1.7 CONSULTATION

Draft Spray Street Masterplan SPD Statutory Consultation (November – December 2014)

In addition to responding to previous consultations, the officers' workshop and discussions with key stakeholders, the Draft Spray Street Masterplan SPD was published for a six week period of public consultation from the 7th of November to the 19th of December 2014. During this time the public, stakeholders and statutory consultees were able to review the Draft SPD, digest the recommendations and provide their feedback on the proposed SPD.

Following the close of the consultation period, all responses were analysed and the SPD was refined in light of the representations.



PREVIOUS PUBLIC CONSULTATION ON WOOLWICH TOWN CENTRE MASTERPLAN SPD

1.8 STRUCTURE OF THIS DOCUMENT

This document comprises the following sections:

- **Section 2** sets out the vision and objectives for the site.
- **Section 3** provides a short summary of the context for development including planning policy.
- **Section 4** provides an assessment of existing site conditions and an analysis of constraints and opportunities.
- **Section 5** sets out the Design Principles for the site.
- **Section 6** sets out the socio-economic strategy for the site.
- **Section 7** sets out an Illustrative Masterplan.
- **Section 8** sets out important considerations relating to the delivery and implementation of the SPD objectives.
- **Section 9** sets out the monitoring and review process.
- **Section 10** sets out next steps.
- **Appendix A** includes the consultation questionnaire.
- **Appendix B** includes the Economic Strategy Statement.
- **Appendix C** includes the Economic Impact Statement.

2.1 OBJECTIVES

2.2 SPRAY STREET VISION

2.1 OBJECTIVES

Planning policy, the baseline analysis and previous consultation have highlighted the context, opportunities and constraints for redevelopment of the Spray Street site. These have helped to shape key objectives which the development of the Spray Street site must satisfy:

- Contribute to Woolwich's growth into a Metropolitan Town Centre
- Create a landmark high quality mixed use development, which will help integrate the Royal Arsenal and Crossrail station into the town centre
- Increase and diversify housing development
- Improve the built and environmental quality and create a gateway to the town centre
- Expand and improve the cultural and leisure offer to create a destination
- Increase permeability and connections to the town centre
- Attract and retain people within Woolwich Town Centre

OBJECTIVE 1: CONTRIBUTE TO WOOLWICH'S GROWTH INTO A METROPOLITAN TOWN CENTRE

The development of the Spray Street site will encourage the expansion and regeneration of Woolwich Town Centre, contributing to its potential to become a successful Metropolitan Centre and sub-regional transport hub. In order to achieve this the town needs to improve its cultural and leisure offer, create opportunities for town centre living, strengthen its retail offer and increase its provision of office space. The Spray Street site provides a valuable opportunity to help address some of these deficits across Woolwich Town Centre. However, it should be noted, that the development of the Spray Street site alone will not do this.

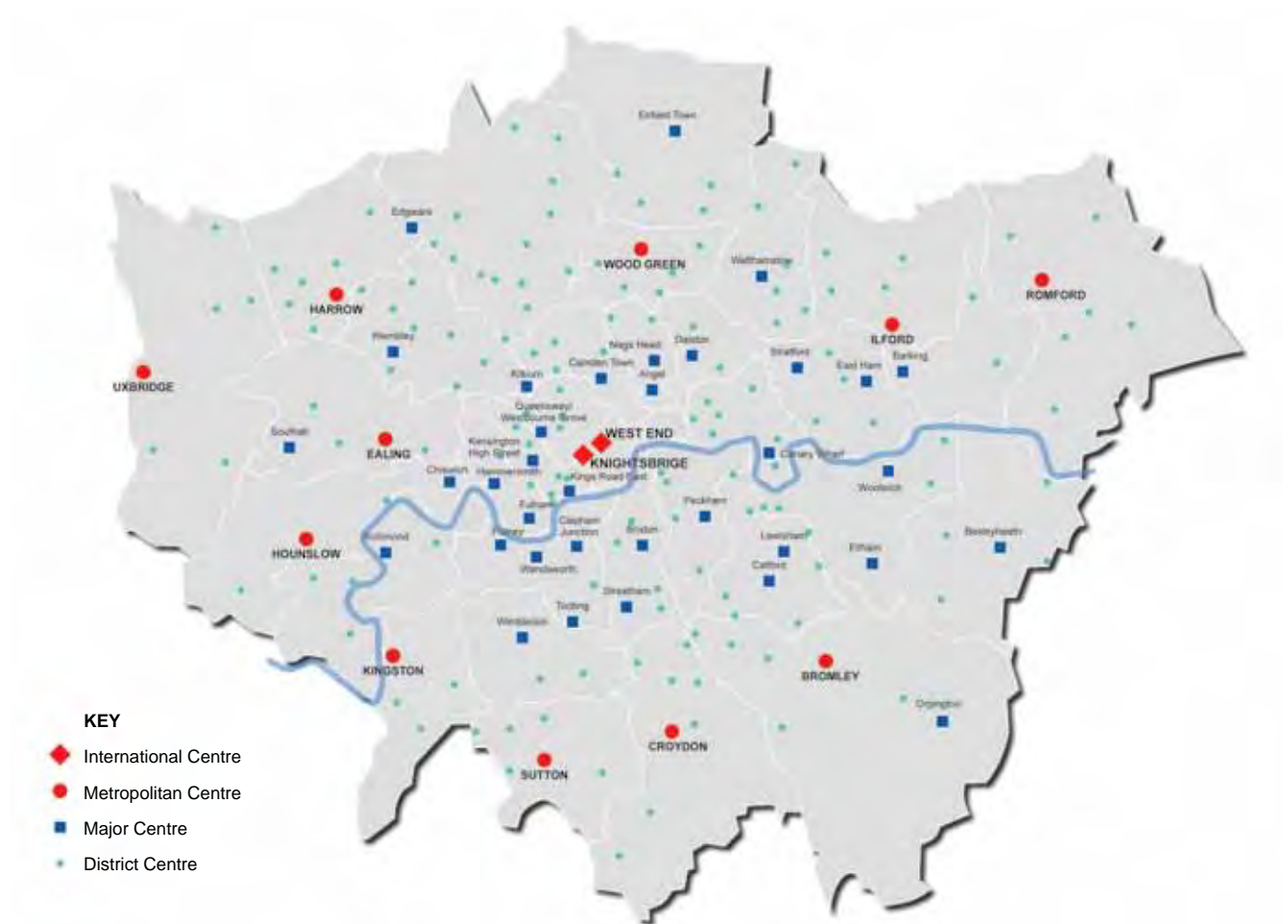


FIGURE 2.1 LONDON'S TOWN CENTRE HIERARCHY

2.1 OBJECTIVES

OBJECTIVE 2: CREATE A LANDMARK HIGH QUALITY DEVELOPMENT WHICH WILL HELP INTEGRATE THE ROYAL ARSENAL AND CROSSRAIL STATION INTO THE TOWN CENTRE

The objective is to create a high quality mixed use development, generating a new unique landmark destination in Woolwich Town Centre and contributing to raising the standard of the town's built environment. Recent developments within Woolwich have started to improve the quality of the town centre. The Spray Street site has an opportunity to build on this context and integrate with surrounding developments and areas of activity; creating an attractive and cohesive environment; forming a lynch pin between the town centre and the Royal Arsenal. The Spray Street site will respect, reflect and reinforce the positive qualities of the town centre.



ROYAL ARSENAL DEVELOPMENT ON PLUMSTEAD ROAD



LIVERPOOL ONE



MELBOURNE FEDERATION SQUARE



VICTORIA SQUARE SHOPPING CENTRE, BELFAST

2.1 OBJECTIVES

OBJECTIVE 3: INCREASE AND DIVERSIFY HOUSING DEVELOPMENT

The Spray Street site's location within the town centre boundary, makes it a sustainable location to accommodate a significant proportion of residential development. Creating an increased and diversified housing offer including a range of housing tenures and typologies to cater for the needs of the existing community and encourage the creation of mixed communities is essential for the redevelopment of the Spray Street site.



PRECEDENT IMAGES OF HOUSING DEVELOPMENT

2.1 OBJECTIVES



PRECEDENT IMAGE OF HIGH QUALITY ENVIRONMENT TO CREATE GATEWAY



OBJECTIVE 4: IMPROVE THE BUILT AND ENVIRONMENTAL QUALITY AND CREATE A GATEWAY TO THE TOWN CENTRE

A high quality public realm, streetscape and design are an essential part of any successful town centre. Recent improvements to the design of the town centre, including public realm treatments along Plumstead Road, Woolwich New Road, General Gordon and Beresford Squares; the Royal Arsenal; and transport upgrades including the DLR Station and the Crossrail station due to open in 2018, are beginning to improve the quality of design and place an emphasis on a high quality public realm. The Spray Street site should capitalise on and connect with these recent improvements; contributing to enhancing the design quality of the town centre.

As an important point of arrival within Woolwich, there are significant opportunities to create a gateway to the town centre, improving links between surrounding areas of activity and complementing them with a high quality built environment.

2.1 OBJECTIVES

OBJECTIVE 5: EXPAND AND IMPROVE THE CULTURAL AND LEISURE OFFER TO CREATE A DESTINATION

Within Woolwich Town Centre there is a need to expand and diversify the existing cultural and leisure offer; encouraging a cafe culture, supporting the day-time and evening economies, and enhancing the attraction of Woolwich Town Centre for residents and as a destination for visitors.

The Spray Street site is uniquely positioned to contribute to enhancing Woolwich's cultural and leisure offer, creating an environment which promotes a range of activities throughout the day and evening, and at all times of the year, in order to make the town centre a more vibrant and attractive destination.



PRECEDENT IMAGES OF CULTURAL / LEISURE SPACE

2.1 OBJECTIVES

OBJECTIVE 6: INCREASE PERMEABILITY AND CONNECTIONS TO THE TOWN CENTRE

A high quality network of connected spaces and routes for pedestrians, cyclists and vehicles, which are integrated with existing routes and movement patterns, is essential to creating a pleasant and attractive environment that supports sustainable patterns of movement, generates activity and encourages healthy lifestyles.

The Spray Street site should utilise its location in the centre of surrounding developments and areas of activity, to strengthen connections and increase footfall and activity, both throughout the site and across the wider town centre.



PRECEDENT IMAGE OF A PERMEABLE ENVIRONMENT

2.1 OBJECTIVES



OBJECTIVE 7: ATTRACT AND RETAIN PEOPLE WITHIN WOOLWICH

Making a place where people want to stay and encouraging stable communities will contribute to the growth and development of Woolwich Town Centre playing an important role in ensuring that people are attracted to and retained in Woolwich.

The Spray Street site provides a valuable opportunity to create a high quality environment and enhance the town centre's offer contributing to economic, social and cultural benefits, including the creation of direct and indirect employment opportunities.



PRECEDENT IMAGES OF ATTRACTIVE SPACE FOR PEOPLE

2.2 SPRAY STREET VISION

Following the baseline analysis and previous consultation the following Vision has been set to guide the delivery of the Objectives. Any future development proposals for the Spray Street site must succeed in satisfying the Vision.

“The vision for the Spray Street site is to create a destination with a unique identity which will raise the profile of Woolwich Town Centre, help unify its different parts and strengthen the town’s leisure, culture and evening economy. The regenerated mixed use quarter will reflect the town’s rich history, forming a sensitive relationship with surrounding heritage assets and capitalise on opportunities to retain and enhance buildings and structures of value. Being very accessible it will attract and cater for both new and existing communities and by intensifying and diversifying uses on the site it will maximise its contribution to Woolwich town centre. Overall, its high quality environment and convivial public realm, supported by active uses, will support the further development of a vibrant mixed community and successful town centre.”



FIGURE 2.2 ARTIST'S IMPRESSION OF VIEW FROM FLEXIBLE EVENT SPACE

2.2 SPRAY STREET VISION



FIGURE 2.3 ARTIST'S IMPRESSION OF BIRD'S EYE VIEW FROM THE EAST

3.1 POLICY CONTEXT

3.2 SOCIO-ECONOMIC CONTEXT

3.3. PROPERTY CONTEXT

3.1 POLICY CONTEXT

National Policy

National planning policy is set out in the National Planning Policy Framework (NPPF), published in March 2012. The NPPF states that Local Planning Authorities should plan positively for new development and includes a set of core land use planning principles to underpin plan making and development management.

Within the NPPF the government seeks to encourage sustainable development to secure economic growth, higher social and environmental standards, and well designed buildings and places which can improve the lives of people and communities.

Regional Policy

The London Plan (July, 2011) is the overall strategic plan for London and forms part of Royal Greenwich's development plan. Woolwich is identified as an Opportunity Area within the London Plan. Opportunity Areas are London's major reserve of brownfield land with significant capacity to accommodate new housing, commercial and other development linked to existing or potential improvements to public transport accessibility.

The Woolwich Opportunity Area has an indicative employment capacity of 5,000 jobs and an indicative figure of 5,000 new homes. It is anticipated that Woolwich could evolve into a Metropolitan Centre over the plan period, given the current regeneration that is taking place, through development such as the Royal Arsenal and Love Lane, and the existing and proposed transport infrastructure improvements. The London Plan states that attractive links have been completed between the Royal Arsenal and the town centre and should be complemented by further high-quality design and environmental improvement across the town and the A206 corridor, including General Gordon Square and Beresford Square. Woolwich Town Centre is also identified for public realm enhancements in the medium term.

Local Policy

The Royal Borough of Greenwich's Local Plan: Core Strategy with Detailed Policies (Core Strategy) was adopted on 30th July 2014 and provides an up to date local plan for Royal Greenwich. Changes to the Greenwich Unitary Development Plan (UDP) Proposals Map have also been adopted. The UDP site proposal schedules are still in place.

A second local plan is currently in preparation that will focus on site allocations and overall land use designations for Royal Greenwich. It is anticipated that the draft Local Plan: Site Allocations will be published in late 2015.

With regard to Woolwich, the Core Strategy reflects the London Plan's aspirations, to boost Woolwich and claw back trade lost to neighbouring boroughs over the past decade, and in doing so establish Woolwich as a Metropolitan Centre. The Core Strategy's vision for Woolwich Town Centre states:

"Woolwich Town Centre will re-assert itself as a Major Centre in South East London, improving the quality and quantity of its retail offer and clawing back trade that has previously been lost to other centres. The Council will be supportive of development that contributes to the eventual reclassification of Woolwich as a Metropolitan Centre. Woolwich will accommodate the majority of additional town centre

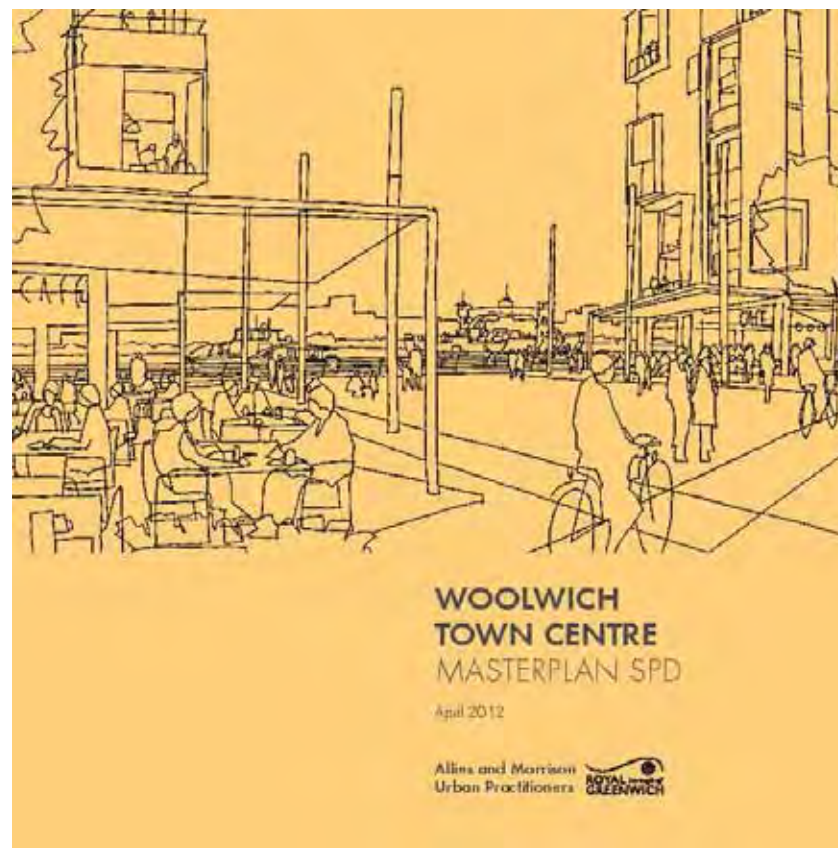
development in the Borough over the plan period, including:

- Additional and improved comparison retail floorspace;
- Office development;
- Leisure, cultural and tourism uses that contribute towards the evening vitality of the Centre and increase economic benefits; and
- Improved links and enhanced connectivity between the Town Centre, Woolwich Common, the Royal Arsenal and the River Thames, thereby making better use of Woolwich's historic and cultural assets and helping to attract more visitors to the Centre."

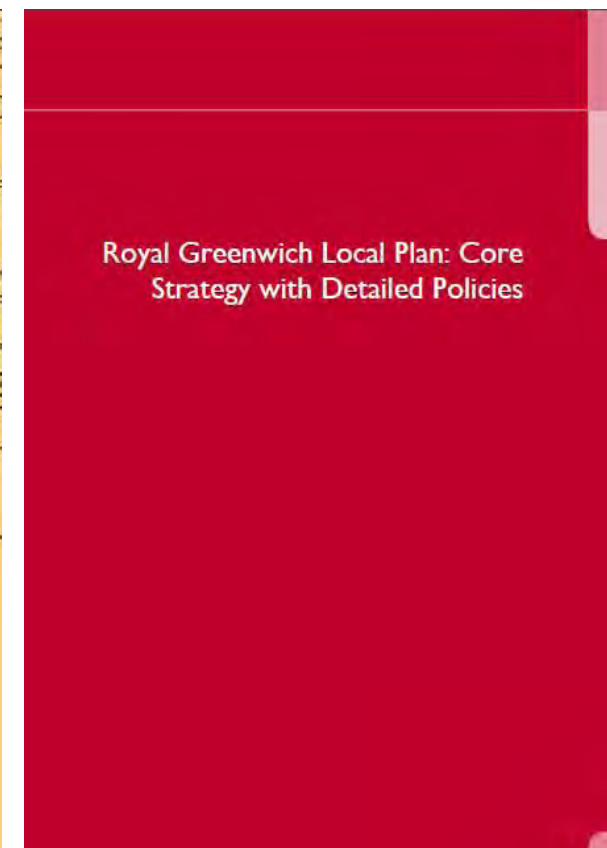
3.1 POLICY CONTEXT

The Spray Street site will play a key role in the development of Woolwich Town Centre. The Woolwich Town Centre Masterplan recognises the site's potential to contribute to the regeneration of Woolwich, stating the Spray Street site:

“... 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 ... A mixed use refurbishment and redevelopment scheme should be brought forward and could include new retail, a supermarket and residential development for this important but under-utilised area.”



WOOLWICH TOWN CENTRE MASTERPLAN SPD (APRIL 2012)



ROYAL GREENWICH LOCAL PLAN: CORE STRATEGY WITH DETAILED POLICIES (JULY 2014)

3.2 SOCIO-ECONOMIC CONTEXT

Population

The population in Woolwich Town Centre (as defined by the town centre boundary in the Royal Borough's Local Plan, July 2014) has grown significantly in recent years, growing from 3,100 in 2001 to 7,400 in 2011, an increase of 140%. This is 10 times greater than the population growth rate for London (14%) over the same period. Much of this can be attributed to the development of the Royal Arsenal. Evidence suggests that the town centre however, has not capitalised upon this and that the current offer does not necessarily reflect the demand of the new population who are increasingly younger and in many cases, more affluent.

There is a high and increasing proportion of the population living in rented accommodation, one in three of the population has lived in the UK for less than 10 years, and there are relatively high levels of population churn in common with many similar areas of London. Embedding communities and supporting people to stay and feel a sense of belonging in Woolwich for the long term will be a key aim of the Spray Street Masterplan.

Socio-economic Polarisation

Woolwich¹ exhibits significant socio-economic diversity. The employment rate (65.2%) and unemployment rate (6.4%) are both higher than the averages seen in Royal Greenwich and London as a whole². There is also a wide spectrum of skills levels and incomes within the town. Whilst activity on the Spray Street site will drive increased values and economic activity in the town, it is also important that it provides opportunities for those who are unemployed or on lower incomes.

Business

Commercial uses on the Spray Street site should seek to support the diversification of the town centre offer to help build a more prosperous and resilient location. Currently Woolwich's business and employment base is heavily focussed upon retail (13% of all businesses (ONS, UK Business Counts - Enterprise,) and public sector activities (25% of all jobs). The Spray Street site can provide opportunities for the development of new businesses, especially in growth sectors and to help diversify the town centre's business base. It also needs to recognise the sub-regional and regional markets in which the Woolwich competes and ensure that the town offers something different in this context.

Metropolitan Centre

Using GLA Town Centre Health Check (2013), an analysis has been undertaken to understand the gaps which need to be bridged if Woolwich is to become a Metropolitan Centre. Whilst some discrepancies exist within this data set, there are some notable deficits within the town centre, which the Spray Street development could address and assist Woolwich's evolution. These include: leisure floor space, cultural offer, diversity and scale of the retail offer; and office floorspace. The areas where Woolwich currently competes well with competitor centres are hotel rooms, and public transport accessibility.

It is important that the development of Spray Street supports changes in perception which can ultimately support an increase in market interest as a stimulus for the wider transformation of the town centre as a whole.

¹ best fit LSOAs E01001696, E01033731, E01033734, E01033735, E01033736, E01033737

² Employment and unemployment rates have been calculated as a proportion of the total working age population (16-74) in Woolwich and each of the comparator areas.



PLUMSTEAD ROAD BUS STOP



TRAM SHED

3.3 PROPERTY CONTEXT

The proposed nature and mix of development uses at the Spray Street site has been informed by research into the area's property market; likely demand for, and viability of, uses. Viability is a key factor in determining site allocations. The National Planning Policy Framework places considerable weight on allocated sites being viable and deliverable, and notes that careful attention needs to be paid to viability in plan making and decision taking. In the early stages of the SPD preparation, this matter was given high regard through viability testing. The viability testing was informed by development costs and commercial values associated with specific land uses and likely occupier demand (and therefore developer appetite to deliver such uses). This enabled the early design process to focus on achievable redevelopment parameters. Land assembly costs were also factored into the viability testing, given the considerable impact they can have on seeking to achieve a viable proposition. This is particularly the case for urban areas such as the Spray Street site where land assembly costs will be considerable.

This viability analysis tested a range of land use mix scenarios that could realistically be considered for the Spray Street site, given the need to prepare a viable scheme.

This analysis of future land uses and the need to deliver a viable scheme has also been set within the context of the key characteristics of the site; including its scale, location, connections and policy

ambitions to accommodate mixed use development. The analysis has also been informed by the land ownership characteristics at Spray Street: the site is characterised by a multitude of typically small sized plots with sub interests; together with some larger properties. Delivering an attractive, well designed and cohesive scheme for the area on a plot by plot basis would be unrealistic. Therefore a comprehensive approach to redevelopment of Spray Street is sought.

Key messages from the property market analysis which informed the Spray Street SPD are:

Offices

- Demand for offices at present in Woolwich is small scale and locally driven. This is largely due to a limited supply of high quality affordable space and outer London location
- Low rents mean offices are less likely to be viable.
- Demand may increase with the arrival of the Crossrail Station and the diversification of Woolwich's demographic base arising from new housing developments

Retail

- Potential to capitalise on strong locational aspects of the site, such as its highly visible frontage on Plumstead Road, and its position between transport links.
- Evidence of retail growth in some sectors, to be further enhanced by the opening of Crossrail in 2018, with potential for some uses to be well

suited to the location, such as convenience, restaurant, cafes, as well as demand from independent traders.

- Potentially viable addition to the scheme, subject to mix of space provided and suitably configured and attractive retail layout.

Leisure (Commercial)

- Gaps exist in Woolwich's commercial leisure offer; a property sector which has generally performed well in recent years.
- Interest from a range of leisure occupiers, including for entertainment, health and fitness, and cinemas.
- Typical commercial led leisure schemes comprise; a cinema acting as an anchor use, accompanied by other retail uses (especially A3-A5 – restaurants, bars, cafes) which commonly cluster around leisure activities.
- Possibility for other forms of leisure, entertainment or hospitality to develop around this critical mass of leisure and retail uses, for example gyms and hotels.

Hotels

- Continued demand for hotel space in Woolwich, especially for sites which lie close to major transport hubs, offer access to Central London and are highly visible. All of which are features provided by the Spray Street site.
- Potential to be a viable product based on market research.

Residential/Accommodation

- Strong demand with prospects of future price growth set by both the wider London market context and the positive impact from the delivery of Crossrail.
- Nearby major residential schemes demonstrate good developer appetite for residential uses in Woolwich Town Centre, which itself provides a strong indication that this is a viable development use.
- The scale of the Spray Street site and strong transport accessibility characteristics points toward the ability to develop these uses on upper floors, with residential uses expected to be a key value driver for the scheme.
- In addition to standard residential development, there may be scope to diversify the offer through Private Rental Sector schemes and student accommodation – both of which are considered to be growth sectors with keen developer interest.

This early property market research, together with understanding the wider context, has enabled the development parameters for the Spray Street SPD to be shaped at an early concept stage to create a more financially viable and therefore deliverable scheme. This work provides a rationale for seeking more active ground floor uses dominated by a retail and leisure mix, together with residential and other possible accommodation uses on upper floors.

SITE CHARACTERISTICS, CONSTRAINTS AND OPPORTUNITIES **4**

- 4.1 THE SPD AREA
- 4.2 SITE CHARACTERISTICS
- 4.3 TRANSPORT AND ACCESS
- 4.4 LAND USES
- 4.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

4.1 THE SPD AREA

The area covered by the SPD extends to 1.9 hectares and is located at the north eastern edge of Woolwich Town Centre, bounded by Plumstead Road to the north, Burrage Road to the east, Spray Street to the south and Woolwich New Road to the west. The eastern end of the site is crossed by Parry Place, which is the only internal adopted road within the block.

The gross floor area of the buildings within the site is equivalent to the overall site area, representing a plot ratio³ of 1:1. As such the existing development is of a very low density given its location within the town centre and adjacent to high quality transport connections.

The site area includes:

- A Covered Market.
- Continuous retail frontage along Woolwich New Road and Plumstead Road.
- A range of small shops, with food stores, cafes and hot food takeaways and health and beauty services most common.
- A nursery and a place of worship.
- A range of services including vehicle repair, courier and taxi cabs.
- An area of vacant land.

³ Plot ratio is a measure of gross external floor area of the buildings in the site and relating this to the area of the site, excluding all roads and pavements.



PLUMSTEAD ROAD



COVERED MARKET ROOF



WOOLWICH NEW ROAD



SPRAY STREET

4.2 SITE CHARACTERISTICS



BERESFORD SQUARE MARKET



MAIN ENTRANCE TO ROYAL ARSENAL



BUILDING OF ARCHITECTURAL MERIT ON SITE



OLD COLLEGE BUILDING ON SPRAY STREET

The site is complex with a diverse range of land uses and over 50 separate land ownerships. Regarding physical form, the site generally consists of building heights of two or three storeys. The buildings are generally of poor architectural merit and in a run-down state of repair presenting an unattractive appearance and creating a poor gateway to the town centre. Notwithstanding this, there are a small number of buildings which may have some architectural merit and could be considered for retention, specifically: some of the buildings fronting Woolwich New Road and the roof structure of the Covered Market. The Covered Market roof is an early example of the Lamella System and creates visual interest and a sense of local distinctiveness in part of the site. There is a significant slope within the site falling from east to west, which is particularly apparent along Spray Street.

4.3 TRANSPORT AND ACCESS

The town centre is exceptionally well served in terms of local and strategic transport connections, having benefited in recent years from substantial improvements to its public transport infrastructure. The introduction of Crossrail services will improve connections and journey times still further (- Canary Wharf in 8 minutes, Liverpool Street in 14 minutes and Central London's Tottenham Court Road in 19 minutes)

The following key issues have been identified in relation to the site:

A206 Plumstead Road severance

The strategic nature and function of the A206 Plumstead Road corridor means high volume traffic flows, a four lane road section, and severance between the two sides of the road. The volume of traffic flow is unlikely to reduce substantially in the future and therefore further means should be sought to minimise the real and perceived severance effect of the corridor. This may be achieved through highway engineering and public realm treatments in order to support future Spray Street development and the wider regeneration objectives.

Crossrail impact

The advent of Crossrail services will be a highly positive development for the town centre and local residents, workers and visitors. However, early indications of the scale of Crossrail related pedestrian movement are very considerable, particularly the expected volume crossing Plumstead Road. An associated improvement scheme led by Crossrail and Transport for London, with input from Royal Borough of

Greenwich and Berkeley Homes is currently under design to improve the Plumstead Road / Woolwich New Road junction and cater for the expected volume of pedestrian movements.

Pedestrian environment

Crossrail related pedestrian flows will be focussed on the Plumstead Road crossing, with an estimate of 7,750 peak morning period⁴ pedestrian movements and an estimated 11,100 peak morning pedestrian movements related to wider station access flows. These projected pedestrian movements combined with existing pedestrian movements, are likely to lead to pressures elsewhere in and around the town centre. As the south side of Plumstead Road and Woolwich New Road are likely to be particularly busy with pedestrians, it will be important to provide a spacious and welcoming pedestrian environment.

In addition, it is important to seek opportunities to support access and interchange to and between the town centre bus, DLR, rail, and future Crossrail services. These all lie on a linear north-south axis and present a challenge in terms of pedestrian movement through the town centre.

Bus operations

Woolwich Town Centre is well served by bus services, although the number of services offered, limited routing options and constraints on pedestrian waiting areas means the General Gordon square area can sometimes get congested. The Spray Street site offers some potential to better arrange bus stops, routes and passenger facilities and should be explored further.

⁴ Morning peak period consists of a three hour period from 07.00am to 10.00am.



SOUTH SIDE OF PLUMSTEAD ROAD



BUS STATION ON PLUMSTEAD ROAD

4.3 TRANSPORT AND ACCESS

Land use optimisation

The type and scale of development within the Spray Street site will have a direct bearing on the type and scale of transport issues including vehicle access, parking and highway operation. Given that the road network is already subject to congestion, minimising the number of net additional development related vehicle trips and the associated parking requirement will be important. 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.

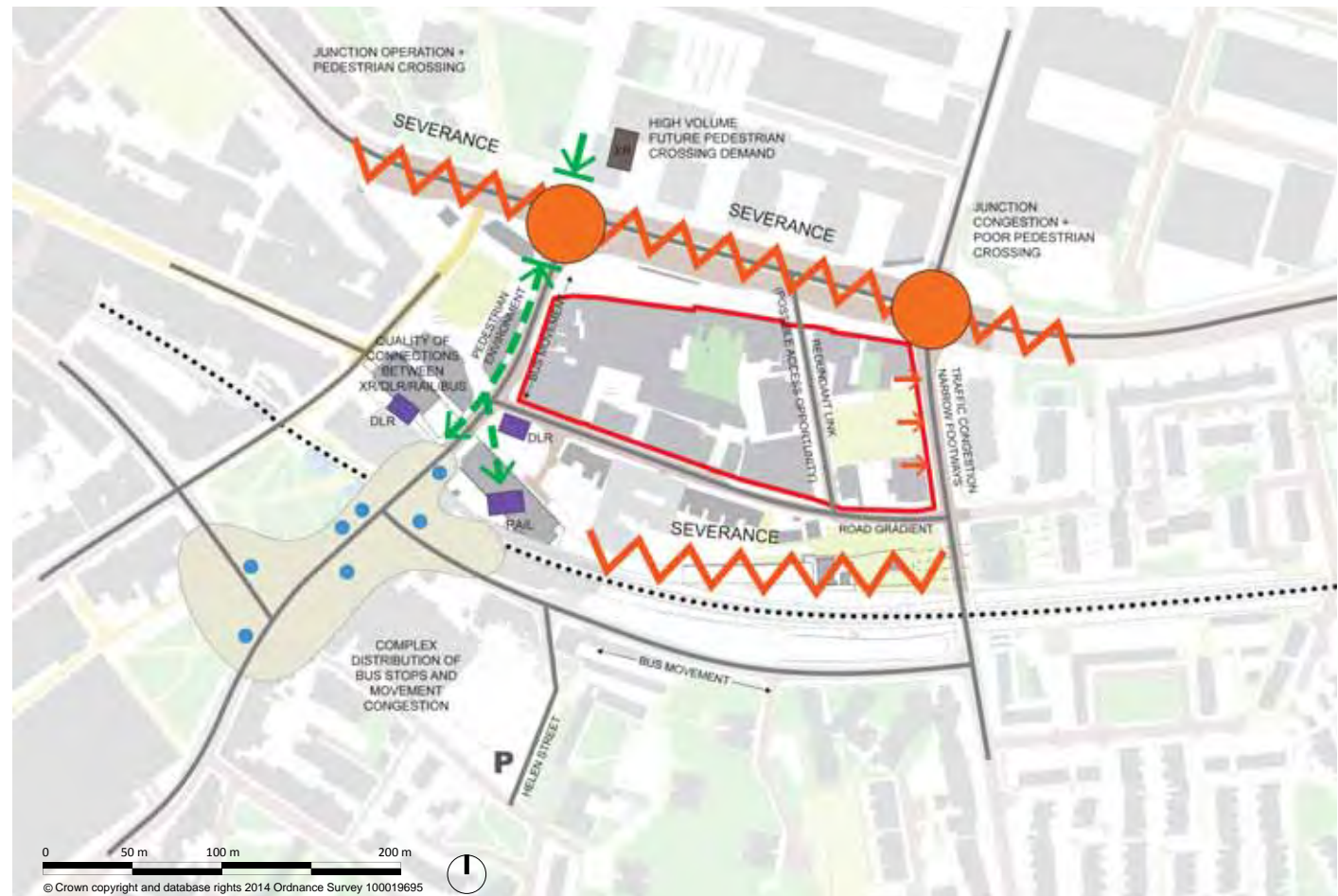


FIGURE 4.2 KEY TRANSPORT / MOVEMENT ISSUES

4.4 LAND USE

The Spray Street site is currently occupied by a range of different land uses and activities. Retail occupies the greatest proportion of the site, including continuous retail frontages along Plumstead Road and Woolwich New Road. Retail activity also takes place within the Covered Market although there are a number of vacant stalls. Across the site, food stores are most numerous, followed by health and beauty and cafes and hot food takeaways. Retail uses are interspersed with a range of services and some industrial and community uses.

The range of retail and food outlets needs to be carefully considered within the Spray Street development to diversify the existing offer, attract a wider customer base and take advantage of its strategic location.

There is a large plot of vacant land within the Spray Street site, together with areas of underused land. Future development should create an efficient use of space and provide for active public open space integrated with development across the site.



PLUMSTEAD ROAD



EXISTING COVERED MARKET



PLUMSTEAD ROAD



PLUMSTEAD ROAD

4.4 LAND USE

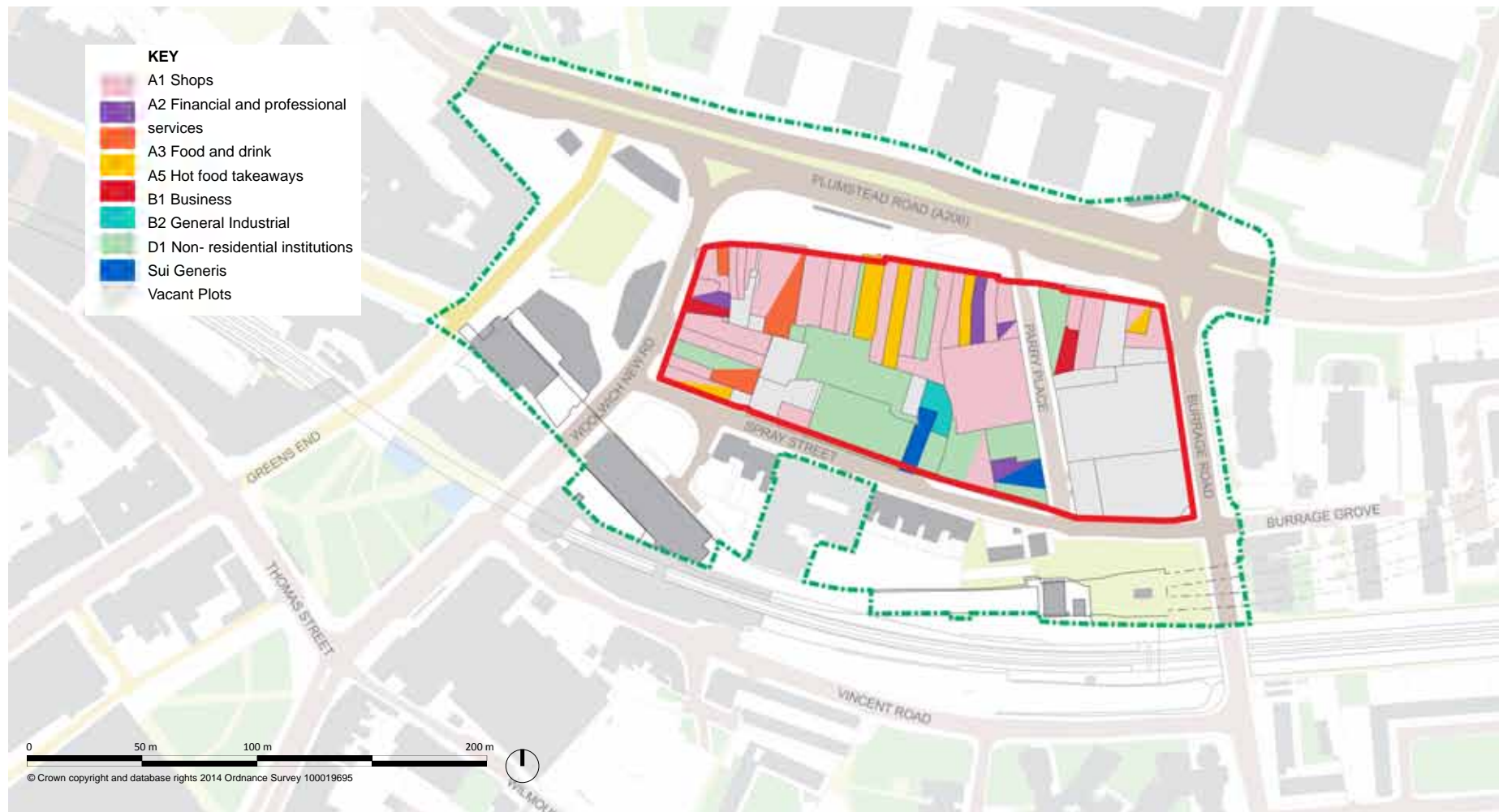


FIGURE 4.3 LAND USE ON SPRAY STREET SITE

4.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

The baseline research included carrying out an analysis of the strengths, weaknesses, opportunities and threats of the site and context. The SWOT analysis highlights the issues to which this SPD seeks to respond.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> Central location with mix of uses Excellent transport connections (existing DLR, Rail, buses and the future arrival of Crossrail) Existing mix of town centre uses On-going regeneration of Woolwich Near-by rich architectural and cultural heritage and River Thames Vibrant mixed community Growing young and educated population 	<ul style="list-style-type: none"> Unattractive, run-down appearance: poor condition of buildings; some vacant property Plumstead Road forms a barrier between the town centre and the Royal Arsenal and the River Thames Weak relationship with the rest of the town centre Lack of evening economy offer Underperforming Covered Market Social deprivation in the wider area Major sewer under the north west section of the Plumstead Road pavement restricts development in that area The eastern end of the site is comparatively far from the main pedestrian circulation route through Woolwich Town Centre The railway restricts the potential to improve connections to the south of the site 	<ul style="list-style-type: none"> Help Woolwich to establish itself as Metropolitan Centre Create a new gateway and destination for Woolwich Town Centre Create a high quality landmark mixed use development for Woolwich Town Centre Improve leisure/evening economy Improve market offer/provide flexible space for markets, events, outdoor eating and drinking Increase and diversify Woolwich's housing offer Improve built and environmental quality, including public realm, streetscape, design and permeability Help integrate the Royal Arsenal into Woolwich Town Centre Reduce the impact of severance caused by Plumstead Road Attract and retain people within Woolwich, leading to economic, social and cultural benefits 	<ul style="list-style-type: none"> Multiple ownership means site assembly is likely to be complex Costs associated with land assembly Pressure to deliver very high density residential development Creating an attractive mixed use leisure/ retail destination versus delivering a profitable scheme Over-dense development creating a poor urban realm Increase in congestion Concerns of local businesses Complex delivery Viability impact of affordable housing requirements

4.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

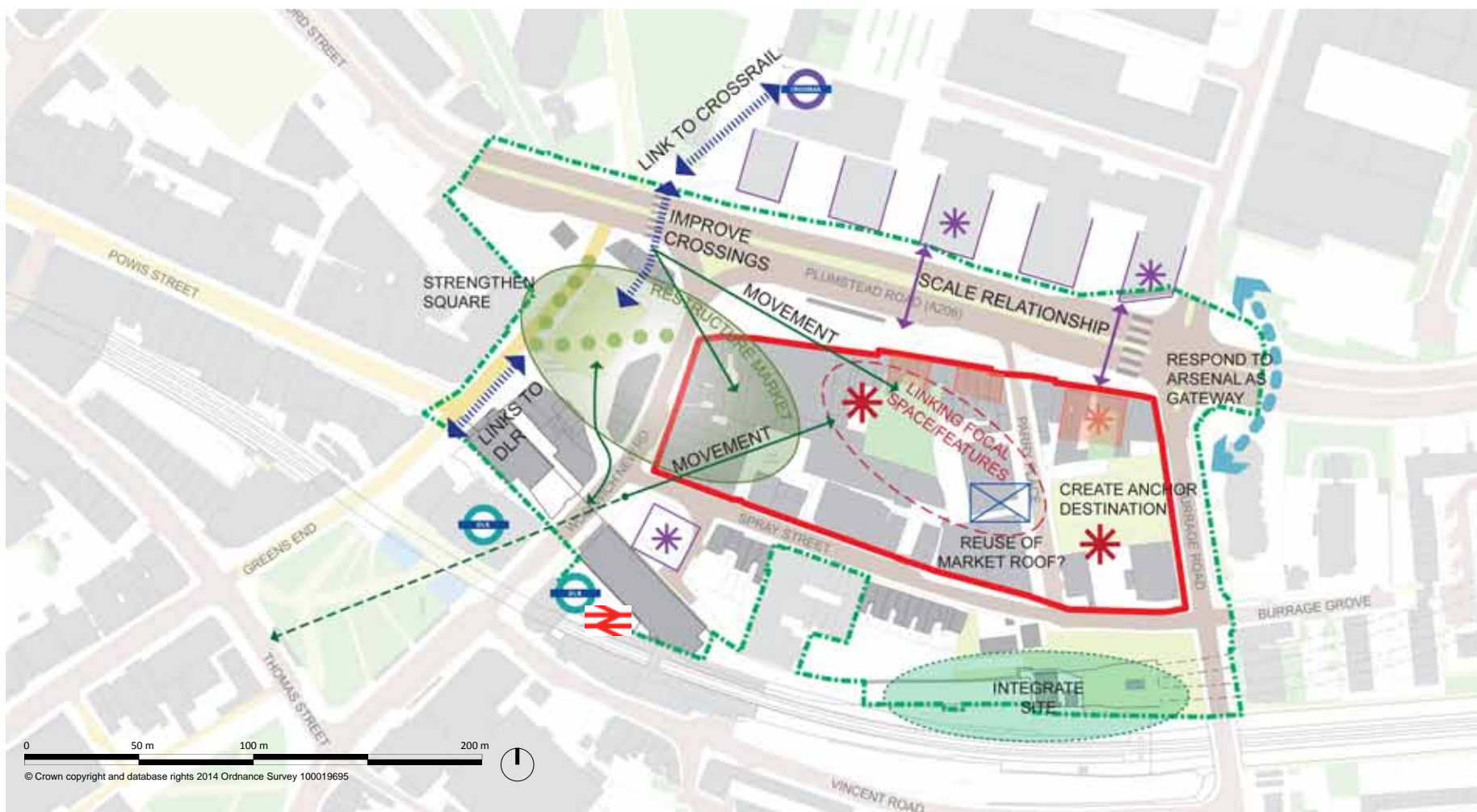


FIGURE 4.4 SPRAY STREET SITE OPPORTUNITIES

4.5 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

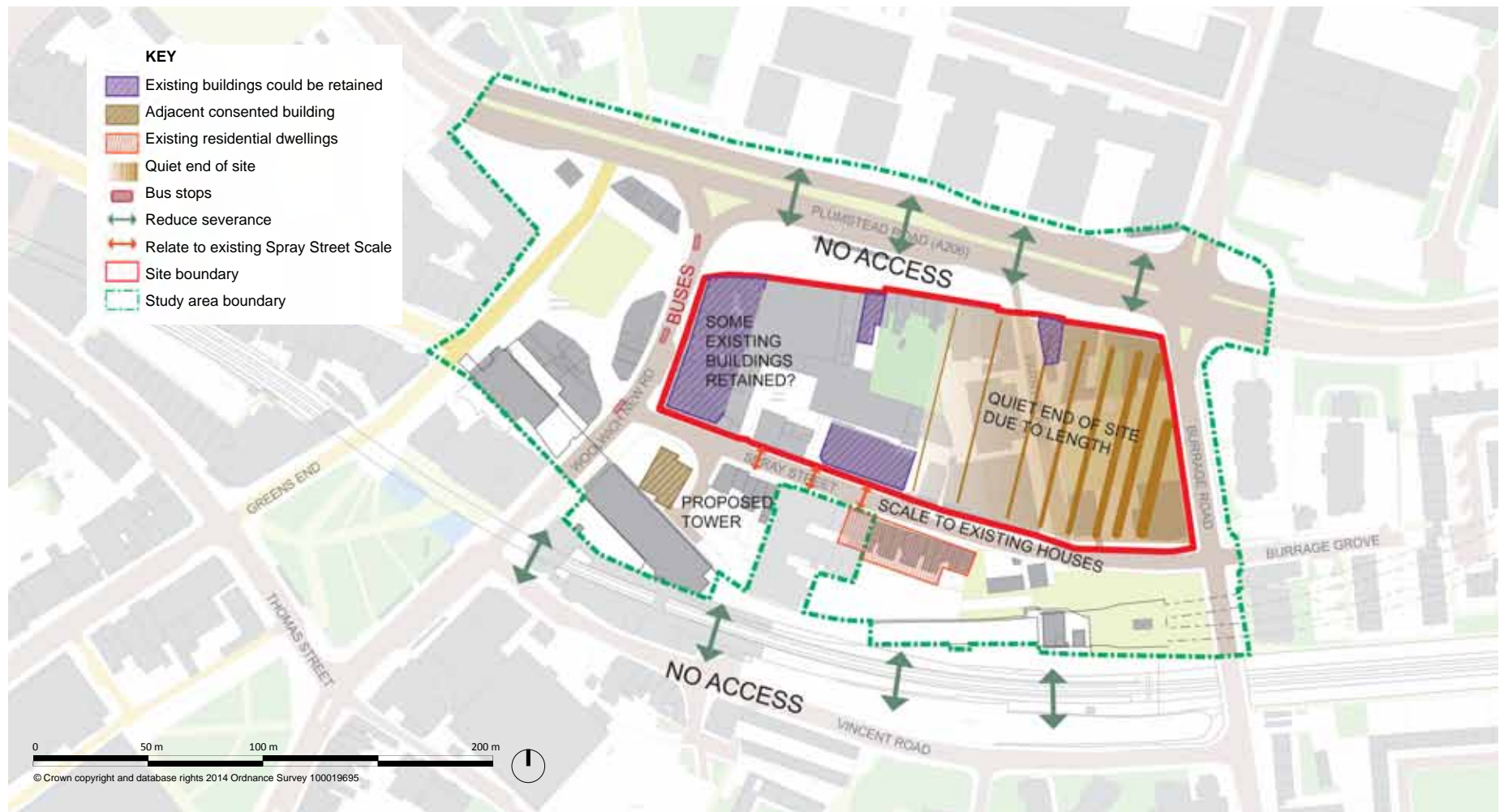


FIGURE 4.5 SPRAY STREET SITE CONSTRAINTS

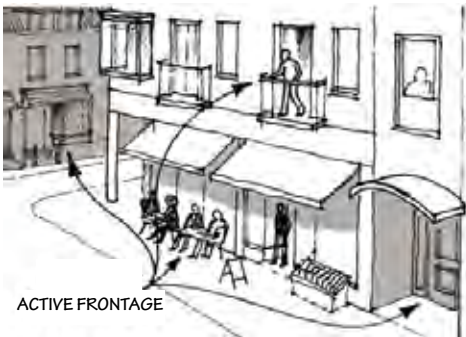
5.1 DESIGN PRINCIPLES

5.1 DESIGN PRINCIPLES

URBAN FORM AND CHARACTER



PRECEDENT IMAGES OF ACTIVE FRONTAGES



ARTIST'S IMPRESSION OF ACTIVE FRONTAGES

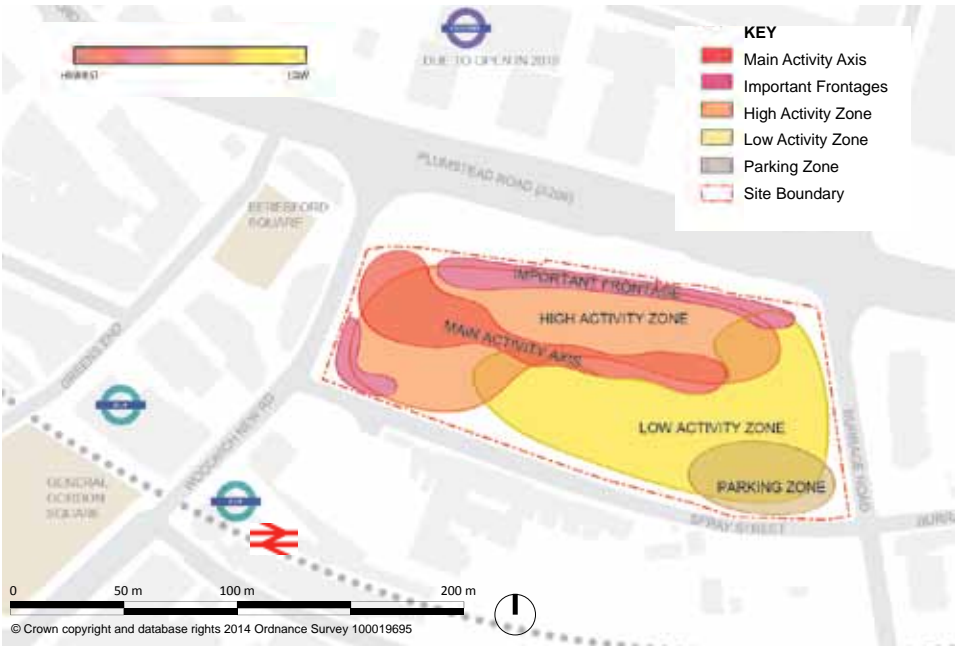


FIGURE 5.2 DEFINED ACTIVITY ZONES



FIGURE 5.3 PEDESTRIAN NETWORK WITH ACTIVE FRONTAGE



PRECEDENT IMAGES OF ACTIVITY ZONES

5.1 DESIGN PRINCIPLES

URBAN FORM AND CHARACTER

1. Create a network of streets supported by active frontages. These should be uses including retail, restaurants and cafes, and not predominantly residential entrances.
2. Frontages in the western, predominately mixed use, end of the site should be proportioned to at least two storeys or six metres in height.
3. 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.
4. 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.



EXISTING CHARACTER ALONG WOOLWICH NEW ROAD

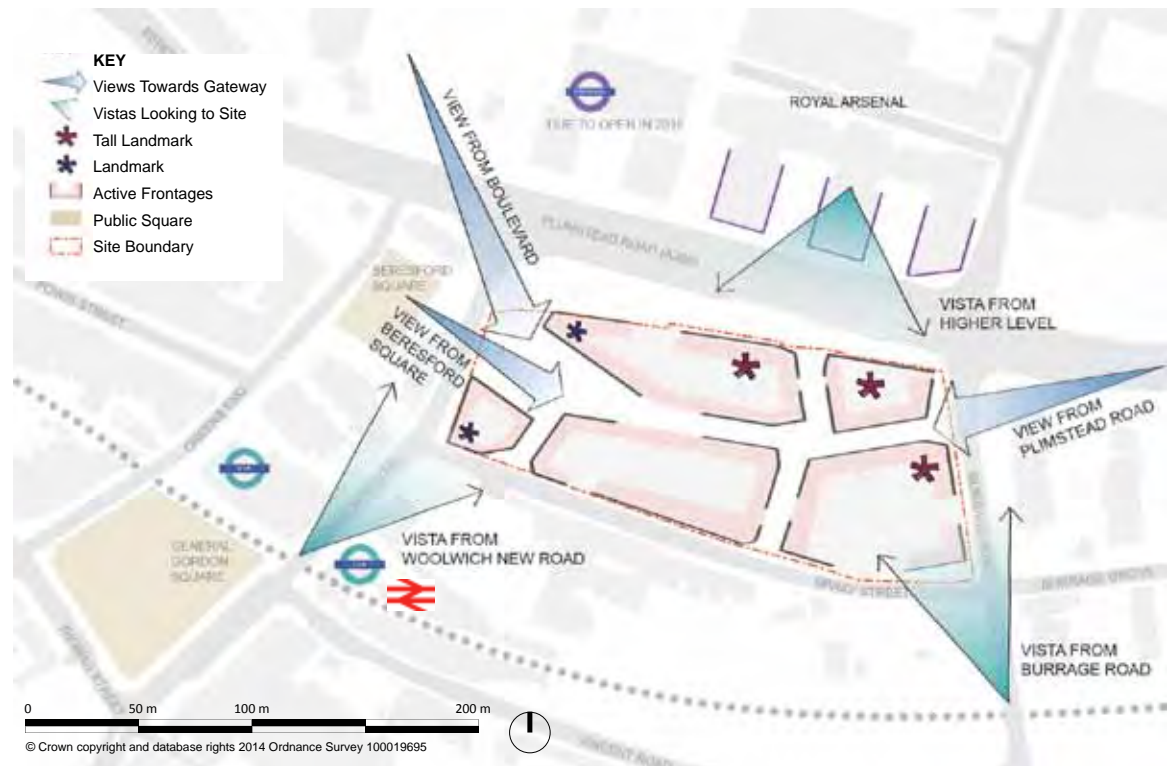


FIGURE 5.4 VIEWS AND VISTAS

5.1 DESIGN PRINCIPLES

SCALE AND MASSING

5. Create a distinctive group of taller landmark building elements to generate an image for the Spray Street site in the context of Woolwich Town Centre.
6. Comply with London City Airport and relevant CAA height restriction for tall buildings.
7. Respect and respond to the scale of the existing surrounding heritage designations, specifically the Royal Arsenal Gate House located in Beresford Square and the Royal Arsenal Conservation Area.
8. Taller buildings are most appropriate in the north-eastern area of the site.
9. Buildings above six storeys should be set back from the building line above podium level to maintain a streetscape with a human scale.



PRECEDENT IMAGE OF SCALE AND MASSING



THE ROYAL ARSENAL MAIN GATE HOUSE AND
BERESFORD SQUARE

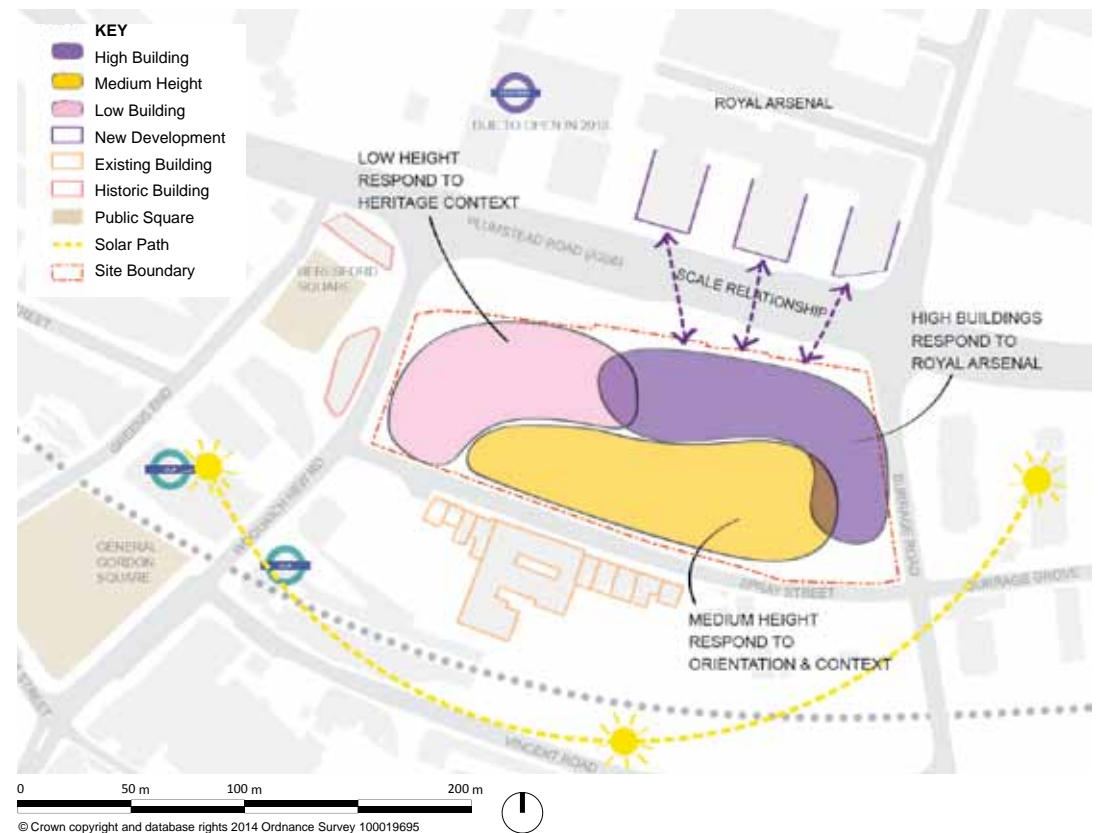


FIGURE 5.5 HEIGHT STRATEGY

5.1 DESIGN PRINCIPLES

PUBLIC AND AMENITY SPACE



FIGURE 5.6 SPACE AND ROUTE

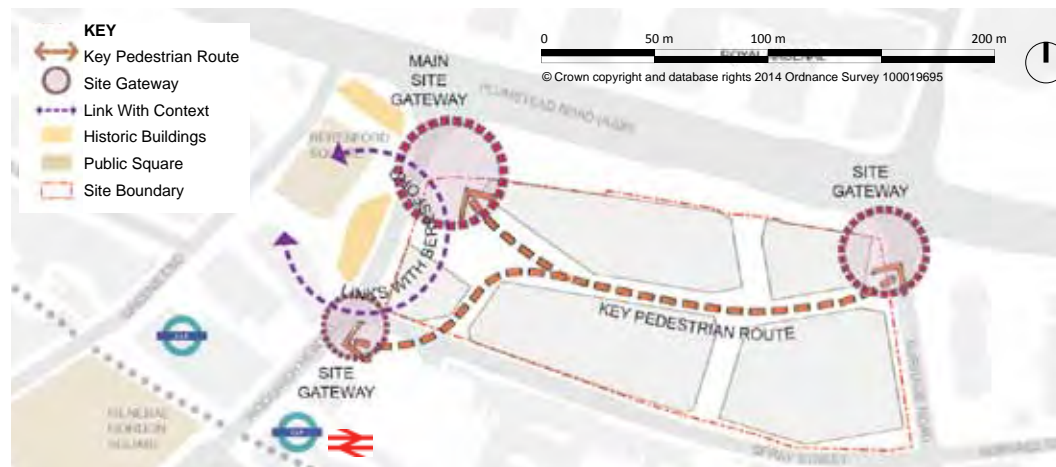


FIGURE 5.7 SITE GATEWAY

10. Integrate areas for seating outside restaurants, casual seating and events into the open space network.
11. Create communal amenity space for residential dwellings at ground floor level in courtyards. Where this is not possible communal amenity space should be provided at deck level.
12. Create a new flexible events/activity/ market space at the western end of the site potentially utilising the refurbished Covered Market roof; creating a synergy with Beresford Square and a gateway into the Spray Street site.
13. The flexible events space could accommodate a range of cultural events including concerts, theatre, and markets.

PRECEDENT IMAGE OF
INTEGRATED AREA FOR SEATINGPRECEDENT IMAGE OF COMMUNAL
AMENITY SPACEPRECEDENT IMAGE OF COVERED
MARKET

FIGURE 5.8 MASSING ALONG ACTIVE FRONTAGES

5.1 DESIGN PRINCIPLES

MIX OF USES



PRECEDENT IMAGES OF MIXED USE WITHIN BLOCKS AND BUILDINGS

14. Create a vibrant mixed use scheme that integrates entertainment, leisure, retail, office, hotel and residential uses.
15. Mix uses within blocks and buildings with active uses at ground floor level and residential uses integrated above.
16. Development could include a multi-screen cinema as a focus for the evening economy.
17. Retail should be a mix of large units, small units and convenience retail. The retail should not include a convenience store larger than 1,900 sqm gross.
18. Student housing could form part of the residential mix to add to vibrancy and support the development of an evening economy.



PRECEDENT IMAGE OF
TOWN CENTRE CINEMA



PRECEDENT IMAGES OF FLEXIBLE EVENT SPACES

5.1 DESIGN PRINCIPLES

HOUSING

19. The residential density of development proposals should be calculated on the basis of the London Plan and Mayoral Housing Supplementary Planning Guidance (SPG) standards.
20. Sunlight and daylight assessments should establish that there are no areas adversely affected by overshadowing.
21. Residential design standards should adhere to the guidance in the Mayor's Housing SPG.
22. Private Rented Sector housing, institution backed build to rent, could also be included.
23. Affordable housing provision should consist of:
 - At least 35% affordable housing. The precise percentage, distribution and type of affordable housing should be determined by the particular circumstances and characteristics of the development, including financial viability.
 - Within the affordable: 70% affordable rent and 30% intermediate tenure.
 - For the affordable rented homes, family-sized homes, 3 and 4 beds must be at target rent, and rents for 1 & 2 bed homes should be averaging 65% of market rent inclusive of service charges.
 - Intermediate housing to be affordable within the Royal Borough's income bands providing disposable income required to fund the purchases is no greater than 40%.



PRECEDENT IMAGES OF HOUSING DEVELOPMENT

5.1 DESIGN PRINCIPLES

ACCESS AND MOVEMENT



FIGURE 5.9 ACCESS AND MOVEMENT

24. Create permeability across the site, specifically with connections to the north-east at the Plumstead Road crossing and to the north-west and south-west corners of the site closest to the DLR, Network Rail, and Crossrail stations.
25. To address the anticipated increase in pedestrian flows development proposals will need to consider safe and innovative means of accommodating these flows, including integrating with crossings at Plumstead Road and high quality materials linking the Spray Street site to Beresford Square.
26. Adequate cycle provision should be incorporated into the proposed development, including providing links with existing local cycle routes and cycle storage in convenient and secure areas with additional stands provided at ground level near entrances, in accordance with the London Plan standards.



EXISTING CROSSING - PLUMSTEAD ROAD



PRECEDENT IMAGE OF HIGH QUALITY PEDESTRIAN ENVIRONMENT



PRECEDENT IMAGE OF CYCLE PROVISION



PRECEDENT IMAGES OF PEDESTRIAN ROUTES/ PERMEABILITY



PRECEDENT IMAGES OF PEDESTRIAN ROUTES/ PERMEABILITY

5.1 DESIGN PRINCIPLES

TRANSPORT AND PARKING

- 27.** The site arrangement should provide for public realm improvements, including:
 - The realignment / widening of the west side of Burrage Road to facilitate possible site access and traffic management needs.
 - The realignment of the northern kerbline of Spray Street to facilitate site access and parking.
- 28.** The development should contribute towards improving pedestrian connections between the northern and southern sides of Plumstead Road.
- 29.** The development should accommodate and promote physical and operational measures to improve pedestrian movement and public transport, through the provision of appropriate links, space, facilities and management.
- 30.** Site-wide parking should be provided to make best use of the town centre parking supply, minimise road network demand and encourage walking, cycling and public transport use within the town centre.
- 31.** Parking provision will be in accordance with a site-wide car park management plan to manage access, control and use in relation to a defined user hierarchy, which:
 - Restricts parking to a level that acknowledges the anticipated road network traffic management needs and conditions.
 - Maximises opportunities to share parking spaces between land uses, rationalise related highway access arrangements and support shared journeys and car club parking.
- 32.** Parking provision should complement a high standard of design and not create overbearing structures or inactive frontages.



PRECEDENT IMAGES OF UNDERGROUND PARKING



PRECEDENT IMAGES OF MAJOR TRANSPORT INTERCHANGE

5.1 DESIGN PRINCIPLES

SUSTAINABILITY



- 33.** Carbon emissions should be reduced in accordance with the Mayor's energy hierarchy, Be Lean, Be Clean, Be Green. All development should achieve carbon dioxide reductions in line with policy 5.2 of the London Plan. New development will be constructed to a minimum of Code for Sustainable Homes level 4 or BREEAM Excellent, as appropriate. Heat networks should be procured, designed, managed and operated in accordance with Heat Networks: Code of Practice for the UK – Raising standards for heat supply (CIBSE/CHPA) and provision for future connection to a wider district heating system should be incorporated into any proposals.
- 34.** 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.

PRECEDENT IMAGES OF SUSTAINABLE INTERVENTIONS

5.1 DESIGN PRINCIPLES

SOCIO-ECONOMIC



35. The development of the Spray Street site will help the town centre as a whole compete with destinations such as Greenwich; distinctive local centres such as Blackheath and increasingly popular and growing places, such as Deptford and Lewisham. Being acknowledged across London as a location of quality with a diverse and attractive offer will be critical.
36. It is envisaged that the Spray Street site could include flexible office / small business space, which meets the needs of incoming and local businesses.
37. It is important that the Spray Street redevelopment is seen as an opportunity to galvanise partners to come together and plan other projects which will help to deliver positive change in Woolwich Town Centre. This could include a well organised programme of events, support for local businesses or even improved marketing and branding of the town.
38. The Spray Street development should provide economic opportunities for local people. In particular, this should include the deployment of the Royal Borough of Greenwich's Local Labour and Business (GLLaB) model to ensure employment and training benefits from the construction and ultimate operation of Spray Street are maximised.



SOCIO-ECONOMIC PRECEDENTS

Spray Street is a key redevelopment site within Woolwich Town Centre capable of accommodating a range of retail, cultural, leisure and employment and residential uses, in a manner which satisfies the Design Principles and therefore proposals which do not deliver this will not be acceptable. Retail and commercial units will be provided in a range of sizes.

- 6.1 ROLE OF ILLUSTRATIVE MASTERPLAN
- 6.2 DEVELOPMENT MIX
- 6.3 KEY FEATURES OF THE ILLUSTRATIVE MASTERPLAN

6.1 ROLE OF ILLUSTRATIVE MASTERPLAN



FIGURE 6.1 ILLUSTRATIVE MASTERPLAN

JANUARY 2015 | © BDP 2015



FIGURE 6.2 AERIAL VIEW FROM SOUTH - MASSING MODEL



FIGURE 6.3 AERIAL VIEW FROM NORTH-WEST - MASSING MODEL

6.1 ROLE OF ILLUSTRATIVE MASTERPLAN



FIGURE 6.4 ARTIST'S IMPRESSION OF VIEW FROM BERESFORD SQUARE
JANUARY 2015 | © BDP 2015

The Illustrative Masterplan demonstrates how the vision for the Spray Street site could be achieved. It has been subject to an economic viability assessment and is indicative of the type of development, which could be realised on the site.

The Illustrative Masterplan demonstrates one way in which an appropriate mix of land uses and public realm treatments could be accommodated within the Spray Street site as part of a viable and comprehensive development scheme. The Illustrative Masterplan does not represent the only acceptable approach to the redevelopment of the Spray Street site, other design approaches will be considered where it can be demonstrated they are in accordance with the Design Principles included in Section Five of this SPD.

6.2 DEVELOPMENT MIX



FIGURE 6.5 ILLUSTRATIVE GROUND FLOOR PLAN - USES

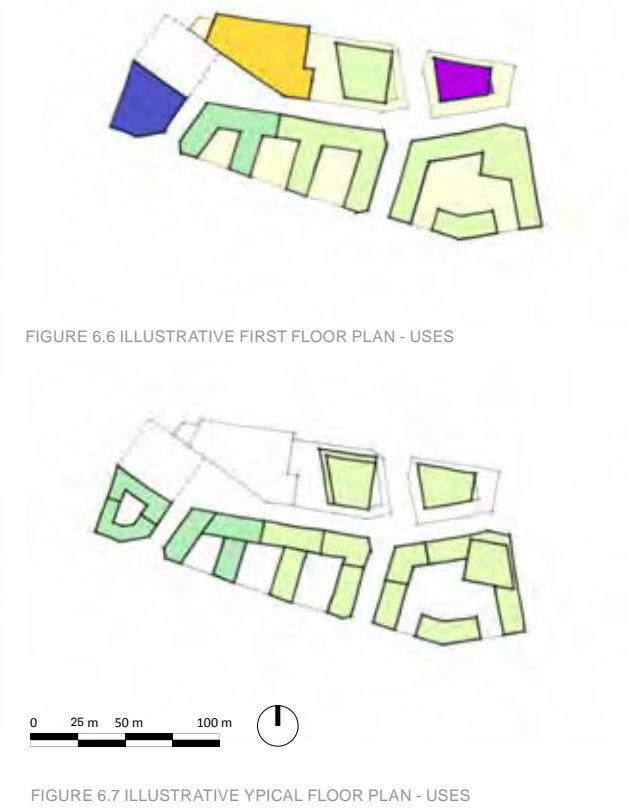


FIGURE 6.6 ILLUSTRATIVE FIRST FLOOR PLAN - USES

FIGURE 6.7 ILLUSTRATIVE TYPICAL FLOOR PLAN - USES

6.2 DEVELOPMENT MIX

The Illustrative Masterplan includes a comprehensive development comprising the following uses and approximate floorspaces:

- Residential – 35,000 sqm
- Student accommodation – 6,000 sqm
- Hotel – 3,900 sqm
- Retail (small units) – 800 sqm
- Retail (large units) – 1,900 sqm
- Retail (convenience) – 950 sqm
- Cafe/restaurant – 2,350 sqm
- Entertainment – 750 sqm
- Cinema – 1,800 sqm
- Covered flexible event/ activity/ market space – 1,200 sqm
- Nursery – 800 sqm
- Flexible office / small business space – 950 sqm
- Car parking – 3,150 sqm

The Illustrative Masterplan consists of a plot ratio of approximately 3:1 that is the gross external area of the proposed buildings is three times the total area of the site, compared to an existing plot ratio of 1:1. Whilst a higher plot ratio than is included in the Illustrative Masterplan would be acceptable, an appropriate justification must be provided and the highest quality of design maintained.



FIGURE 6.8 ARTIST'S IMPRESSION OF VIEW FROM EAST SIDE OF THE SITE

6.3 KEY FEATURES OF THE ILLUSTRATIVE MASTERPLAN

The Illustrative Masterplan complies with the Design Principles and achieves the Vision and Objectives of the masterplan. The key elements of the masterplan are illustrated in plans and sketches and some of its key characteristics are described on the following pages:

Urban Form and Character

The Illustrative Masterplan introduces active pedestrian links drawing people into the vibrant heart of the Spray Street site through key access points at the north west, north east and south west corners of the site. These routes tap into and connect surrounding areas of activity including the existing DLR and Rail stations and the location of the proposed Crossrail Station creating a gateway into the Spray Street site and signalling arrival into Woolwich Town Centre.

The Illustrative Masterplan is activated by a mix of leisure and retail uses which spill out into the central open space and offer an experience which complements the rest of the town centre and the Royal Arsenal, encouraging people to engage with this regenerated town centre quarter. Activity is concentrated in the western part of the site and includes shops, restaurants and the flexible events space, with a transition to a less lively part of the development in the east. The flexible event / activity/ market space is located under the relocated and refurbished Covered Market roof creating a visually interesting and locally distinctive landmark cultural destination. This destination will generate a point of difference for Woolwich, diversifying and enhancing its offer and attracting and retaining people within the town centre.

The Plumstead Road frontage is designed to frame this wide road and open up views into the site and the town centre as a whole. It accommodates uses that will benefit from being visible from the road such as small food stores, comparative retail and a hotel lobby at ground floor level with a cinema and hotel accommodation above.

The Illustrative Masterplan retains a proportion of the existing buildings and facades on the site, including some of the 19th Century terraces on Woolwich New Road and the early 20th Century Covered Market roof, better revealing the site's heritage; helping to maintain character and contribute to the creation of a unique town centre environment.



URBAN FORM AND CHARACTER PRECEDENTS



Scale and Massing

The Illustrative Masterplan is of a scale that respects both Woolwich's heritage assets but also the recent higher scale elements in the town centre. In general building heights increase from south to north and from west to east in the Illustrative Masterplan. The lower scale of the buildings in the western part of the site responds to the heritage context of the Grade II Listed Royal Arsenal Gate House situated in Beresford Square and the buildings of architectural merit on the western side of Woolwich New Road. In contrast, the taller elements in the north-eastern part of the Spray Street site respond to the recently constructed towers in the Royal Arsenal development. The the Spray Street site towers have been arranged in a manner which makes the development more inviting and allows views to permeate the development of other parts of the town centre.

The overall development includes street frontages of a minimum of two storeys with buildings of more than six storeys being set back from the building line to create attractive low scale streets despite the density of the development.



SCALE AND MASSING PRECEDENTS

6.3 KEY FEATURES OF THE ILLUSTRATIVE MASTERPLAN

Public and Amenity Space

The Illustrative Masterplan places an emphasis on creating a high quality public realm, encouraging people to come and spend time in this new quarter of the town centre. The new public routes and spaces are designed to incorporate high quality surfaces, lighting and street furniture and will accommodate cafes and restaurants that will include outdoor seating, some of which are situated within the flexible event/ activity/ market space and others located at first floor level, benefiting from views to the town centre and the Royal Arsenal. The flexible events space, utilises the Covered Market roof structure and forms a unique relationship with the Royal Arsenal Main Gate House and Beresford Square; as well as providing a feature that signals the arrival into Woolwich Town Centre.

The new public routes and spaces within the Spray Street site complement and relate to the existing open space network within the town centre. However the masterplan's routes and spaces are more intimate and intense in terms of activities but seamlessly link to Beresford square, General Gordon Square and the public realm network of the Royal Arsenal.

The residential developments include private amenity space, including balconies, terraces and shared roof gardens, with a southwards orientation to maximise solar gain.



PUBLIC AND AMENITY SPACE PRECEDENTS



MIX OF USES PRECEDENTS



Mix of Uses

The Illustrative Masterplan comprises mixed use development benefiting from active ground floor uses including retail units and a small convenience store on Plumstead Road, smaller specialised shops lining Woolwich New Road, restaurants and cafes fronting the flexible event/ activity/ market events space and the adjacent public space and a food store in the north east of the site. A higher concentration of active uses is located at the western end of the site, with a transition to quieter uses in the eastern end of the site.

The cafe, restaurant, and cinema uses within the core of the Illustrative Masterplan create a new leisure hub for Woolwich Town Centre. This is supplemented by the entertainment venue in the south west corner of the masterplan; located to reduce any potential impact on surrounding residential uses.

Other uses including a nursery and flexible office / small business space on the ground and first floors along Spray Street and the central pedestrianised space, an entertainment venue on the first floor of the corner block on Spray Street and Woolwich New Road and a hotel located in the first eight floors of a residential tower on the corner of Parry Place and Plumstead Road, create a rich vibrancy and activity across the Spray Street site.

Student Housing is proposed for the upper floors of the south-eastern and south-western blocks, as they are likely to be the busiest and noisiest areas due to the location of the entertainment and restaurant uses. These locations are less suitable for permanent residential developments but are more appropriate student residences, which are generally occupied by a transient population for a proportion of the year. The mix of student accommodation and private residential housing will ensure a diverse range of people use the retail, leisure and cultural facilities within the site, contributing to the creation of mixed and animated communities.

6.3 KEY FEATURES OF THE ILLUSTRATIVE MASTERPLAN

Access and Movement

Opening up the Spray Street site to pedestrian movement and improving the connections between DLR and Crossrail, and from Beresford Square to the Burrage Road / Plumstead Road Junction, will enhance pedestrian movement and help connect the Royal Arsenal and the Spray Street site with the town centre, and enhance their importance as town centre quarters.

The development is designed to encourage pedestrian movement through the site from the new Crossrail Station to the DLR / Rail Station and from Beresford Square towards the Burrage Road/Plumstead Road Junction, contributing to the creation of a major transport hub. Improved pedestrian crossings on Plumstead Road, in addition to improved permeability through the Spray Street site will significantly improve the links between the town centre and the Royal Arsenal, transforming the Spray Street site into a key urban quarter, and a focus of activity within Woolwich Town Centre.

The widening /realignment of the west side of Burrage Road to facilitate possible site access and traffic management needs and the creation of a new public realm along Spray Street will minimise the conflicts between traffic and pedestrians and cater for the need of cyclists. The proposal also provides facilities for cycle storage.

Transport and Parking

Vehicular access within the site is provided from Spray Street and the retained northern section of Parry Place. The drop off for the hotel and the servicing bay for the convenience store are located off Parry Place. The southern section of Parry Place has been realigned to allow for the provision of a semi-basement in the south-eastern block using the natural slope of Spray Street. A small car park to cater for the needs of the nursery and the flexible office space is provided in the south of the site and accessed from Spray Street.

The creation of a high quality pedestrian environment and links to surrounding public transport, encourage sustainable patterns of movement. In particular the Illustrative Masterplan creates and reinforces links between multiple modes of transport.

Sustainability

The design and orientation of buildings and spaces within the Illustrative Masterplan have been designed to maximise solar gain throughout the development. All buildings included have been designed to optimise the potential to achieve Code for Sustainable Homes Level 4 or BREEAM Excellent. The location of the site next to major public transport infrastructure encourages the use of sustainable transport modes. The density and mix of uses ensures that the building envelopes are used to their maximum efficiency.



ACCESS AND MOVEMENT PRECEDENT



TRANSPORT AND PARKING PRECEDENT



SUSTAINABILITY PRECEDENT

IMPLEMENTATION AND DELIVERY STRATEGY 7

- 7.1 FUTURE PLANNING APPLICATIONS
- 7.2 PLANNING CONDITIONS, OBLIGATIONS AND CIL
- 7.3 DEVELOPMENT PROCUREMENT
- 7.4 PHASING
- 7.5 INFRASTRUCTURE PROVISION
- 7.6 DEVELOPMENT MANAGEMENT

7.1 FUTURE PLANNING APPLICATIONS

The Royal Borough of Greenwich will seek to ensure that the redevelopment of the Spray Street site is consistent with the vision set out in this SPD. As the Local Planning Authority, the Royal Borough of Greenwich will work closely with all key stakeholders to deliver an attractive and vibrant development scheme that will meet the needs of Woolwich Town Centre, is well designed, and integrated into the surrounding area.

The Royal Borough of Greenwich acknowledges that delivering the vision and objectives for the Spray Street site will require private sector involvement to respond to the opportunities presented by the site and the guidance set out in this SPD. The Royal Borough of Greenwich will use its planning powers to manage development proposals from pre-application discussions through to the discharge of conditions and Section 106 (S106) and Community Infrastructure Levy (CIL) monitoring to ensure a high quality, comprehensive redevelopment is planned, designed and delivered in line with guidance contained within this SPD and planning policy.

As one of the landowners, the Royal Borough of Greenwich is also expected to play an important role in the regeneration of the Spray Street site. In addition to its planning powers, any conditional land agreement which the Royal Borough of Greenwich enters into with a developer will be on the basis that its land contributes to a wider Spray Street scheme. The Royal Borough of Greenwich recognises too that it may be required to exercise its Compulsory Purchase powers to assist in land assembly.

The Royal Borough of Greenwich envisages that a single planning application will be submitted for the redevelopment of the Spray Street site and supported by a comprehensive masterplan. Those preparing the planning application will be encouraged to work in partnership with the Royal Borough of Greenwich. A Planning Performance Agreement (PPA) may be required by the Royal Borough of Greenwich to help manage the workstreams leading to the preparation of a planning application and the granting of planning permission.

Key to any development will be comprehensive and effective consultation, including early engagement with local stakeholders and statutory consultees. Discussions with the Royal Borough of Greenwich's planning department will determine the precise suite of documents needed to support any planning application, but these may include:

- A masterplan for the whole area covered by the SPD providing sufficient spatial and quantifiable information about the proposals, including a three-dimensional plan setting out the intended layout of the area and presenting proposals for buildings, spaces, movement and land use in accordance with the development and Design Principles set out in this SPD.
- A comprehensive design code for the whole site to give it a distinctive and high quality appearance. Specific reference should be made to the proximity of the Royal Arsenal and its heritage assets.
- An Environmental Statement, including environmental impact assessment if required.
- Heritage Statement.
- Desktop Archaeological Survey.

- Desktop Ground Contamination Assessment.
- Details of services and utilities capacity to accommodate development.
- Construction/Phasing Statement.
- Planning Statement.
- Management Strategy.
- Transport Appraisal.
- A Flood Risk Assessment.
- A Drainage Strategy.
- A Design and Access Statement.
- A Waste Management Strategy.
- A Retail Assessment.
- Planning obligations and conditions.
- Statement of Community Involvement.
- Relocation strategy.
- Proposed area(s) for adoption by RBG.

7.2 PLANNING CONDITIONS, OBLIGATIONS AND CIL

The Royal Borough of Greenwich expects that the granting of planning permission will be subject to a S106 Agreement and the use of planning conditions. Planning obligations will also be sought in accordance with the Royal Borough of Greenwich's SPD guidance, including for affordable housing. The Mayoral CIL will be chargeable, alongside the Royal Borough of Greenwich's CIL should that be in place.

The Royal Borough of Greenwich will also seek to impose planning conditions within any permission granted in order to ensure its expectations for design quality are achieved and sustained throughout the delivery of the scheme. The provision of any off-site highway works where necessary is likely to require Section 278 legal agreements with the Highway Authority. The future adoption of any on-site highways is likely to require Section 38 legal agreements with the Highway Authority.

7.3 DEVELOPMENT PROCUREMENT

The Royal Borough of Greenwich will look to partner a developer to realise the SPD's vision. In its landowner capacity this is likely to be through undertaking a land agreement process with a selected development partner to deliver the proposal for the Spray Street site.

The Royal Borough of Greenwich is only one of a very considerable number of landowners at the Spray Street site. It therefore expects the developer responsible for the scheme to assemble land in a way as to facilitate the satisfactory development of the area. As a last resort, the Royal Borough of Greenwich may use its Compulsory Purchase Order powers to enable land assembly for the main scheme. The expectation is that planning approval will have been received for the main scheme, prior to a CPO being in place, if this step is required.

7.4 PHASING

The Royal Borough of Greenwich expects that delivery of its aspirations for the area will be achieved via a single development. It is recognised though that a series of internal development phases may be needed for reasons such as:

- Relocating existing occupiers.
- Continuity of trade for affected businesses.
- Managing the availability of car parking throughout the development process.
- Managing necessary highways works (on and off site).
- Continuity of access and service rights, and other rights of way.

In preparing a phasing programme it should allow for comprehensive change across the site, and that any phasing proposals must be consistent with achieving the overall delivery of the masterplan and the aims of this SPD.

The Royal Borough of Greenwich expects that satisfactory provision will be made in the development proposals for the relocation of existing occupiers. The developer should expect to have to facilitate the timely relocation of businesses if required and negotiate with landowners regarding the costs of relocation.

7.5 INFRASTRUCTURE PROVISION

Close co-operation with the relevant statutory undertakers e.g. water supply, foul and surface water drainage, electricity, gas and telecommunications is also expected to ensure the development is appropriately phased and delivered. Likewise, the Royal Borough of Greenwich expects appropriate liaising with the Highways Authorities in order to deal effectively with such matters.

7.6 DEVELOPMENT MANAGEMENT

A comprehensive redevelopment of the Spray Street site will require a suitable management mechanism once the scheme is completed that enables change to be managed effectively. Scheme promoters should therefore provide for arrangements that ensure management of each of the scheme's components – buildings, spaces, services – will be effectively maintained and integrated to the benefit of the scheme and its occupiers for the future.

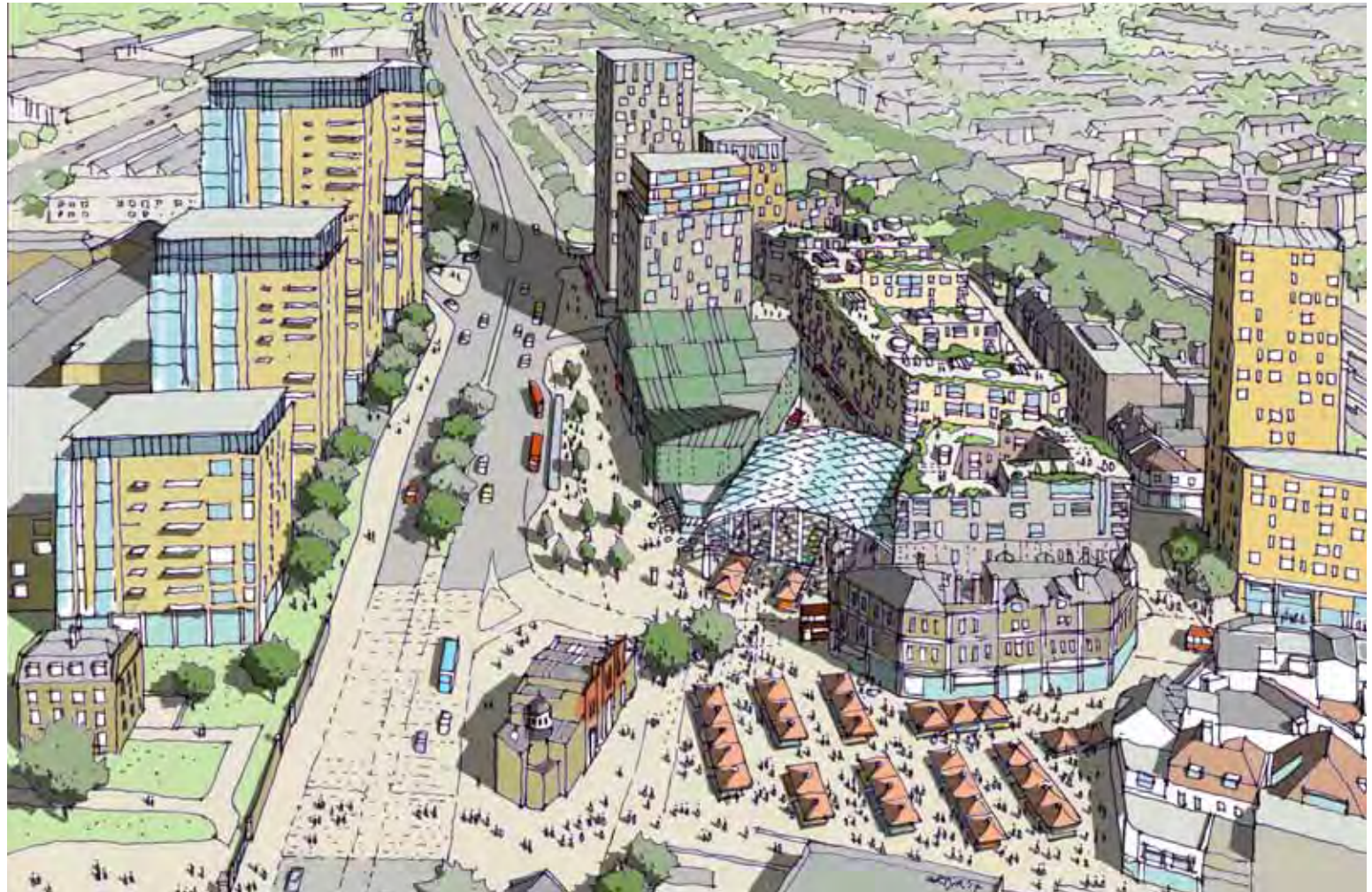


FIGURE 7.1 ARTIST'S IMPRESSION OF BIRDSEYE VIEW OF THE SPRAY STREET SITE FROM THE WEST

APPENDIX A

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/>



DRAFT MASTERPLAN SPD CONSULTATION RESPONSE FORM

November - December 2014

BDP.



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 online using the Royal Borough of Greenwich website:

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

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

You can either fill in the form online to provide feedback on the proposals, or alternatively send an email to advise 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 site setting out the overall intent for the future of the site and what it will be like following redevelopment. The vision is included on page 23 of the draft SPD.

"The vision for the Spray Street site is to create a destination with a unique identity which will raise the profile of Woolwich Town Centre, help unify its different parts and strengthen the town's leisure, culture and evening economy. The regenerated mixed use quarter will reflect the town's rich history, forming a sensitive relationship with surrounding heritage assets and capitalise on opportunities to retain and enhance buildings and structures of value. Being very accessible it will attract and cater for both new and existing communities and by intensifying and diversifying uses on the site it will maximise its contribution to Woolwich town centre. Overall, its high quality environment and convivial public realm, supported by active uses, will support the further development of a vibrant mixed community and successful town centre."

Q1 Do you agree with the vision for the Spray Street site?

Agree ☐ Disagree ☐ No Opinion ☐

Spray Street site Vision Comments:

MASTERPLAN OBJECTIVES

The draft SPD includes seven objectives that set out the main drivers behind the masterplan and which should be achieved once the site regeneration is complete. To view the masterplan objectives in full 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 Town Centre

Agree ☐ Disagree ☐ No Opinion ☐

Objective 2

Create a landmark high quality development which will help integrate 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 ☐

Objective 4

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

Agree ☐ Disagree ☐ No Opinion ☐

Objective 5

Expand and improve the cultural and leisure offer to create a destination

Agree ☐ Disagree ☐ No Opinion ☐

Objective 6

Increase permeability and connections to the Town Centre

Agree ☐ Disagree ☐ No Opinion ☐

Objective 7

Attract and retain people within Woolwich

Agree ☐ Disagree ☐ No Opinion ☐

Masterplan Objectives Comments:

DESIGN PRINCIPLES

The draft SPD presents a number of Design Principles to guide development and achieve the Vision and Objectives. Key principles are summarised below. To view the Design Principles in full please refer to pages 41 to 51 of the draft SPD.

Q3 Do you agree with the following specific principles?

Principle 1

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

Agree ☐ Disagree ☐ No Opinion ☐

Principle 2

Create a network of streets supported by active uses.

Agree ☐ Disagree ☐ No Opinion ☐

Principle 3

Create long vistas into the Spray Street site.

Agree ☐ Disagree ☐ No Opinion ☐

Principle 4

Create areas for outside restaurants, casual seating and events.

Agree ☐ Disagree ☐ No Opinion ☐



BDP.

