



# PENINSULA WEST MASTERPLAN SPD

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# 01 INTRODUCTION

The purpose of the Greenwich Peninsula West Masterplan Supplementary Planning Document (SPD) is to provide a masterplan, which can guide development and support the planning process.

This masterplan is a Supplementary Planning Document and forms part of the Royal Borough's Local Development Framework. The masterplan's status as an SPD means that, whilst not adopted council policy, it can be used as a material consideration when assessing planning applications.

The Royal Borough of Greenwich is seeking to create a new and exciting mixed use area which includes leisure, education, employment and housing. This SPD provides the development framework to steer development in this part of the Royal Borough for years to come.

This SPD sets out the vision and objectives for Greenwich Peninsula West and then goes on to detail the development principles and framework that will help Royal Greenwich and its partners fulfil that vision and reach those objectives. The findings are supported by policy and historical context work set out in later sections of the document.

## 02 VISION

The west side of the Greenwich Peninsula is a relatively under developed area that has been held back by two century-old factors: the remnants of its industrial history and the southern approach to Blackwall tunnel.

The Victoria Deep Water Terminal (and the cleared Tunnel Refineries site to the south) are an important part of the area's history. However they are not always easy to integrate with other uses due to noise and heavy freight traffic. The required (by the Health and Safety Executive (HSE)) safety zones around the gasholder and the Brenntag facility on Tunnel Avenue sterilises a very large area in the centre of the peninsula. The A102 is a heavily polluting barrier that runs the full length of the site and cuts access from the west side to the east side particularly to the Greenwich Millennium Village and the North Greenwich Jubilee Line and bus station.

Some housing development has commenced at Lovell's Wharf but only the first phase has been built. The rest of the river frontage is undeveloped. To the rear of the riverfront properties on the southern side of the site are charming terraces of Victorian housing which give way to industrial and warehouse units as one proceeds north. Of particular importance is the Alcatel factory and the site of the recently closed Tunnel Refineries glucose plant (until about 2008 part of Tate & Lyle). The centre of the site is dominated by the road and the gas holder to the east.

The huge potential of the site lies in its riverside location with spectacular views over Canary Wharf to the north east and Greenwich, the World Heritage site, to the south. The O2 (with adjacent consented hotel and convention centre) to the north, the proposed Cruise Liner terminal on Enderby's Wharf in the centre and the historic town centre to the south all provide international leisure and tourism destinations with associated



**View from riverfront towards Canary Wharf**

employment. At present these are only weakly linked by the derelict riverside walk that passes behind some of the wharves.

There are huge opportunities for improving transport to the west side of the peninsula simply by improving the links to existing and proposed systems which include the stations to the north (North Greenwich Jubilee line and the bus station); the historic town centre to the south (DLR and the Greenwich Line); the new Emirates Airline (cable car) and the proposed tunnel on the east side of the peninsula and, of course, the Thames Clipper and other river based transport to the west.

Successful implementation of the proposed Greenwich Peninsula West masterplan will create a new world class district for London. The introduction of new and exciting uses to the area, as well as development complimenting the existing employment sites, will turn the peninsula into a diverse and interesting place to live and work. Enhancements to the Thames Path, increased transport links and better public amenity will additionally increase the peninsula's reputation as a destination for visitors.

## 03 OBJECTIVES

1.  
To transform the contribution of the area to the Royal Borough and the sub-region by focusing development and regeneration around a new multi-purpose sports/entertainment/education facility that links with, and complements the offer at the O2 Arena.
2.  
To provide employment and education opportunities of excellence.
3.  
To realise the unique design and other opportunities offered by this Thames Side location.
4.  
To improve transport and pedestrian links in to, out of, and through the area.
5.  
To provide a major Thames Side mixed use development with seamless links to historic Greenwich and the masterplanned zone of Greenwich Peninsula adjacent to the O2
6.  
To provide development of the highest design and sustainable quality.



# 04 DEVELOPMENT PRINCIPLES

## Conceptual Approach

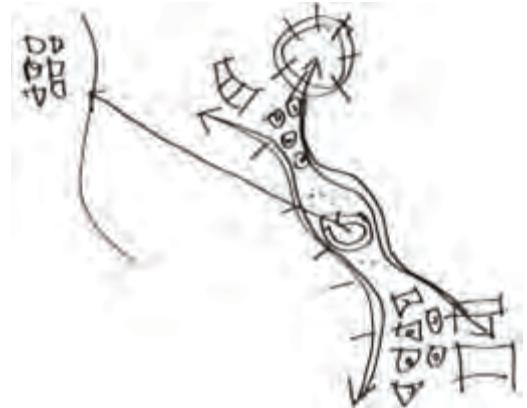
An expanded mix of uses is encouraged within the Greenwich Peninsula West masterplan site. In particular a new multi-purpose sports/education/leisure facility with a variety of integrated uses could act as a catalyst for further development.

Conceptually this multi-purpose facility would then become a hub within the wider peninsula area. From the facility branches of development built around landscaped space, would reach beyond the boundaries of the masterplan site. The creation of a clear link between the proposed hub and the O2 arena will further enhance the Peninsula's reputation as an entertainment destination.

The imagery within this SPD document illustrates a future vision for Greenwich Peninsula West. However, in order for any of these proposals to be undertaken, the release of Tunnel Wharf as a designated safe guarded wharf and decommissioning of the gas holder will need to occur.

key to opposing page:

- large waterfront development
- smaller mixed use / industry development
- public open space
- education facilities
- entertainment
- safeguarded wharf



Concept sketch



## Opportunities & Constraints

### River Frontage

The Greenwich Peninsula West SPD site spans an inflection in the Thames' natural curvature. This creates an opportunity to create a vibrant riverfront with views up and down the peninsula.



Aerial Photo of masterplan site

### Views

With the riverfront orientated west the site has unobstructed views towards Canary Wharf and historic Greenwich. Views towards Central London may be possible from taller buildings.



View towards Canary Wharf

## Historic Greenwich

The proximity of the Maritime Greenwich World Heritage Site is a key attraction tourist attraction. Public realm improvements to the Thames path and better tourist infrastructure could make Greenwich Peninsula West a part of the Greenwich tourist experience.



Historical Greenwich

## O2 Arena

To the north of the Peninsula West, the O2 arena is one of the world's most popular indoor entertainment venues. Combined with historic Greenwich this is another powerful visitor attraction.



O2 arena from Thames Clipper

## Wharves

Presently there are two designated safeguarded wharves within the masterplan site, Tunnel Wharf and Victoria Deep Water Terminal. Victoria Deep Water Terminal is the only operational wharf. Release of Tunnel Wharf will need to occur prior to the development of the proposed complex. Additionally a recently built boat ramp at Bay Wharf will need to be maintained.



Victoria Deep Water Terminal

## Industry

Greenwich Peninsula West is still designated as a Strategic Industrial Location within Greater London. Employers such as Alcatel continue to be a key local high-tech employment asset to the community.



Alcatel Factory to the rear of Enderby's Wharf

## A102

Along the eastern edge of the Peninsula West Development Site, the A102 leads towards the Blackwall Tunnel. Traffic on the A102 can often be severe and there are limited opportunities for pedestrians to cross safely. Development of the proposed Silvertown link will increase the significance of the A102.



A102 from Blackwell Tunnel

## Significant Buildings

A number of significant buildings and structures currently exist within and around the masterplan site. Enderby House to the south, the Blackwell Tunnel entrance and the gas holder structure should be maintained as important historical assets.



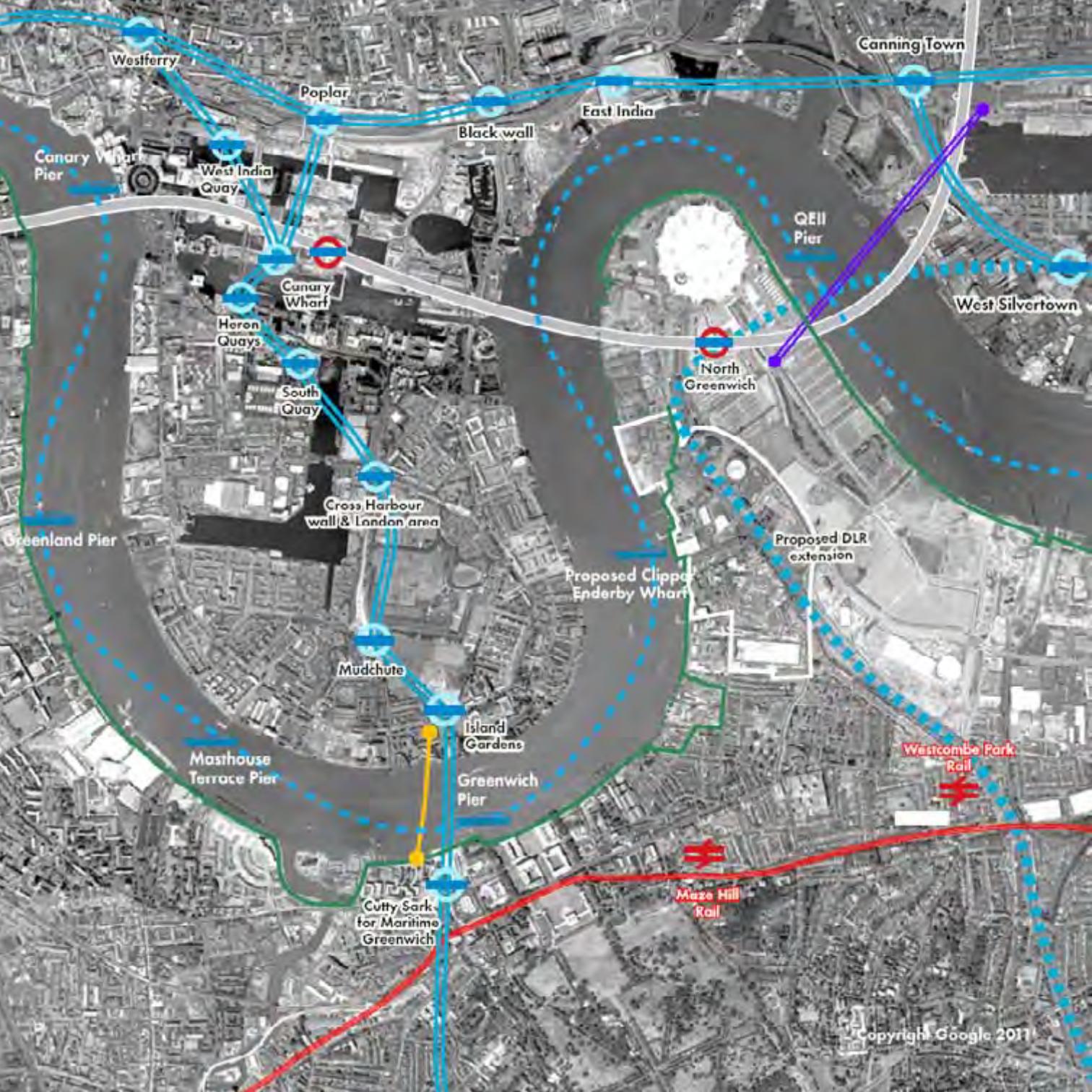
## Movement

The Peninsula West masterplan presently has limited access to immediate public transport. New public transport schemes are planned and better routes to existing facilities would hugely benefit regeneration. Proposed schemes include extensions to the DLR, the new Emirates Airline (cable car service) and Thames Clipper stop at Enderby Wharf. Introduction of local bus routes and a successor to the Greenwich Waterfront Transit proposal would also help cross connections within the Peninsula and beyond.

Forming the entryway to the Blackwall tunnel, the A102 is a major traffic artery linking both sides of the Thames. Proposals for an additional road link from Peninsula to Silvertown should ideally be below ground to minimise the impact of increased traffic in the area.

Public realm upgrades to the Thames path will increase the accessibility for pedestrians and cyclists. Pedestrian access across the peninsula is very limited due to the A102. Future east/west peninsula links are required to integrate Greenwich Peninsula West with the wider masterplan.





Westferry

Poplar

Blackwall

East India

Canning Town

Canary Wharf Pier

West India Quay

Canary Wharf

Heron Quays

South Quay

Cross Harbour wall & London area

Mudchute

Island Gardens

Greenwich Pier

Cutty Sark for Maritime Greenwich

Mashhouse Terrace Pier

Greenland Pier

Proposed Clippa Enderby Wharf

Proposed DLR extension

Maze Hill Rail

Westcombe Park Rail

North Greenwich

QEI Pier

West Silvertown

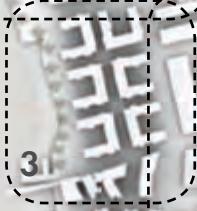
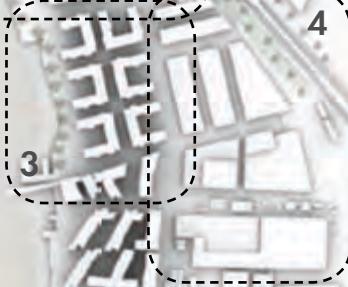
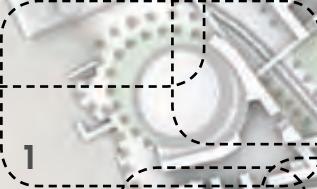
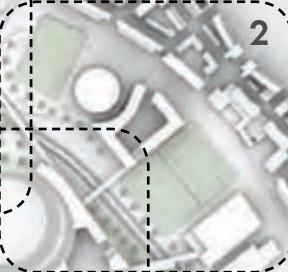
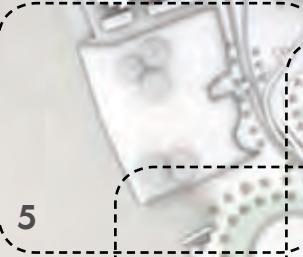
Copyright Google 2011

# 05 DEVELOPMENT FRAMEWORK

## Key Principles

Key Features of the proposed masterplan:

01. Sports/Leisure/Education Complex
02. University Campus / Sports Facilities
03. Residential Riverfront Development
04. Industry
05. Wharf Uses
06. A102 & Gasholder Land





key

-  residential
-  industry
-  public open space
-  education facilities
-  entertainment / sports
-  wharf uses
-  CHP energy centre
-  proposed transit route
-  Silvertown Link safeguarded zone





## Sports/Leisure/Education Complex

A multi-use facility is to be centrally positioned within the masterplan. A key role for it would be to provide outdoor entertainment linking with and complementing the offer at the O2 Arena. The complex could also be integrated with an elite sports facility or university. At ground level the complex could contain retail and hospitality uses creating an active edge when not in use.

The western edge of the complex could be quite low lying, perhaps initially simply a land form. Lowering the western edge allows for views out towards Canary Wharf, and access by pedestrians along the river walk.

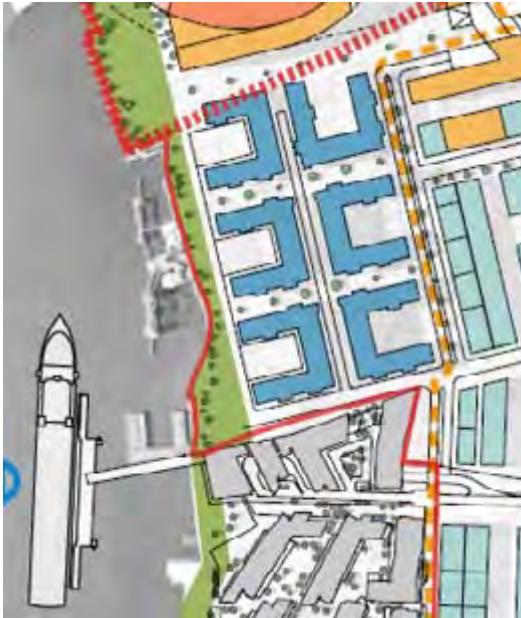
Any development of the complex will be dependent on the release of the safe guarded Tunnel Wharf.



## University Campus

Integrated with the complex a new elite sports facility or university faculty could utilise and activate the complex infrastructure when not in use for events. The somewhat blighted land between the A102 and Millennium Way could contain a number of specific sports fields and pavilions and could provide suitable permanent sites for the London Soccerdome on the Greenwich Peninsula and at possibly one of the structures to be used for the Olympic Shooting Events in 2012 located on Woolwich Common. The existing gasholder's structure could be retained and adjacent land developed to contain a mix of uses to compliment education.

To the south of the complex, the proximity of designated industrial land creates an opportunity for large format labs or workshops to integrate with the surrounding employment uses.



## Residential Riverfront Development

Along the river front residential development would continue the presently proposed fabric at Enderby's & Lovell's Wharves.



## Industry

South of the complex, behind the large waterfront development, a significant portion of land could be allocated for employment led development. This would complement the existing industries in the area and link to the university faculty to the north. It could also provide low cost start up space for businesses including those associated with the Digital Peninsula initiative.



## Wharves

The safe guarded Victoria Deep Water Terminal will be retained, as will the boat yard at Bay Wharf. The location of the multi-purpose complex would act as an acoustic buffer to any noise created by the wharves.



## A102

Improvements to the Thames Path should be complemented by improvements to the eastern boundary of the masterplan. A green berm to the A102 shield any traffic noise and provide a pleasant landscaped border. Where possible a number of new safe pedestrian crossings should be constructed to improve links across the peninsula.

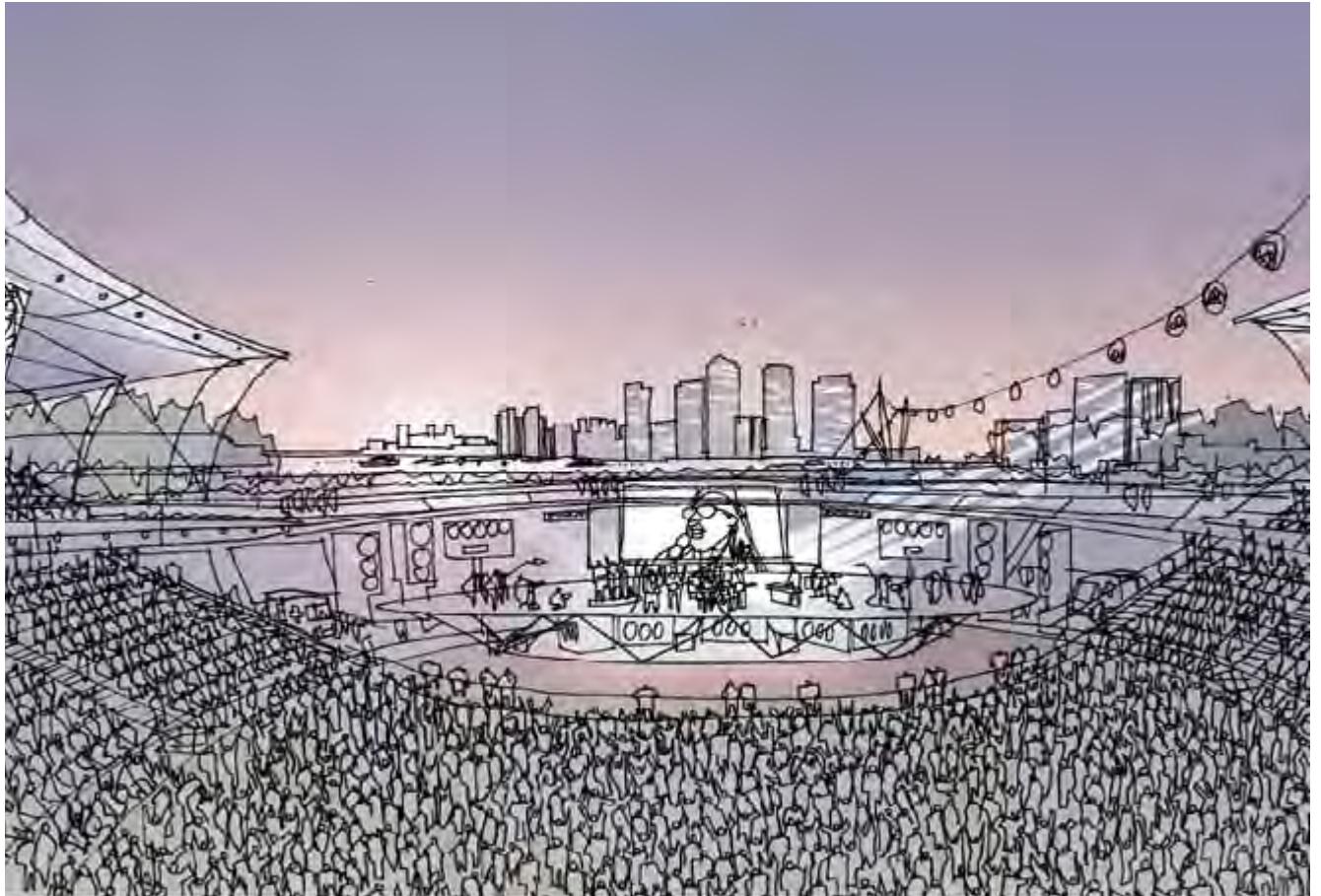
## 06 URBAN FORM



## **Multi-Purpose Complex**

Designed specifically to hold large outdoor concert events the form of the complex could be configured to offer picturesque views westward to Canary Wharf and beyond.

The complex could be developed in phases, as demand & uses change. Configured to primarily to hold concerts and other similar events, the complex should ideally be flexible enough to also host sports fixtures.



## Multi-Purpose Complex integration

Key points which will determine successful integration of an event complex into the West Peninsula masterplan:

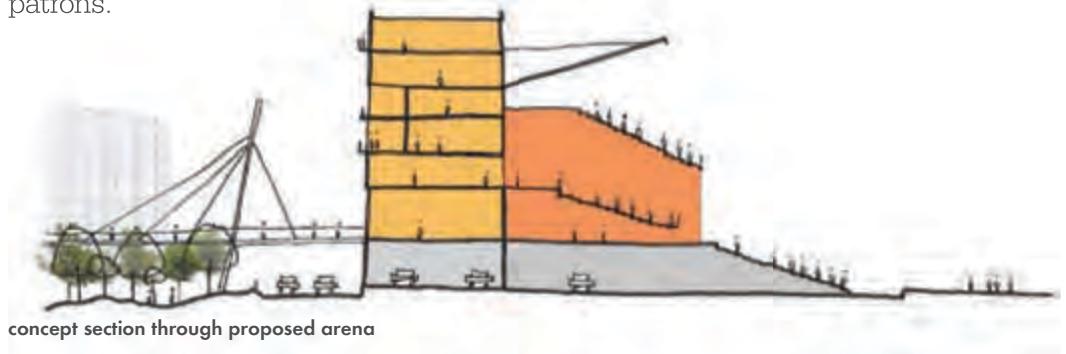
### Capacity

Initially the complex could be partially developed to primarily hold large outdoor concerts. As an extension of the proposed university facilities the eastern edge of the complex could be developed in full, creating an amphitheatre looking west. On the western edge a much smaller structure or land form would create a backdrop to events until and if, there is the need to increase capacity. This initial capacity could be up to 40,000 patrons.

### Access

Accommodating large crowds within the Peninsula West site would require infrastructure improvements both within and outside of the masterplan boundaries.

A number of footbridges could connect into the complex at concourse level. These would allow pedestrians to safely cross the A102 to the east side of the Peninsula & transport hubs (including a DLR stop as part of any extension from Canning Town/Royal Victoria to Eltham and Falconwood). Improvements to the public realm along the A102 & Thames Path would be required.



concept section through proposed arena

## Transport

Analysis of the nearby current and proposed transport facilities is required to assess the feasibility of handling crowds attending larger events. In addition to the proposed transport extensions there is space for a purpose built bus terminal along the edge of the A102 that could help transport people off the Peninsula. The re-planning of the west side of the Greenwich Peninsula would provide the opportunity to develop new public transport routes within the site including for a successor to the Greenwich Waterfront Transit. Parking provision under the complex would be limited but would provide space for essential vehicles.



Phase diagrams:

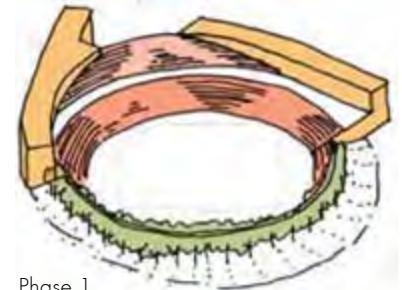
Phase 1:  
Complex is developed on the western edge only. With two levels of seating attached to university buildings.

Phase 2:  
Eastern edge is developed for ground floor seating. Western edge and university facilities extended.

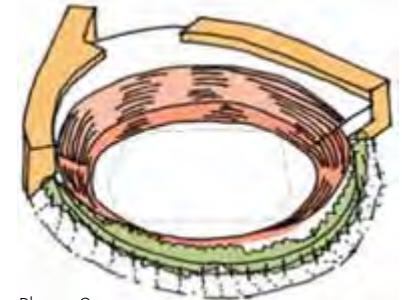
Phase 3:  
Full complex development. Three levels of seating on the west, two on the east; maintaining views across to Canary Wharf.

Key:

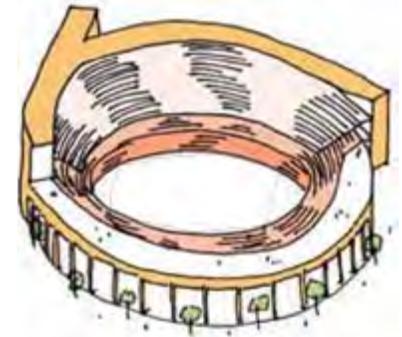
- education facilities
- entertainment
- parking



Phase 1



Phase 2



Phase 3

## **Sports/Leisure/Education Complex Precedents**

A trend for integrating additional uses into large sporting/entertainment complexes is emerging in many current proposals. Additional uses such as residential, hotels or office space can add social and economic resilience and create animation and activity outside event times.

Many American universities have successfully integrated their sports complexes with education and community facilities. As an example The University of Cincinnati has undergone major development around its arena with new student and community health facilities.

There are many examples of stadia or arenas with views out over urban landscapes as illustrated opposite.

The geographic location of Greenwich Peninsula West offers an opportunity to create a unique experience for patrons visiting the complex with spectacular views west across the Thames to Canary Wharf.



Busch Stadium (Image by Grant Halle)



PNC Park (image by David Fulmer)



Rolling Stones Concert (image by Wa Griz)

## Around the Multi-Use Complex

Spectators and students will need to be able to safely access the complex precinct at all times. Bounded by the A102 to the east and Victoria Deep Water Terminal to the north, an elevated concourse level could create alternative routes bounded by hospitality spaces.

When not in event mode the elevated concourse would provide a safe thoroughfare for the community across the Peninsula, connecting to a number of pedestrian bridges.

To the west the Riverside walk could be developed around the western edge of the complex, continuing around the northern edge past the Victoria Deep Water Terminal. Alternatively the Thames Path could follow the existing arrangement and cross Victoria Deep Water Terminal; improvements to this path would be encouraged.





## **University Facilities**

### **Multi-Use Complex Precinct**

The edges of the main complex volume could be occupied by an active program, making the location a hub of activity at all times.

Large volumes of space under the concourse could contain essential program servicing space. University faculty buildings or a sports academy will bring more activity and footfall to the retail units below. Development directly attached to the complex would be complemented by a large corner tower.

### **Engineering Workshops**

Opposite the complex, smaller mixed use workshops and labs could integrate with the industrial land behind.



## **University Facilities**

### **Sports**

As well as utilising the complex, a university sports facility could be developed on the large swath of land across the A102 currently part occupied by a gasholder. A mixture of outdoor sports fields, auxiliary pavilions and large indoor sports facilities could occupy much of the site. These facilities would be open to the local community as well.

### **Accommodation**

Additionally student accommodation or further university buildings could occupy the site of the existing gas holder & adjacent land. Architecturally the gas structure could remain and any construction within or around the frame. North of the gas holder and a further sports facility would lie within the designated Silvertown Crossing safeguarded zone.



Westway Sports Centre London (Image by 'Highways Agency')

## **Residential Riverfront Development**

High quality residential development will extend from neighbouring apartment developments.

At ground floor these buildings could contain flexible space for restaurants, offices and workshops.

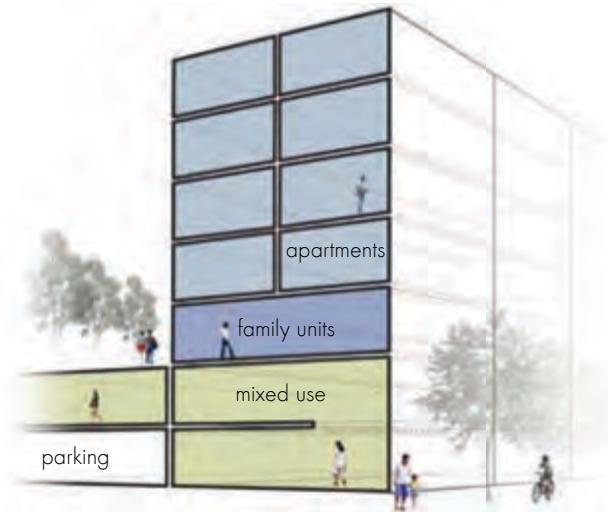
Appropriate landscaping to the Thames path route would draw visitors along the Peninsula connecting the O2 arena and historic Greenwich.



## Multi- Use Building Blocks

The indicative large 'U' shaped development along the riverfront is a building form in which units can be configured in a number of ways.

From family maisonettes on the ground and podium floors to larger penthouses above, they offer long term flexibility. The inner courtyards create semi-private space for the residents to occupy in Summer.



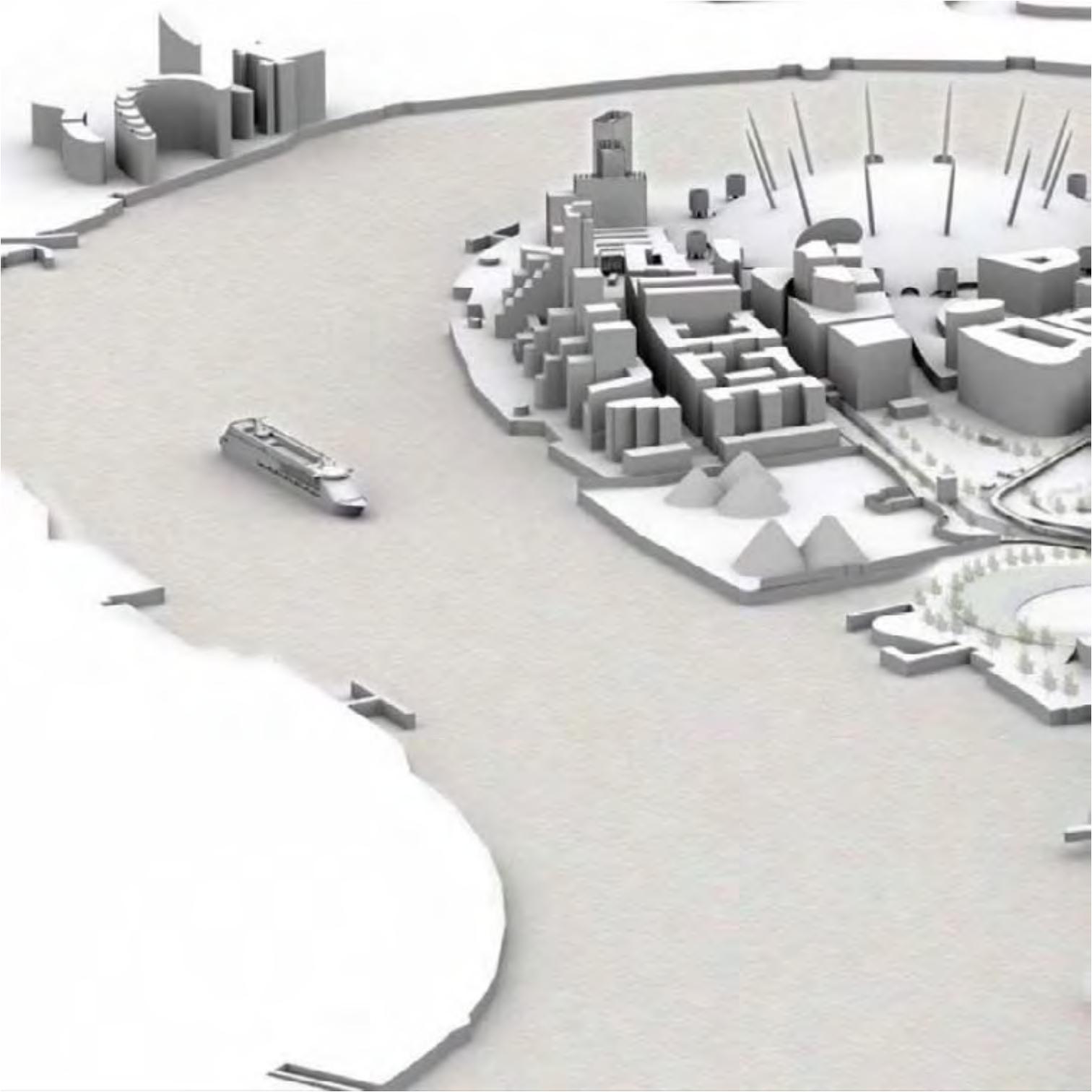


## Industrial Development

This area is designated for employment and building could take a number of forms. The existing large employers, such as Alcatel, are a key ingredient. As indicatively shown the building mass can alter as demand emerges.

Protecting development from the A102 is essential to improving the environment of the area. A landscaped berm could create a green buffer zone attenuating noise and pollution. Soft landscaping on the berm would help filter emissions from the traffic. The height and density of planting upon this berm could be adjusted depending on the sensitivity of the proposed use adjacent.







## 07 DELIVERY

Key features of the proposed Greenwich Peninsula West Masterplan are summarised below:

### **The centre of the site**

The masterplan explores opportunities for a large sports/leisure and education complex that could include an outdoor complex principally for leisure uses (outdoor concerts and events) as a complement to those of the covered O2 arena. Subject to the ability of the transport system a large facility could be located here with associated hotel and hospitality space built into its perimeter fabric.

University accommodation could also be provided in this area and devoted to teaching and research focused on sport and leisure. The form of the complex is especially important in being embedded in the surrounding fabric so as to avoid the usual large, amorphous spaces for parking and crowd control.

To the east of the complex a series of (possibly enclosed) leisure uses are proposed on the site of the gasholder. Such uses would complement the leisure offer and provide further 'anchorage' for new university facilities, particularly those devoted to sports and leisure. These facilities would also be open to the new and existing local communities.

### **Riverside mixed use development**

The proposed residential led development is bounded to the south by the proposed Enderby Wharf development & the partly completed Lovell's Wharf housing development. To the north it continues up to the complex and university in the centre of the site. As part of the GPRL masterplan the zone to the north continues development around the O2 including the proposed hotel and ballroom. Riverside development will be catalysed by the proposed Cruise Liner Terminal at Enderby's Wharf.

For new development courtyard arrangements are preferred to the more usual finger blocks which tend to less clearly demarcate public and private realms.

Mixed use development should address the riverside walk properly by providing appropriate ground level animation and supervision. Spaces under courtyards can be used for employment, retail and restaurant uses and should be designed with flexibility in mind. Where public or commercial activity is inappropriate, the perimeters of courtyard blocks can be lined with residential duplexes with front doors and windows at ground level and the central area under

courtyards used for limited amounts of parking and storage.

Perimeter buildings above courtyards should be flexible with largely residential accommodation including a variety of types from affordable and market apartments and accommodation for 'senior living'. Perimeter buildings with less attractive outlooks could be used for office and affordable workspaces.

## Inland development south

The masterplan suggests that within the southeast corner of the site the area is maintained for industrial use. Existing employment facilities could be retained in part (eg. at the Alcatel works) or developed further as need arises. Consolidation of existing employment uses should occur to make more effective use of the available land.

Clustering industry closer to the A102 provides a buffer to the pollution and noise of the main road. The potential extension of Christchurch way north could be lined on the east side by smaller industrial units to provide a transition from the residential to the industrial.

## Key Constraints

This masterplan has a number of proposals to harness the potential of the site and these are linked to possible changes in the status, size and location of the safeguarded wharves, the Brenntag chemical distribution facility and the gasholder.

The safety requirements of the gasholder and the Brenntag chemical distribution facility in Tunnel Avenue significantly restrict development of the centre of the site to lightly populated uses (see HSE Land Use Policy – P.80) - either working wharves or open parkland - and the masterplan therefore assumes that the gasholder will be removed and that the Brenntag facility would be relocated to a less sensitive location.

The current safeguarding of Tunnel Wharf is also a constraint and its release would need to be discussed and agreed with stakeholders in order to be able to deliver the multi-purpose complex on the site.



View of Canary Wharf from Thames Path

A further constraint is the safeguarding for the proposed Silvertown Crossing (this would take the form of a tunnel as it is the only realistic option following the construction of the Emirates Airline cable car). A revised safeguarding zone is being prepared by Transport for London, which it is hoped will be smaller than the current one. This affects the northern part of the site as well as elements of the GPRL masterplan area.

### **The Blackwall Tunnel approach**

The option of burying the A102 underground does not seem to be affordable and the proposal in this masterplan is to provide a landscaped berm on the west side of the road with covered leisure and sports facilities on the east side on the gasholder site (possibly also incorporating a berm). An example of similar development occurs in west London around the elevated A40 flyover and is operated by the Westway Development Trust

which works to benefit the diverse local community in the Royal Borough of Kensington & Chelsea through a wide range of projects including school sports, services for minority communities and adult education.

### **Pedestrian cycle and public transport routes**

The masterplan proposes two routes running north south along the Peninsula – the first, essential element, is an enhanced riverside walk running along the water wherever possible. The path should only duck behind the safeguarded wharves if necessary. Presently the path at Victoria Deep Water Terminal and improvements to this path will be encouraged. The riverside walk can be furnished with jetties for river access including those on the proposed Cruise Liner Terminal; some of the existing jetties can also be preserved as important and attractive elements of the site's industrial heritage.

The second route is inland and runs alongside the A102 but protected from it by a landscaped berm that rises and falls as necessary to provide shelter and access to pedestrian bridges that cross the main road. The route might be provided with an enhanced bus or tram (a successor to the proposed Greenwich Waterfront Transit) to provide speedier transfers north to south. The importance of good east west routes linking to the Greenwich Millennium Village and the rest of the Peninsula (including the new Emirates Airline cable car) cannot be underestimated.



Towards Peninsula West from Thames Path South

## Implementation

In order to deliver the aims of this SPD, there are a number of future factors that will need to be achieved.

The issues regarding the presence of the Gasholder and the Brenntag facility will need to be resolved prior to any planning applications coming forward in most of the area covered by the HSE consultation zones (for details see page 78). Consideration will need to be given as to how such resolution will be achieved. The consolidation and enhancement of the safeguarded wharves will also need to be brought forward. Once these constraints have been satisfactorily addressed then the implementation of this SPD becomes a more straightforward process.

Early implementation of the SPD could take place in the south of the masterplan area particularly on the land at the west end of the Alcatel

site that will provide residential led development as this area is not affected by the HSE consultation zones or a safeguarded wharf designation. As Tunnel Wharf is currently safeguarded the Royal Borough will have to work with stakeholders in order to gain support for its release. Once supported by the GLA and PLA those areas outside of the middle and outer zones of the HSE safeguarding for the Gasholder and the Brenntag facility (also in the south of the masterplan area) could also be the focus for early redevelopment.

Once the issues in relation to HSE zones and the wharves' safeguarding have been resolved serious consideration can be given to the form and balance of uses that will make up the sports/education/leisure area. The rationalisation and reconfiguration of the industrial uses at the southern end of the site can commence with consideration being given to further industrial development within the area.

New landscaping would be introduced on the perimeter of the Victoria Deep Water Terminal to provide a natural visual and acoustic buffer for the surrounding uses.

On the land between the A102 and Millennium Way the London Soccerdome could be relocated as well as one of the structures to be used for the London 2012 shooting events to provide covered sporting facilities. Construction of the proposed CHP district heating plant for the GPRL masterplan area could be constructed in the southern part of the site.

In terms of the other elements of the masterplan these could be brought forward as occupiers and funding is identified for the various elements. Pending on the items mentioned above the timeframe for full implementation of the masterplan would be in the order of 15-20 years.



**Existing Gas Holder on masterplan site**

# 08 POLICY CONTEXT

## National Policy

### National Policy

National planning policy is set out in the National Planning Policy Framework (NPPF), published in April 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.

SPDs do not form part of the statutory development plan but provide further detail on the implementation of particular policies and proposals contained in the Development Plan. SPDs must relate to policies or proposals in the Development Plan and can not be used to set out new policies or to allocate or re-designate land for specific purposes.



## Regional Policy

### **The London Plan: Spatial Development Strategy for Greater London 2011**

#### 2.1

The London Plan is the overall strategic plan for London and forms part of Greenwich's Development Plan.

#### 2.2

Greenwich Peninsula is recognised within the London Plan as a 259 hectare Opportunity Area. Opportunity Areas are the capital's major reservoir of brown field land with significant capacity to accommodate new housing, commercial and other development linked to existing or potential improvements to public transport accessibility. The Greenwich Peninsula West Masterplan covers a 40 hectare area within this larger Greenwich Peninsula Opportunity Area.

#### 2.3

Policy 2.13 of the London Plan sets out what development proposals within Opportunity Areas should do and Annex 1, which is integral to the policy, outlines the broad principles that should be applied to the specific Opportunity and Intensification Areas including indicative estimates of employment capacity and minimum guidelines for new homes to 2031.

“The Peninsula plays two key strategic roles, as an internationally significant leisure attraction and as a major contributor to meeting London's need for additional housing. The main focus of commercial development is at the north of the peninsula around the O2 Centre and the Jubilee Line station. Any release of industrial capacity should be managed in a sub-regional context and as part of the planning framework, recognising the roles of safeguarded wharves and the potential for a cruise liner terminal. River paths, parks and squares on the

peninsula should contribute to a high quality public realm and become part of the wider East London Green Grid with potential to improve pedestrian and cycle linkages from the O2 to Greenwich town centre” (Table A1.1, Annex 1). The table also states that Greenwich Peninsula has an indicative employment capacity of 7,000 jobs and a minimum 13,500 new homes. It should be noted that the description in the London Plan relates to the entire Opportunity Area and not just Peninsula West.



Entry to O2 arena from main plaza



Hays Chemical Plant

## 2.4

Greenwich Peninsula West also includes an area identified by the Mayor as a Strategic Industrial Location (SIL). Policy 2.17 of the London Plan states that “the Mayor will and boroughs and other stakeholders should promote, manage and, where appropriate, protect the Strategic Industrial Locations”. Accordingly, boroughs should develop local policies based on clear and robust assessments of need to protect their function, to enhance their attractiveness and competitiveness for industrial type activities including access improvements. Also, London Plan Policy 4.4 identifies the factors that Councils should demonstrate taking into account when managing industrial locations, including the potential for surplus industrial land to help meet strategic and local requirements for a mix of other uses such as housing. The support to Policy 4.4 states that redevelopment

of surplus industrial land should address strategic and local objectives particularly for housing, and for social infrastructure such as education, emergency services and community activities. Map 4.1, which is referred to in the policy identifies Greenwich for 'limited' transfer of industrial land to other uses.

#### 2.5

There are currently two safeguarded wharves at Greenwich Peninsula West, Tunnel Wharf and Victoria Deep Water Terminal. London Plan Policy 7.26 refers to the potential redevelopment of London's safeguarded wharves, stating that safeguarded wharves should only be used for waterborne freight handling use and that the redevelopment of safeguarded wharves for other land uses should only be accepted if the wharf is no longer viable or capable of being made viable for waterborne freight handling. The Mayor of London is currently reviewing

its safeguarding of wharves across London and is proposing to move the current designation of Tunnel Wharf to a site immediately to the north.

### **Mayor of London's Industrial Capacity SPG**

#### 2.6

The Industrial Capacity SPG 2008 seeks to plan, monitor and manage the release of surplus industrial land so that it can better contribute to strategic and local planning objectives, especially those that provide more housing and social infrastructure.

#### 2.7

In the revised Table 1: Indicative Industrial Land Release Benchmarks, the figure for the East London sub-region (including Greenwich) is stated as being 500Ha for the period 2006-2026. The SPG also indicates in Annex 2 that 37Ha of Greenwich's industrial land was vacant in 2006.

## Local Policy

### Core Strategy

#### 3.1

Royal Greenwich's Core Strategy, including development management policies, is currently in preparation, following on from a consultation at the end of 2010 and a further consultation due on the proposed submission version at the start of 2012.

#### 3.2

The Spatial Strategy: the spatial strategy states that a key feature is the creation of a new mixed use urban quarter at Greenwich Peninsula West incorporating new residential units and employment use, involving the release of industrial land. Although not within the boundary of this masterplan area, another relevant feature is the proposed new District Centre at North Greenwich to serve the residents of around 14,000 new homes on Greenwich Peninsula.

#### 3.3

Locations for Strategic Development: the entire Greenwich Peninsula will be the focus of the majority of development in the Borough over the plan period. Around 14,000 new homes are proposed to be built on the Peninsula across the two Strategic Development Locations. This has London-wide significance with the area being transformed into a vibrant, mixed use location.

#### 3.4

The strategy necessarily involves releasing some existing SIL designations. However, the change will enable a more effective use of this waterfront location, along with new forms of employment and improvements to the Thames Path.

#### 3.5

The Core Strategy recognises that the permitted cruise liner terminal at Enderby's Wharf represents an

opportunity to boost the tourist spend in the Royal Borough and will stimulate development in the rest of the area. Lovell's, Granite, Badcock's and Piper's Wharves to the south of the masterplan area will also be redeveloped to provide 667 homes by 2014 and a range of other uses, including a rowing club to make use of its riverside location.

### 3.6

Strategic Policies: policies in the Economic Activity section of the Core Strategy phrase the Council's intentions for the Strategic Development Location at Greenwich Peninsula West. There is a specific policy for economic activity at Greenwich Peninsula West which states: 'A new urban quarter will be created at Greenwich Peninsula West as shown on the Proposals Map as a Strategic Development Location. This will include residential and commercial uses' (Policy EA3).

### 3.7

A new mixed use urban quarter would provide a more effective use of the land and would accompany the redevelopment that is taking place on the rest of the Peninsula.

### 3.8

Policy EA4 of the Draft Core Strategy reflects the Strategic Industrial Locations set out in the London Plan, identifying the areas in the Borough to be protected for continued industrial uses.

### 3.9

Policy IM5 identifies how Greenwich intends to minimise the impact on the road network of the movement of goods and materials and identifies protecting the Borough's safeguarded wharves for river-based cargo handling and safeguarding strategic railheads for aggregates distribution.

3.10

Policy IM3 supports public transport infrastructure that are critical to the Borough's development, including improved links between the residential areas in the south of the Borough and the employment areas in the north. This could be as an extension to the DLR.

### **Unitary Development Plan**

3.11

Royal Greenwich's Unitary Development Plan (UDP), which was adopted in 2006, is the existing primary planning document for the Borough. Part of Greenwich Peninsula West is within the area identified on the Proposals Map as being Defined Industrial Area. UDP Policy J1 states that these areas are particularly suited and safeguarded for activities within Use Classes B1, B2 and B8, although office developments unless ancillary will be limited to locations with good public transport accessibility.

3.12

The Unitary Development Plan is in the process of being replaced by the Core Strategy with Development Management Policies, to reflect the London Plan and update the aspirations for the area. Site Allocations DPD

3.13

A Site Allocations document, to support the Core Strategy, is in its initial stages of preparation and will incorporate more detail on any specific sites identified within Greenwich Peninsula West.

### **Heritage Designations**

3.14

There are no Conservation Areas within the Greenwich Peninsula West Masterplan study area but to the south of the area is the East Greenwich Conservation Area. Peninsula West has two listed buildings, Enderby House at Enderby Wharf and Rothbury House on Azof Street. It is also worth

noting that, although outside the study area, the entrance to the Blackwall Tunnel is a listed structure.

## Environmental Designations

3.15

Flooding: the majority of the Peninsula West area is within Flood Zone 3a, with a very small section within Flood Zone 2. Although the whole of the area is protected by the Thames tidal defences, there is a risk of these defences being breached. This needs to be considered for those parts of it located within flood zone 3 and that have a high or medium residual risk, and development must be made safe in case of flooding. 'More vulnerable' development such as residential and education uses should be directed to Flood Zones 1 and 2 where possible, and should otherwise demonstrate that the Exception Test criteria can be passed. There is also some risk of surface water and groundwater flooding on the site.

3.16

Thames Path: the Core Strategy requires developments along the riverside to ensure that they incorporate the provision for a riverside walkway. There are specific improvements required at this part of the riverside.



Thames Path - present condition

## Area Context

### 3.17

Greenwich Peninsula West is the area of land on the river to the west of the A102, and extends to and includes Victoria Deep Water Terminal in the north and includes Enderby's Wharf to the south. It is an important part of Greenwich Peninsula, the largest and most significant regeneration area in the Borough.

### 3.18

The area is close to the O2 Arena, which is regarded as the world's most popular indoor entertainment centre and the North Greenwich underground station on the Jubilee Line, which has significantly improved access to this part of the Borough and has acted as a catalyst for development. A river bus service also runs from the Peninsula to central London. Congestion on the A102 as it leads into the Blackwall Tunnel can often be severe.

### 3.19

The area is within walking distance of the Maritime Greenwich World Heritage Site, which is visited by several million tourists each year and will be host to the equestrian and modern pentathlon events at the Olympics Games in 2012.

## Transport

### 3.20

Greenwich Peninsula currently has a PTAL varying from high in the area to the north of the Peninsula around the O2 Arena and North Greenwich Transport Interchange becoming lower on the riverfront areas to the southeast and southwest.

### 3.21

Integrating the development on the Peninsula with existing areas of the Borough will be a priority for the Council, infrastructure agencies and Transport for London (TfL). Enhanced bus services will connect the public

transport interchange at North Greenwich with other parts of the Borough, providing existing residents better access to the employment, retail and entertainment facilities on the Peninsula.

### 3.22

Given the lower levels of public transport accessibility in the south-west of the Peninsula, any increase in intensity of usage at Greenwich Peninsula West should include improved transport infrastructure in this area.



Thames Clipper (image by Peter Trimming)

## 09 HISTORICAL ASSESSMENT

### Pre 1800

Initially used as grazing land for many London charities, Greenwich Peninsula began its industrial history with the emergence of the Tudor Royal Palace in Greenwich town. Production of arms, ships, chemicals, ironworkings & milling began even before 1800.

### Enderby's & Lovell's Wharf

The establishment of Enderby Wharf in 1829 was a catalyst for further industrial growth along the peninsula. Enderby Wharf, a base for Samuel Enderby's whaling operations, was soon joined by coal processing at Lovell's Wharf in 1838.

The site of Enderby Wharf was then taken over by Glass Elliot in the 1850s, which went on to innovate in the field of new cable technologies. Subsequently submarine cables then became a key industry for the peninsula, with Alcatel continuing that

legacy today. Other factories such as the engineering works of Joshua Beale continued the trend of innovation on the peninsula, developing steam powered cars in the 1840's.

### Tunnel Refinery

Further up the peninsula, the Tunnel Refineries complex once made specialised sugars from maize and more recently wheat. Only recently has the site been vacated with the distinct silo's on the river's edge demolished.

Mollassine, a dog food factory, was once adjacent to the refinery. Its red brick office building can still be seen from the A102 today. Hays Chemicals today occupy the site in which they are successors to a long line of chemical manufacturers.

### Horseshoe Breach

North of Tunnel Refinery, Horseshoe Breach is a stretch of the rivers edge in which the river wall has been



1937 From east towards Lovell's Wharf along Pelton Road



1937 From south past yacht club towards Power Station



1937 From south towards Lovell's Wharf along Riverside Walk

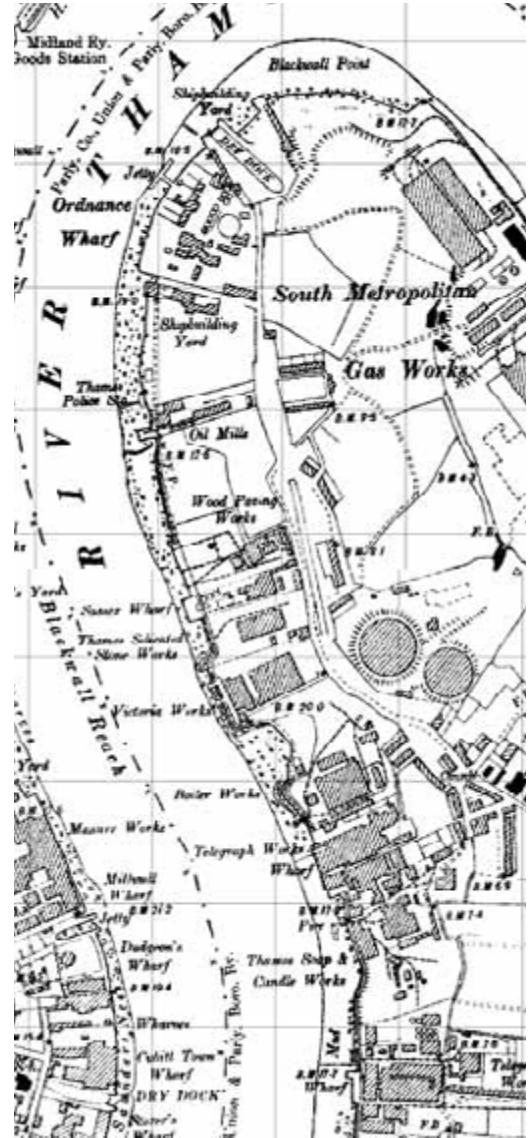


1960's From south towards Lovell and Piper Wharves

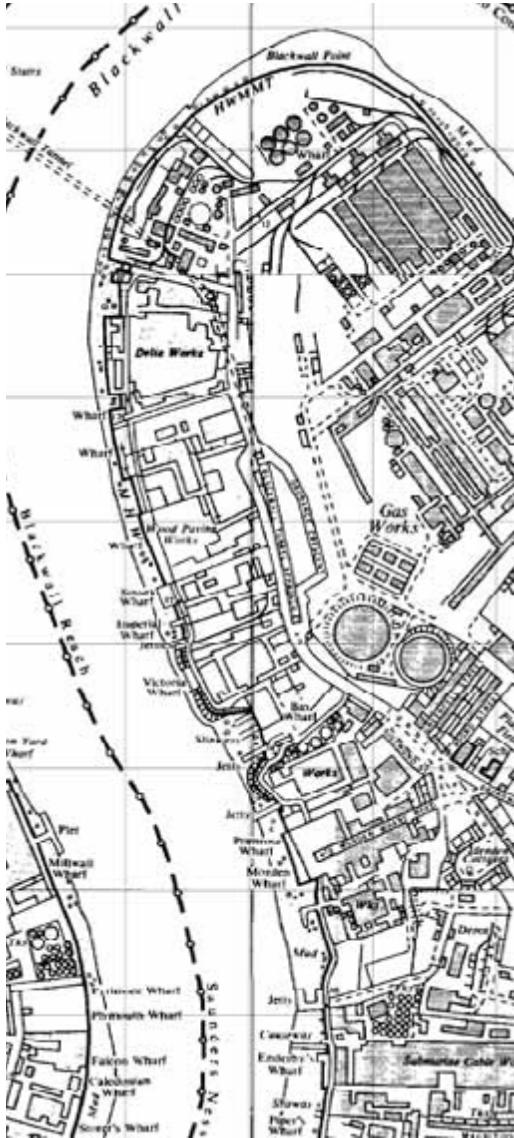
broken away allowing ship builders to site their boats. The innovative National Company for Boat Building by Machines attempted to standardise ship construction on the site, at one point claiming that they could produce up to 6,000 boats a year. Today the site is still designated as a boat yard.

### Victoria Deep Water Terminal

Presently occupied by Hansen Aggregates, the Victoria Deep Water Terminal has been home to many different industries. Lime works, Forbes ammonia factory, seed crushing, barge building, cement, ice, ammunition, wire rope and cable manufacture works have all at some point occurred on the site. Of the more significant the Delta Bronze Foundry occupied the site from 1905 until the late 1980's.



Map of Greenwich Peninsula West - 1899 (Crown Copyright and Landmark Information Group Limited 2011. All rights reserved)



Map of Greenwich Peninsula West - 1965/1967 (Crown Copyright and Landmark Information Group Limited 2011. All rights reserved)

## Blackwall Tunnels

The first of two Thames tunnels was built in the 1880's, with the second tunnel opening in the 1950's. The A102 motorway shortly followed and due to the ever increasing traffic has defined the character of the peninsula since.

## Recent History

The development of the O2 arena redefined the peninsula as an entertainment precinct for London. Further development such as Ravensbourne College and the TfL offices have introduced further uses. The implementation of the wider Greenwich Peninsula Masterplan will slowly transform the peninsula to a new and exciting part of London.

Source: 'Greenwich Millennium Site 200 Years of Innovation' Dr. Mary Mills (<http://old.gold.ac.uk/world/millen/peninsula.html>)

# 10 PIPELINE

## Future wider developments

### Greenwich Peninsula Masterplan

The immediate surrounds of the O2 arena and east of the A102 are presently undergoing substantial change. Consented development planned as part of the Greenwich Peninsula Masterplan will redefine the area as a new exciting part of London.



3D plan view showing Outlined Permission Masterplan massing

### Lovell's Wharf

Lovell's Wharf to the south of the masterplan boundary is only partially developed. Upon completion the development will provide 667 dwellings, hotel, small scale retail and community uses.



Lovell's Wharf - Phase 1 - Squire and Partners Architects

## Enderby's Wharf

A cruise liner terminal is proposed for the site of Enderby's Wharf. As well as a terminal the development will provide 770 dwellings, a hotel, retail, commercial and community facilities. The development includes a new pier for the Thames Clipper service.



Enderby's Wharf Proposal - image courtesy of Ian Simpson Architects

## Hotel & Ballroom Facility

As part of the wider Greenwich Peninsula Masterplan, a hotel, serviced apartment and ballroom facility is planned for the northern tip of the peninsula, adjacent to the O2 arena.



Hotel & Conference Centre - Lifschutz Davidson Sandilands

# 11 KEY ISSUES

## Safeguarded Wharves

Within the Greenwich Peninsula West masterplan two wharves are currently safeguarded within the London Plan Report.

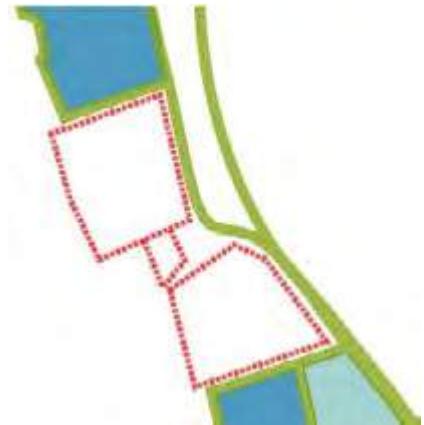
Victoria Deep Water Terminal is currently in operation as an aggregate grading facility.

Tunnel Glucose Wharf is presently viable but not operational. Discussions to move the wharf's location to just south of Victoria Deep Water Terminal are underway and seems likely.

Potential scenarios to changes in the designation of the safeguarded wharves are illustrated in the following diagrams.

### All wharves safeguarded

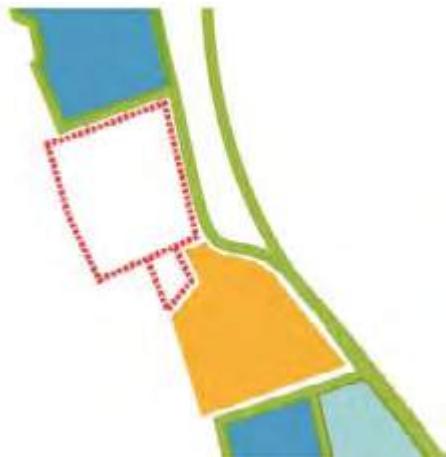
If Tunnel Wharf is to remain safeguarded for industry the viability of the West Peninsula Site to contain a large event complex is limited. Improved landscaping and potentially a footbridge around the wharves would be essential. Scenario 1 is what is currently in place and the Royal Borough will work with stakeholders in order to advance to Scenario 2.



Scenario 1 - Both wharves and boat yard maintained

## Tunnel Wharf released

As illustrated in the proposed masterplan, current operations at Victoria Deep Water Terminal could be reduced to accommodate wharfage only. Tunnel Wharf would be no longer safe guarded whilst the boat yard at Bay Wharf maintained.



Scenario 2 - Tunnel Wharf released

## Victoria Deep Water Terminal reduced

A further reduction of operations at the Victoria Deep Water Terminal would allow for dedicated green space to be developed adjacent to the complex. This space could be designed to directly serve the complex and help alleviate pressure on the surrounding pedestrian networks.



Scenario 3 - Victoria Deep Water Terminal Reduced

## HSE Land Use Policy

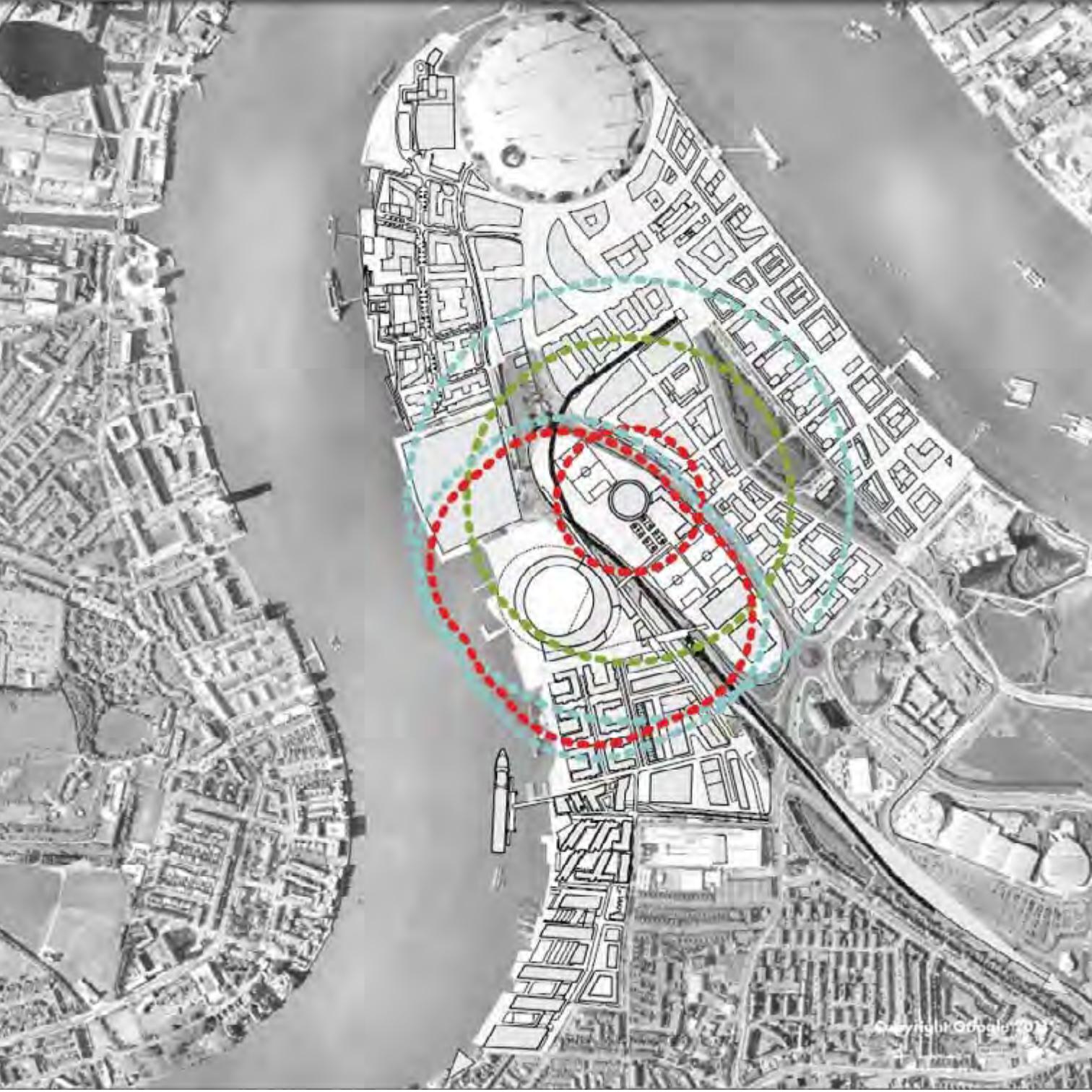
East of the proposed complex site the existing large gas holder & Brentag Chemical facility sterilises any significant future development. The table below illustrates the HSE recommendation of the proposed development with the HSE zones.

The external gas holder structure could become a feature of the masterplan, once decommissioned. A similar arrangement is proposed at the King's Cross scheme in London.

### PADHI Development Type Sensitivity Matrix

Land Use:	Inner Zone	Middle Zone	Outer Zone
DT2.1 Large Housing >20 Units	AA	AA	DAA
DT2.2 Student Housing	AA	AA	DAA
DT2.4 Indoor Public Use Sports Facilities Education	AA AA	DAA DAA	DAA DAA
DT2.5 Large Outdoor Public Use	AA	AA	AA

AA = Advise Against / DAA = Don't Advise Against



## Outdoor Event Alternative

Introducing a large event facility raises a number of key challenges within the masterplan. Further investigation, outside the scope of this document, is required to fully assess its feasibility. If conclusions result in an outdoor event facility not being suitable, the overall masterplan concept would still apply to the remaining areas. In lieu of a large event facility an elite sports complex or university faculty would have a similar benefit. As a hub of activity, such facilities would draw people to the West Peninsula and be a catalyst to development within the masterplan.

To the south of the Victoria Deep Terminal a landscaped open space would help in noise attenuation from the wharf. Successful precedents of transformed industrial land suggest that this parkland could become a destination in its own right.

key to opposing page:

- uniform large waterfront development
- uniform smaller housing industry
- public open space
  
- education facilities
- entertainment
- safeguarded wharf



Highline Park NYC - Diller, Scofidio & Renfro with Field Operations (Image by David Berkowitz)



Former aggregate plant now site of boutique Fabriken Furillen Hotel - Visby Sweden



## 12 TEMPORARY USE

During the Olympics the Greenwich Peninsula Festival will offer a variety of temporary uses on the masterplan site. Some of these uses, such as the Urban Beach could remain whilst development is being planned.

Permanent urban beaches in other European cities, such as Berlin, have proven to be a success.

As the Peninsula West masterplan is implemented more temporary uses such as those above could take place on the site.

key to opposing page:

- event parking
- peninsula urban beach
- 'connect village'
- event stage
- Olympic campsite
- Orange Marina



Strandbar Mitte Urban Beach - Berlin (Image by Eichental)



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