PLUMSTEAD

Urban Regeneration Framework
CONSULTATION DRAFT

November 2026



ROYAL borough of GREENWICH

MACCREANOR LAVINGTON

with Schulze+Grassov | Avison Young | Civic | make:good

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Introduction

The Plumstead Urban Regeneration Framework (URF), commissioned by the Royal Borough of Greenwich as a non-statutory document, brings a fresh perspective to help shape the future vision and strategy for the URF area, ensuring it delivers greater benefits to its communities, businesses and wider stakeholders.

The study area encompasses Plumstead High Street, the Plumstead and West Thamesmead Industrial Area, Pettman Crescent, and the surrounding residential neighbourhoods. Building upon the previous 2016 Urban Regeneration Framework, the new URF expands the geographical scope of the study area to include the Strategic Industrial Land (SIL) located north of the railway corridor.

The Framework identifies the key opportunities and challenges influencing the area's future and promotes a place and people-led approach to regeneration. Central to the document is a collaboratively developed vision for Plumstead town centre, informed through stakeholder and community engagement. The Framework sets out a series of potential and deliverable interventions aimed at enhancing the public realm, improving the user experience, and supporting regenerative development across the area.

In addition to identifying potential and feasible opportunities, the Framework considers the wider social, movement, ecological and area-based interventions required to deliver positive and lasting change. These include public realm improvements, connectivity networks, social infrastructure offer diversification, employment intensification and other essential items that contribute to liveability and community wellbeing.

The document is structured into ten chapters, beginning with an overview of the area's context, followed by the vision and strategic objectives. These are followed by the spatial framework, a series of thematic and area-based proposals, and a delivery strategy outlining implementation priorities, partnerships, and investment mechanisms.

This document has been produced by a consultant team in collaboration with Royal Borough of Greenwich (RBG). The consultant team is led by Maccreanor Lavington, supported by a multidisciplinary team of specialist consultants: Avison Young (delivery and viability), Schulze+Grassov (public realm and masterplanning), Civic Engineers (highways and transport), and make:good (community and stakeholder engagement).



Plumstead URF study area - aerial photograph
Source: Google Maps, 2026

How the URF Works

The Plumstead Urban Regeneration Framework (URF) is a non-statutory strategic document that establishes a shared vision and spatial framework for the future of Plumstead. It provides a coordinated approach to regeneration, identifying priorities, opportunities and interventions to guide positive change across the area over the short, medium and long term.

The URF is intended to support decision-making by the Royal Borough of Greenwich, partner organisations, landowners, developers, community groups and other stakeholders. It brings together spatial, social, economic, environmental and movement considerations into a single framework, helping to coordinate investment, regeneration initiatives and future development.

What the URF is not

The URF does not form part of the statutory development plan and does not allocate sites, establish planning policy, or grant planning permission. Planning applications will continue to be assessed against the Development Plan and other material planning considerations. Instead, the URF provides strategic guidance to help inform future planning, investment and regeneration decisions.

Relationship to planning policy

The URF has been prepared within the context of national, regional and local planning policy. It supports the ambitions of the London Plan and the Royal Borough of Greenwich's planning and regeneration objectives, while helping to inform future policy development, including the emerging Local Plan. The framework translates these strategic aspirations into a place-specific vision and set of proposals tailored to the opportunities and challenges facing Plumstead.

How the framework was prepared

The framework has been informed by a comprehensive programme of baseline analysis, site assessment, policy review and engagement. This process has included collaboration with local communities, businesses, landowners, stakeholders, council officers and public-sector partners to understand existing conditions, identify key challenges and opportunities, and shape a shared vision for the future of the area.

Scope of the framework

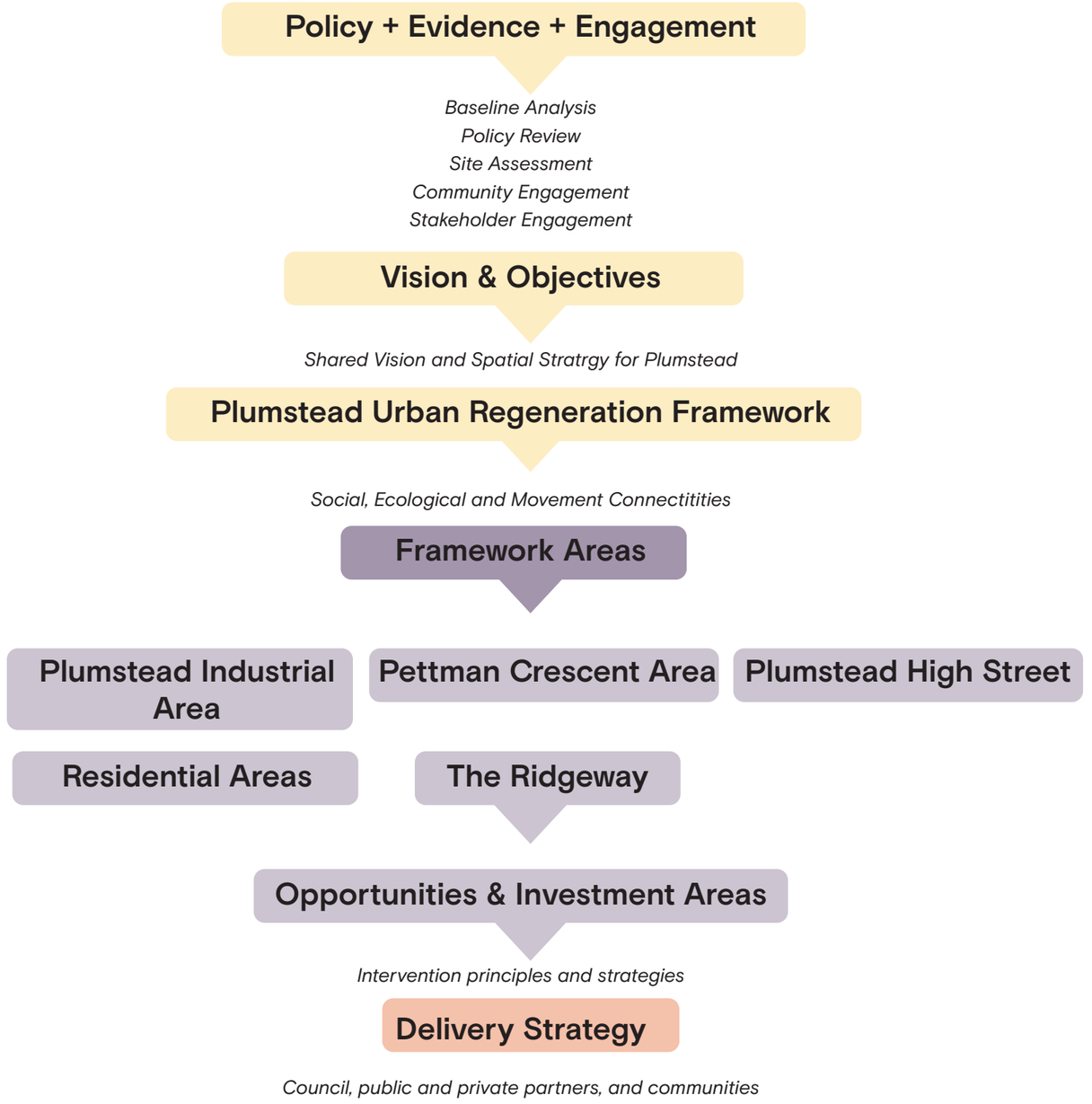
The URF focuses on five interconnected places:

- Plumstead High Street
- Pettman Crescent
- Plumstead Industrial Area
- Residential Neighbourhoods
- The Ridgeway

These place-based strategies are supported by three cross-cutting themes that run throughout the framework:

- Social Connectivity
- Ecological Connectivity
- Movement Connectivity

Together, these provide the structure through which the URF translates the overarching vision into spatial proposals, projects and delivery priorities.



CONTEXT

Site Background & Context

Site background & context

Plumstead lies immediately to the east of Woolwich, and is accessible by both train (Plumstead Station) and multiple bus routes. The URF area incorporates parts of Plumstead and Thamesmead, including the Plumstead and West Thamesmead Industrial Area which is a Strategic Industrial Location (SIL) identified in the London Plan as a Preferred Industrial Location (PIL). To the south of the area lies Plumstead Common and Winn's Common.

The URF area is divided by the rail line, but additionally by the topography – a green ridgeway cuts diagonally through to the north-east boundary. Plumstead falls within the Thamesmead and Abbey Wood Opportunity Area, one of the designated growth areas identified in the London Plan, and has therefore been primed as a designated zone for significant regeneration and investment into housing, employment, transport and public spaces.

Evolving context

Thanks in part to the 2016 URF, Plumstead has already seen strong investment with the delivery of the new civic hub, the Plumstead Centre, on the High Street, ongoing High Street enhancement works, and the on-going delivery of Lombard Square. The purpose of this Framework is to ensure there can be consideration for the next wave of investment, to continue delivering new homes, employment and community spaces that are fit-for-purpose for the existing and growing community.

The Plumstead URF sits in the context of:

- Abbey Wood URF
- Woolwich URF
- Thamesmead Waterfront project / New Town



Plumstead URF study area

Spatial Analysis
Recently Completed Projects

A number of projects have been recently delivered including projects from the 2016 URF and some infrastructural developments.



1. Elizabeth Line



2. White Hart Road



3. Lombard Square



4. Plumstead Centre



5. Plumstead Fire Station



6. Public realm upgrades



Plumstead URF completed projects

Spatial Analysis
Existing Characters

The site is defined by three key land uses: strategic industrial land, areas of terraced residential housing, and a local High Street supporting commercial and service uses. There is a emerging high density residential character emerging in the north through the Lombard Square development and the emerging Pettman Crescent North draft site allocation (P5-TA1) proposing 16-20 storey residential-led mixed-use development.

Green space is limited and mainly consists of Plumstead Gardens, St Nicholas Gardens and The Ridgeway, providing localised amenity value.



1. Nathan Way



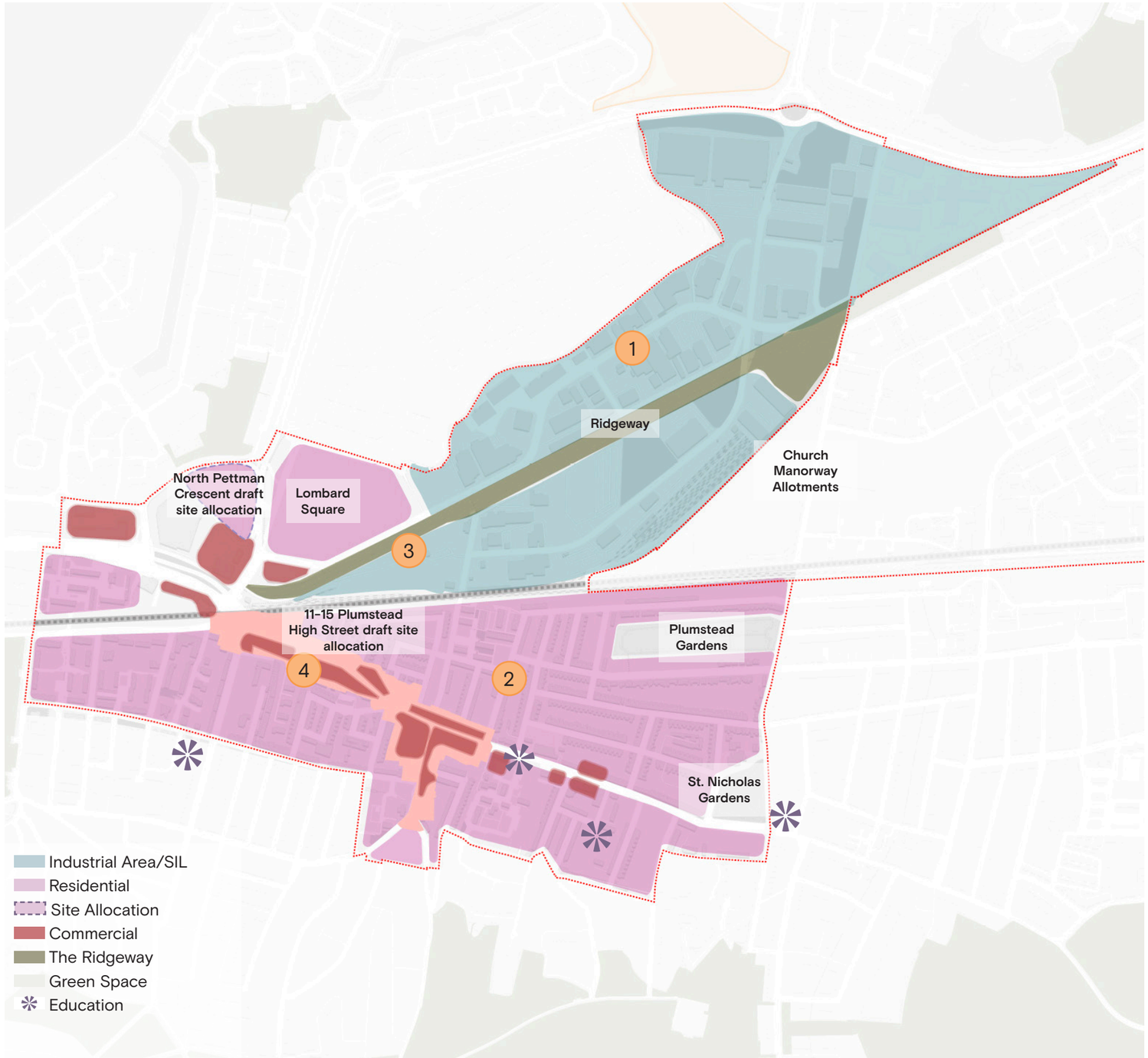
2. Barth Road



3. Ridgeway



4. Plumstead High Street



Plumstead URF existing characters

Spatial Analysis
Evolving Characters

The URF area straddles Plumstead, Thamesmead and Woolwich character areas identified in the Urban Design Supplementary Planning Document.

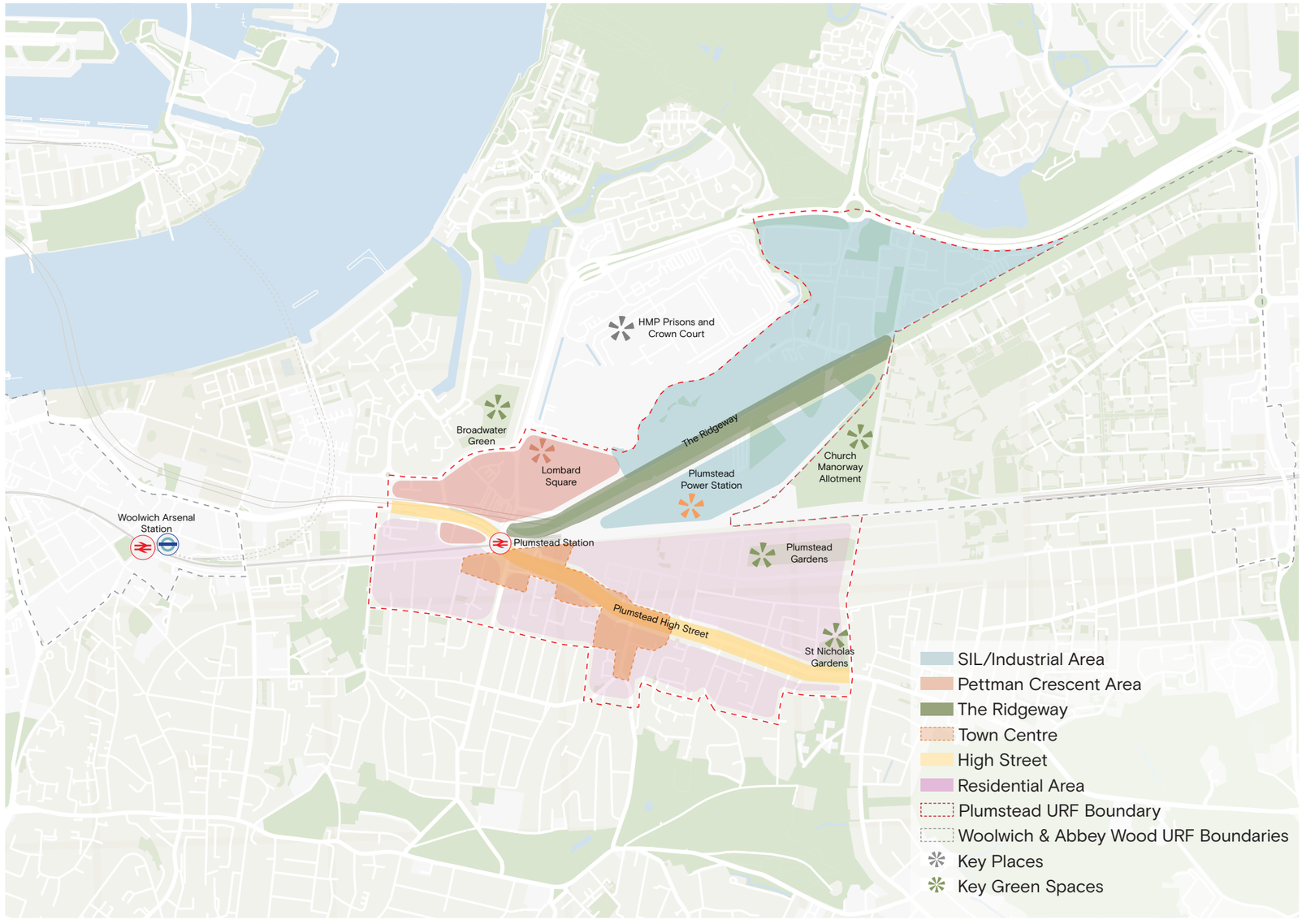
There is potential for a further subdivision within the URF, and naturally these character areas are evolving following recent development such as at Lombard Square.

An emerging map of the characters areas is shown to the right, identifying a continuity of residential character; a discrete area north of the railway station that encompasses Lombard Square and emerging residential development; and the The Plumstead Industrial Area (PIA). The PIA has potential to be further sub-divided as the character shifts from a residential relationship in the west to a hard industrial quality to the east.

Plumstead High Street and the Ridgeway are identified as characters in their own right. Although these are routes, they are experienced as places.



Urban Design SPD Character Areas
Source: Google Maps, 2026



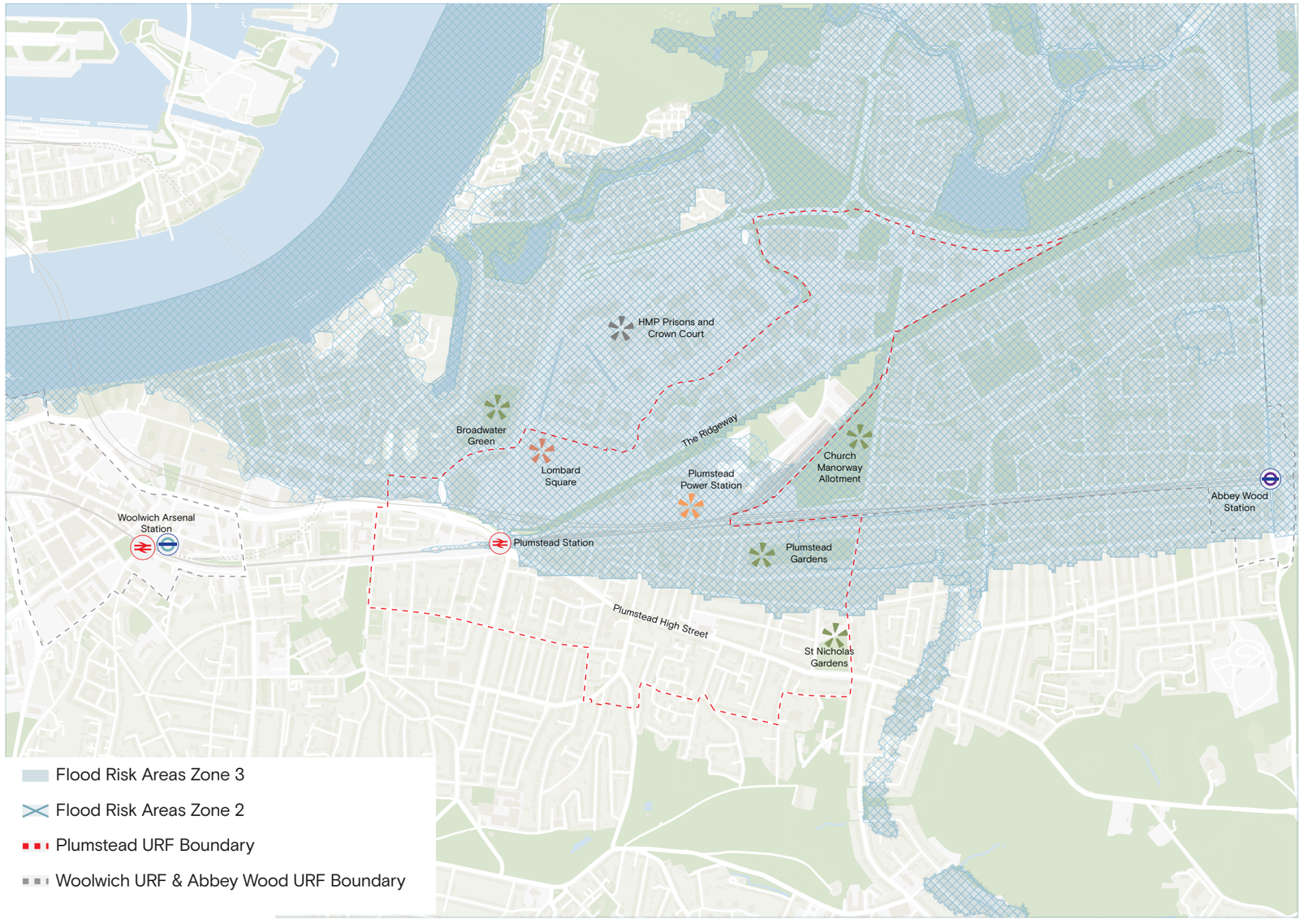
Evolving characters of the Plumstead URF study area

Spatial Analysis
Flooding

An overarching consideration for the area is flooding. Flood level 3 covers most of the area north of the high street. This constrains which uses can reasonably be located, restricting residential (a vulnerable use) to higher levels, and also impacts negatively on practicability for other less vulnerable uses such as industrial.

Flood levels 2 and 3 are represented in the map, right. The impact is significant, and includes the soon-to-be-completed Lombard Square development. In Lombard Square residential dwellings are only included on upper levels.

In order to help mitigate the impact of flooding, softening the largely hardscape of the area will be key, reducing water run-off speeds, and allowing rainwater in particular to drain more slowly and naturally.



Plumstead URF area flood risk map

Spatial Analysis
Key issues

The primary challenge in the focus area is severance and poor permeability, driven by physical and operational barriers:

1. Physical severance:
Connectivity is fundamentally limited by the railway line and the elevated Ridgeway embankment, which together form a major north-south barrier, physically limiting routes for walking and cycling into the town centre and station.

2. Severed from new development:
The dominance of the three-lane Pettman Crescent gyratory creates a hostile and dangerous environment. This acts as a substantial psychological and physical barrier, directly causing severance between new and potential residential developments (including the 1900 unit Lombard Square development) and essential transport links at the station and High Street.

3. Lack of cycle infrastructure:
The baseline confirms a deficiency and fragmentation in the local cycle network. While the strategic Ridgeway exists, its connections to the town centre and station are limited, indirect, and poorly legible, meaning there is a lack of continuous, safe cycling infrastructure for daily journeys.

4. Underpass quality:
The existing pedestrian underpass, which is necessary as an active travel bypass of the gyratory and has been upgraded, still suffers from poor visibility and concerns over personal security, with many people opting to use the narrow vehicle-dominated pavements along Pettman Crescent.

5. Plumstead High Street:
Suffers from congestion, a lack of crossings, greening and street trees. The carriageway has informal parking, loading and parking restrictions (single yellow lines which are not appropriate).

6. Car use & parking:
The URF area is characterised by high car use despite average car ownership levels for London. This is linked to lower Public Transport Accessibility Levels (PTALs) away from the core. Kerbside management is acute, with inconsistent enforcement on the High Street. Uncontrolled loading and parking create operational severance, obstructing pavements, cycle desire lines, and contributing to bus delays.


1


2


3


4



5


6

Movement Analysis
Existing Connections

The URF area's existing transport connections are characterised by moderate PTALs, heavy reliance on buses, a constrained rail station, unmanaged taxi activity, and persistent congestion and severance caused by the gyratory, High Street, Ridgeway, and railway. Parking and loading conflicts, poor air quality, and collision hotspots further highlight the challenges facing the area. While delivered schemes (e.g. White Hart Road and shopfront improvements) and committed works (e.g. underpass upgrades) have improved accessibility, the baseline still reflects significant gaps in pedestrian and cycle connectivity, safety, and interchange quality. These issues will shape both the assessment of current transport conditions and the development of future interventions.

Deliveries & parking

Residential streets are dominated by parking, leaving limited space for greening. This is detrimental to street quality.

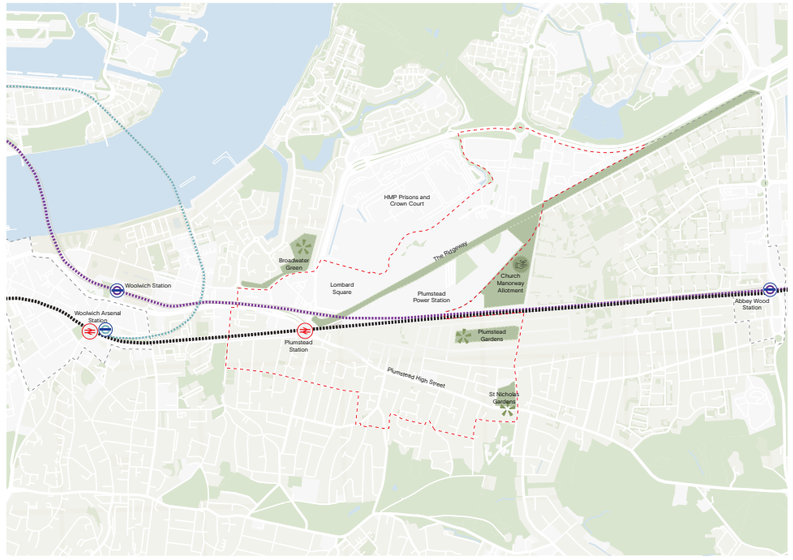
There is an ad hoc approach to parking along the High Street, controlled loosely by single yellow lines. Some works are underway to coordinate parking, with scope for more to be done to resolve single yellow line approach.

This approach is also reflected for deliveries, and in many cases this current management approach is frequently undermined.

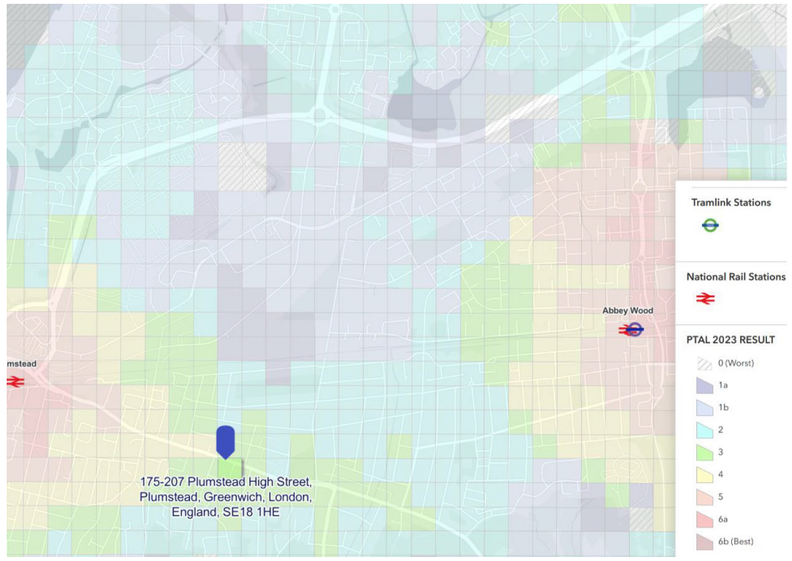
Pedestrian & cycling connections

Cycle connectivity is sparse and connections between main links are fragmented, relying on interstitial links shared with heavy vehicular traffic. There are plans to improve this, including access to Abbey Wood along a quietway on Brookdene Road.

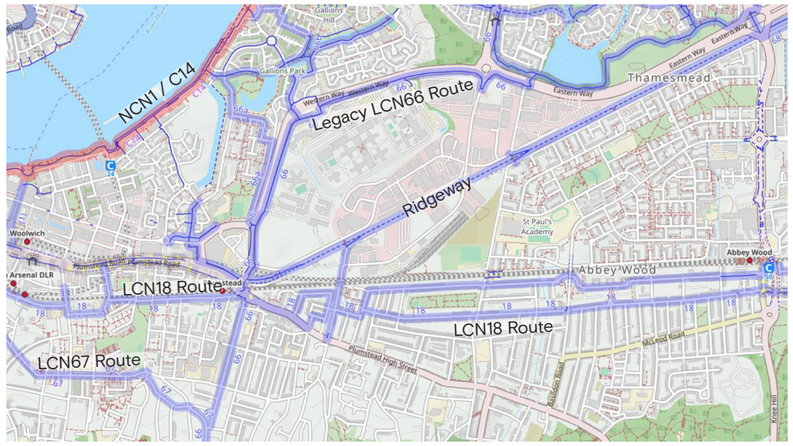
Pedestrianised space is regularly compromised across the area, particularly at pinch points on the High Street.



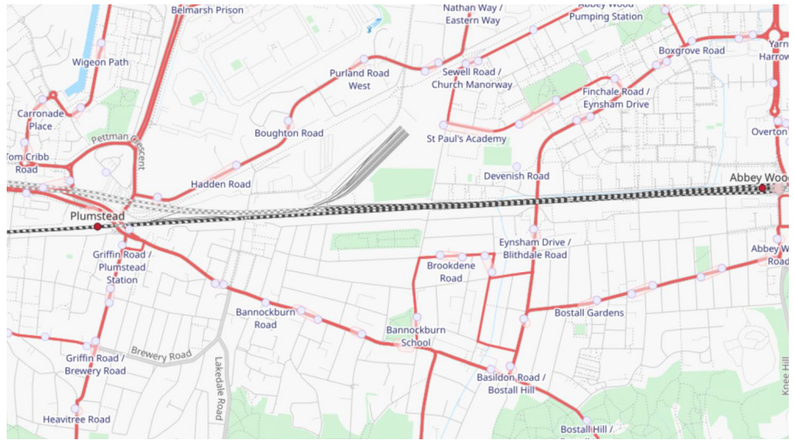
Local rail connections



Local PTAL, TfL WebCAT



Local cycle connections, TfL WebCAT



Local bus connections, TfL WebCAT

Movement Analysis
Road Safety

Road Safety Hotspots

A review of the latest collision data for Plumstead High Street, covering the corridor from Plumstead Station / Pettman Gyratory to St Nicholas Gardens, focuses on the High Street and its immediate side-road junctions. This review is a key issue for the Mayor's Vision Zero / 2041 road safety target, which aims to eliminate deaths and serious injuries from London's streets.

The data indicates that the corridor continues to experience a high level of personal injury collisions. Over the most recent five-year period, there have been 71 injury collisions, resulting in 83 casualties, including 13 serious injuries. This highlights an ongoing road safety concern along the High Street.

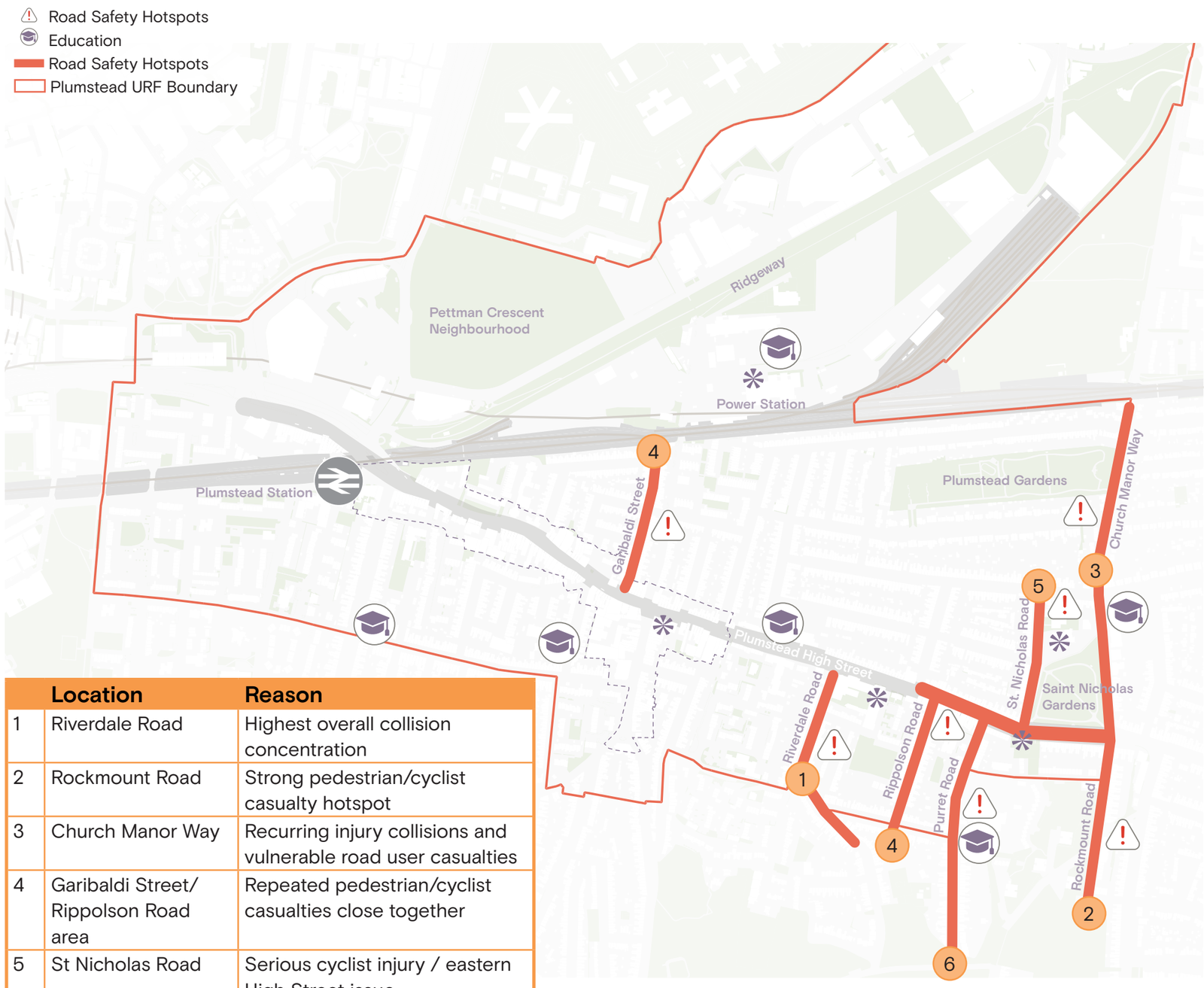
The impact on vulnerable road users is particularly significant. Pedestrians and cyclists account for 40 casualties overall and 11 of the 13 serious casualties, demonstrating that these groups are disproportionately affected and should be a key focus for intervention.

Collisions are concentrated around side-road junctions and crossing locations, including Riverdale Road, Rockmount Road, Church Manor Way, Garibaldi Street / Rippolson Road and St Nicholas Road. A recurring issue relates to pedestrian crossing movements, with a number of injuries occurring away from formal crossings or within 50 metres of them, suggesting misalignment between crossing provision and user desire lines.

Overall, the findings indicate that improving pedestrian and cyclist safety should be a primary driver for URF proposals, with a focus on safer and more convenient crossings, improved junction visibility, reduced vehicle speeds, and greater priority for walking and cycling.

Immediate-Medium Term Safety Interventions

Alongside movement considerations, there is also an opportunity to support wider public realm outcomes: the Royal Borough of Greenwich is promoting positive social behaviour through ongoing initiatives, while continuing to manage existing anti-social behaviour through measures such as CCTV. Over time, it is expected that well-designed, active and inclusive public realm interventions will help reduce reliance on such reactive measures.



	Location	Reason
1	Riverdale Road	Highest overall collision concentration
2	Rockmount Road	Strong pedestrian/cyclist casualty hotspot
3	Church Manor Way	Recurring injury collisions and vulnerable road user casualties
4	Garibaldi Street/ Rippolson Road area	Repeated pedestrian/cyclist casualties close together
5	St Nicholas Road	Serious cyclist injury / eastern High Street issue
6	Purrett Road / central High Street	High casualty concentration / central crossing pressure

Road safety hotspot priority table

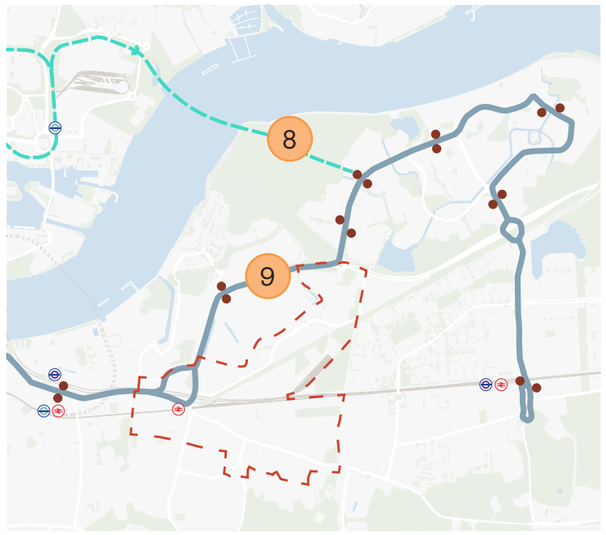
Road safety hotspot priority map

Movement Analysis
Emerging Interventions

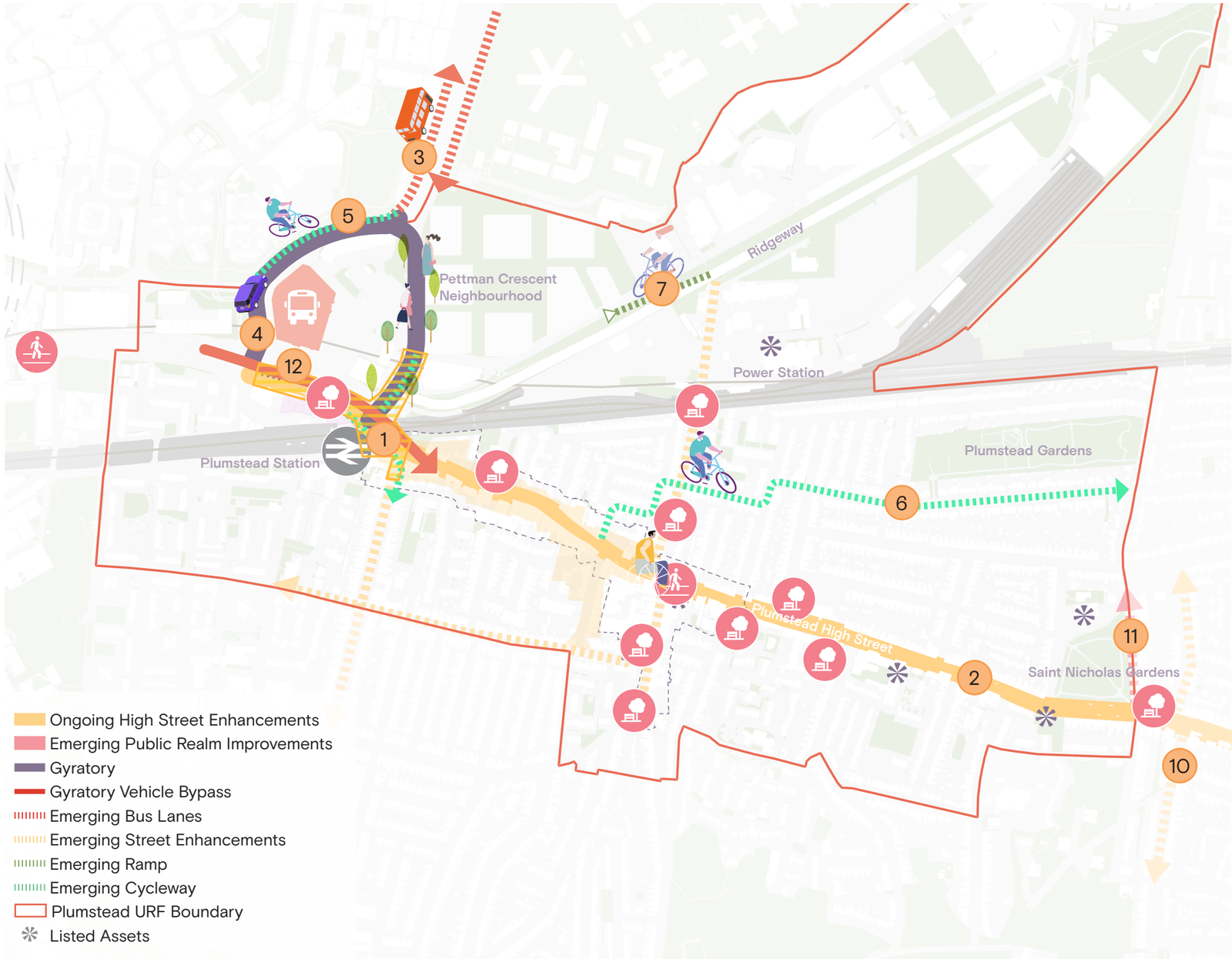
The URF area comprises a range of emerging transport and public realm interventions led by multiple stakeholders, including the Royal Borough of Greenwich (RBG), Transport for London (TfL), and private developers. Some of these are informed by previous frameworks and development proposals, and many are still emerging through continued work by RBG.

Key Strategic Interventions & TfL Plans:

1. In progress Plumstead PRIP (Public Realm Improvement Project)
2. Plumstead High Street in progress highway and public realm interventions
3. TfL's Thamesmead Bus Transit / SL11 proposals New Bus Priority/Hub Proposals
4. Steer two-way gyratory feasibility study
5. Proposed West Pettman Crescent cycleway - RBG
6. Proposed Plumstead to Abbey Wood cycleway - Stage Gate 2
7. Ridgeway - Nathan Way ramp to be delivered as part of Lombard Square
8. Future DLR Extension to Thamesmead
9. Rapid Bus Routing (Bus Rapid Transit - BRT)
10. Resurfacing Plumstead High Street from Wickham Lane to Howarth Road - RGB
11. School Street proposed for Bannockburn Primary School- RGB
12. Potential TfL Plumstead Road vehicular gyratory bypass



Proposed Superloop bus, and DLR extension



Emerging highways & public realm interventions

Strategic Analysis

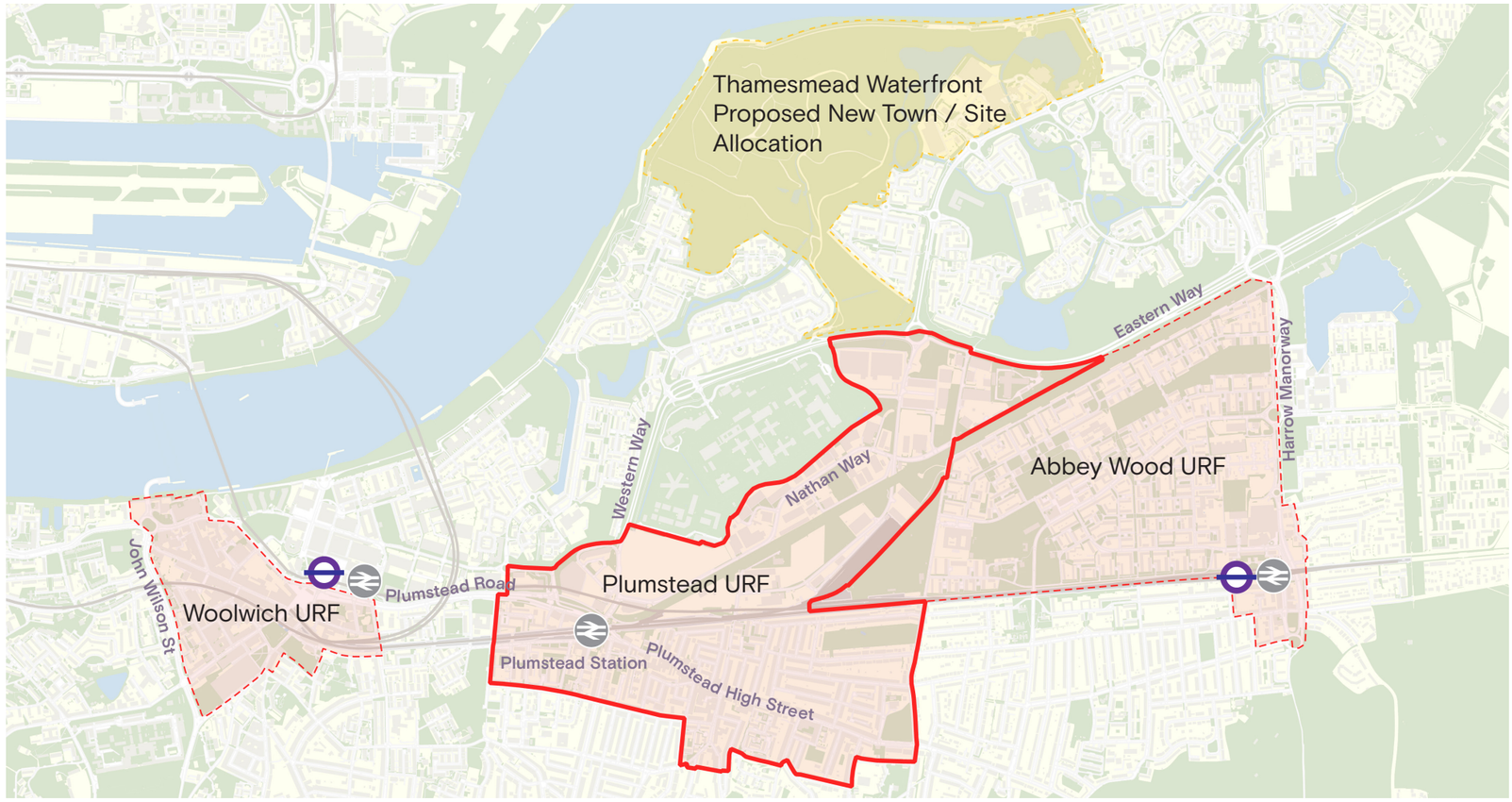
The URF area is strategically located in close proximity to Woolwich (Major Centre) and Abbey Wood (Local Centre), with Thamesmead Waterfront (District Centre) Proposed New Town / Site Allocation emerging in the north. These four centres each exhibit distinct characteristics, contributing to the diversity and complexity of the wider area.

The URF area has a relationship to the Emerging Local Plan, including specifically with the Employment Policies, Town Centre Policies, Plumstead Spatial Policy and Site Allocations; as well as with the Greenwich Corporate Plan 2026-2030, Greenwich Cultural Strategy 2024-2030 & Greenwich Inclusive Economy Strategy 2024-2034.

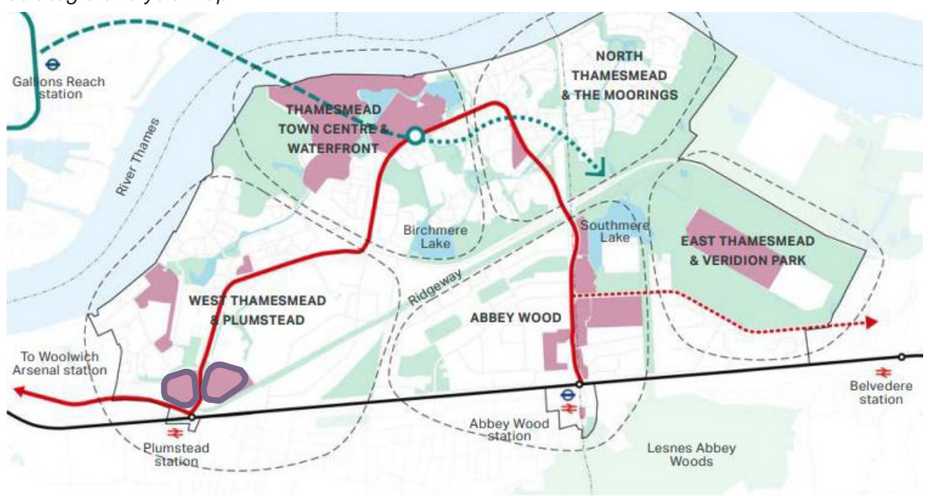
Adopted in November 2020 as the strategic guidance for development in the area, the Thamesmead and Abbeywood OAPF outlines the strategic ambition for the designed opportunity area.

The OAPF has been designated in the London Plan (2021) as a major growth zone, with the capacity to deliver 8,000 new homes and 4,000 new jobs in its baseline scenario. It spans across two London boroughs; Greenwich and Bexley.

If enhanced transport interventions are delivered e.g. Thamesmead DLR, there is the potential to achieve 15,000 homes and 8,000 new jobs. Therefore, underpinning the importance of the transport investment to unlocking growth in this opportunity area.



Strategic analysis map



Potential areas of change

The 'potential areas of change' around Plumstead Station (outlined in dark purple on the adjacent map) fall into the Study Area for the emerging URF. Housing delivery is already underway across part of that area (Lombard Square, delivered by Peabody & Berkeley Homes). Therefore, this URF will need to address the remaining opportunity across the potential area of change.

- Potential areas of change
- OAPF boundary
- Borough boundary
- Proposed DLR extension
- Potential DLR extension to Belvedere
- Proposed bus transit pilot
- Potential bus transit extension to Belvedere

Socio-Economic Analysis

Plumstead is a diverse and evolving place, sitting at the intersection of long-established communities and new waves of housing and development. It has a strong local identity, shaped by its independent High Street, active small business base and rich cultural mix, but it also faces a set of structural challenges that the URF will need to respond to.

The area has seen steady population growth over the last decade, increasing by around 11.5%, although this has begun to slow, with a clear trend towards an ageing population. Over half of residents are aged 45 and over, and around a quarter are aged 65+, which is already shaping demand for more accessible homes, healthcare services and community support.

Plumstead is also one of the most culturally diverse parts of the borough, with particularly strong Asian and Black communities. This diversity is a major strength, underpinning the area's social fabric and local economy, but also highlights the importance of delivering inclusive, culturally responsive services and spaces that bring people together.

At the same time, the area faces notable socio-economic pressures. Levels of deprivation are relatively high, particularly in relation to health and disability, and there are clear inequalities in access to services and opportunities. This is reflected in local health outcomes and reinforces the need for better access to healthcare, wellbeing infrastructure and green spaces.

The local economy is shaped by modest incomes and relatively low levels of disposable spending. Household expenditure is weighted towards day-to-day convenience goods, which reflects affordability pressures and limits the ability of the High Street to diversify its offer.

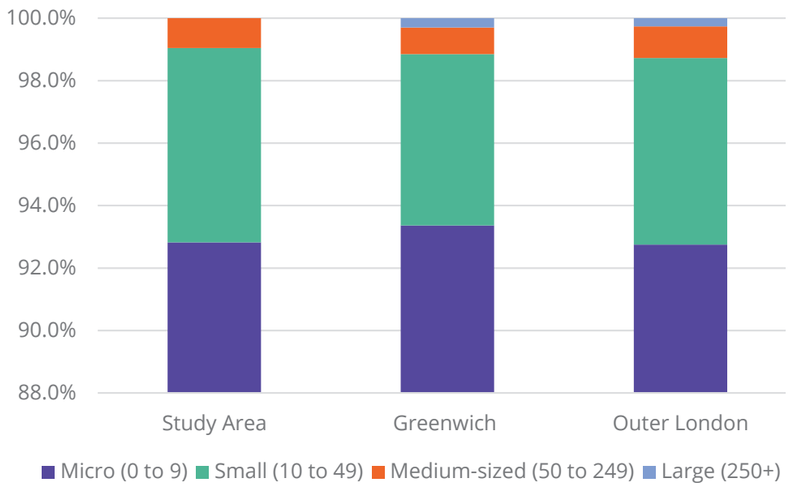
There are also clear challenges in the labour market. Unemployment and economic inactivity are both higher than the borough average, and around one in five residents has no formal qualifications. Together, these factors point to the importance of creating better access to jobs, skills, training and pathways into employment, particularly for younger residents.

Despite this, Plumstead has a strong and resilient local economy. The vast majority of businesses are micro or small enterprises, many of which are independently run and embedded in the local community. The PIA plays a particularly important role here, with growth in sectors such as logistics, wholesale, and servicing, providing accessible local employment. There is also a strong presence of creative activities (furniture makers and recording studios for example) which forms part of wider existing offer in neighbouring URFs (i.e. Woolwich) and the rest of the borough.

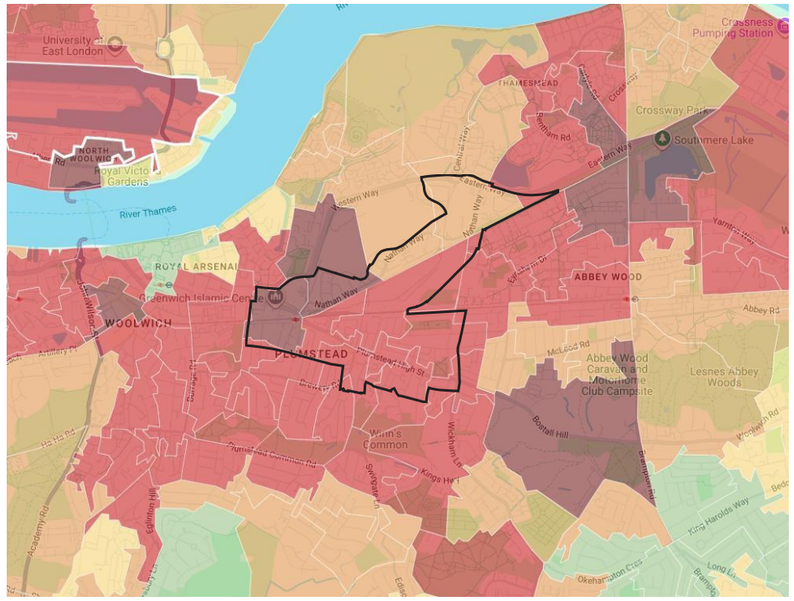
However, gaps in social infrastructure remain clear. Provision of health facilities, youth space, and secondary education is limited, creating pressure on existing services and highlighting the need for integrated, place-based solutions.

Finally, perceptions of safety continue to influence how people experience Plumstead. Crime levels, particularly along the High Street and around key movement corridors, are higher than average and affect both footfall and investor confidence, reinforcing the importance of public realm improvements and design-led approaches to creating safer environments.

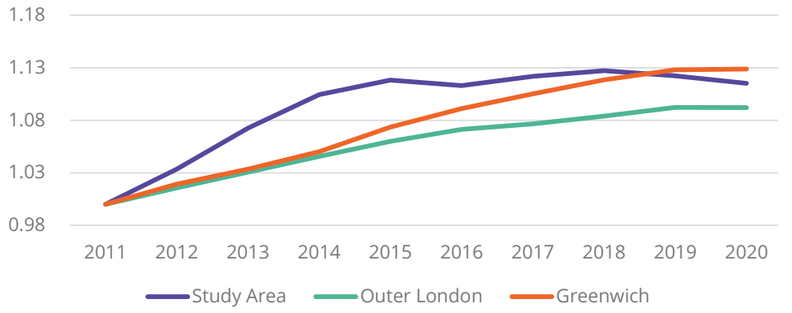
Overall, Plumstead is a place with strong foundations, but clear inequalities, where regeneration needs to focus not just on growth, but on making that growth work for existing communities through jobs, skills, health and everyday infrastructure.



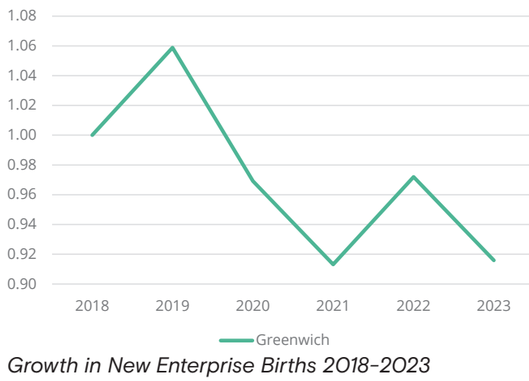
Business size, 2025. Source Inter Department Business Register (2025)



Resident Population: Deprivation



Historic Population Growth, 2011-2020



Growth in New Enterprise Births 2018-2023

ENGAGEMENT

Engagement Approach
Multiple Stakeholders

The engagement strategy for the Framework is based on two inclusive and impactful approaches:

1. Understanding the local demographics: to benchmark the audience and allow the project to tailor the approach accordingly. 50% of the local population are 15-44 years old, therefore it has been important to leverage digital methods to reach a younger demographic and combine this with a dedicated programme to understand their perspective and priorities for the Framework.

2. Focusing on areas for influence: the Framework has identified themes to explore with the local community in the knowledge that their input will have maximum impact.

Public & Stakeholder Engagement

As part of the public engagement programme, of which two rounds were completed, and engagement with other stakeholders in parallel, the Framework has conducted:

One-to-one meetings: 1:1s with landowners, and statutory and community stakeholders to get their insight, understand delivery challenges and aspirations and organise activities reaching their audiences.

Pop-ups, tag-ons and business drop-ins: Going where people are rather than expecting them to come to us, holding pop-ups at key locations and tagging onto local events.

Workshops and detailed activities: Facilitating local impact where the Framework team needs more insight or where local interest is greatest.

Young people programme: To ensure the Framework understands their priorities for change. These sessions have been tailored to maximise their impact on the Framework.

The initial feedback from these are explained on the following pages.

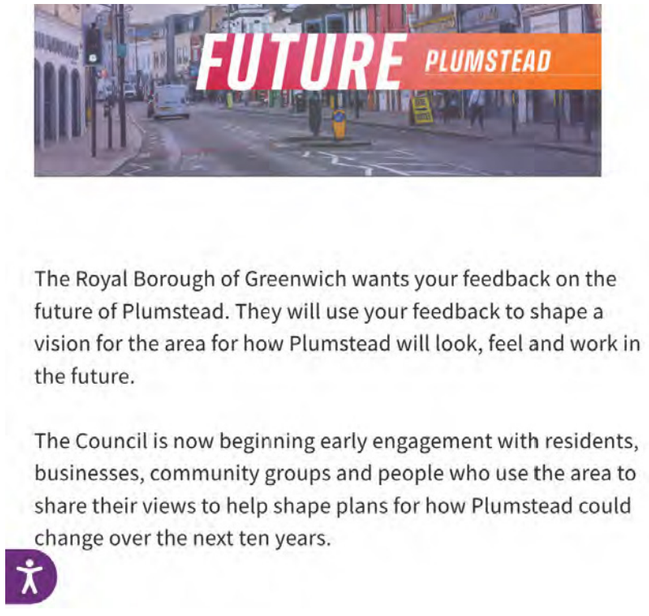
A representative suite of images are included, right, to represent the nature of engagement.



Plumstead station pop-up



Young designers programme



Online feedback



Public vision workshop

Public Engagement

Future Plumstead Community Engagement Activities

Round one: February / March 2026





- Public Vision Workshop
- Young Designers Programme
- x4 Community pop-ups / tag-ons
- High Street and SIL business outreach
- Online survey

434 participants | 309 feedback forms

Round two: July / August 2026





- x 2 on street pop-ups
- x 4 Drop-in exhibitions in different locations
- Exhibition content in Library for 2 weeks
- SIL Business outreach
- Online survey

194 participants | 126 feedback forms

Total: 600+ individual participants | 435 pieces of feedback

Public Engagement

Round One Thematic Feedback: Key Priorities

Connections, green spaces and sustainability

- Improved parks and green spaces
- Pedestrian and cycling environment
- High Street, Ridgeway, Station access, St Nicholas Gardens top areas to improve

Note: Tension wanting fewer cars but more parking

Supporting Plumstead High Street to thrive

- Cleanliness, upkeep and safety
- Traffic and congestion
- Improve shop fronts (Mixed feedback on prior sceme)
- Encourage better range and higher quality of offer
- *Note: Desire greenery and public art, concern about lack of maintnenance and decline of recent improvements*

Improving local health and well-being

- Improved parks & green spaces (exercise and leisure)
- Community activities and spaces
- Health services
- Sports and leisure provision
- *Note: Opportunity to make more of existing*

New homes and emerging communities

- Improving local services and amenities
- Protecting, enhancing and defining local character
- Affordable homes
- Issues with Houses in Multiple Occupancy

Revitalising the local industrial area

- Encouraging new businesses into the area
- Supporting existing businesses and community
- A safer, cleaner and nicer environment
- *Notes: Idea of creating an 'activating anchor' in Power station Need to consider existing non SIL uses e.g. Freedom Arena, Asian Community Centre*

Other ideas and comments

- Antisocial behaviour
- Maintenance
- Parking
- Street lighting

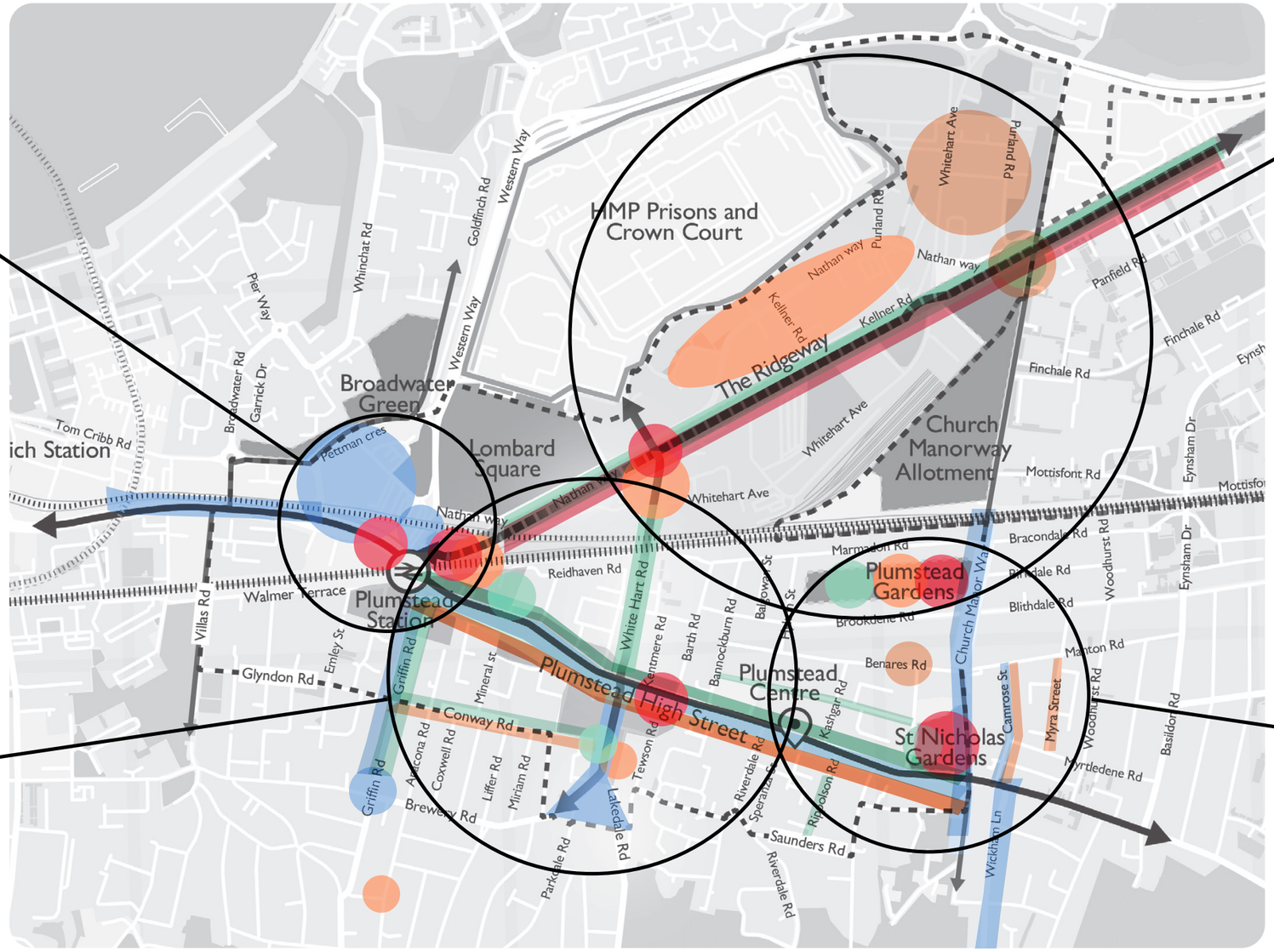
Public Engagement

Round One Geographic Feedback: Areas Of Improvement

The Giratory and area around the station
The western part of the boundary feels unsafe and unwelcoming.

Car dominance, a lack of crossing points, poor public realm around the station, ASB in Pettman underpass and between the station and the Mosque are issues that people want to see addressed. There is a desire to make it a better, more vibrant arrival point to the area, with improved cycle connections towards Woolwich.

The High Street
(including Lakedale and White Hart Road) were the most frequently mentioned routes in need of improvement. Issues include congestion on the road and pavements, run down appearance of buildings and shopfronts as well as issues with paving, cleaning and maintenance, especially of recent improvements.



The Ridgeway and surrounding area
This route, and the industrial surroundings, are seen by some as a potentially unique asset. However, the area presents issues including a run down appearance, lack of activation, poor maintenance and poor lighting lead to it being a hotspot for ASB and a prevalence of fly-tipping.

Local Parks and Church Manor Way
The eastern part of the URF area had multiple issues reported. ASB in both parks, fly-tipping and dangerous roads/ crossings are especially pronounced given the proximity to Bannockburn Primary School and Nursery.

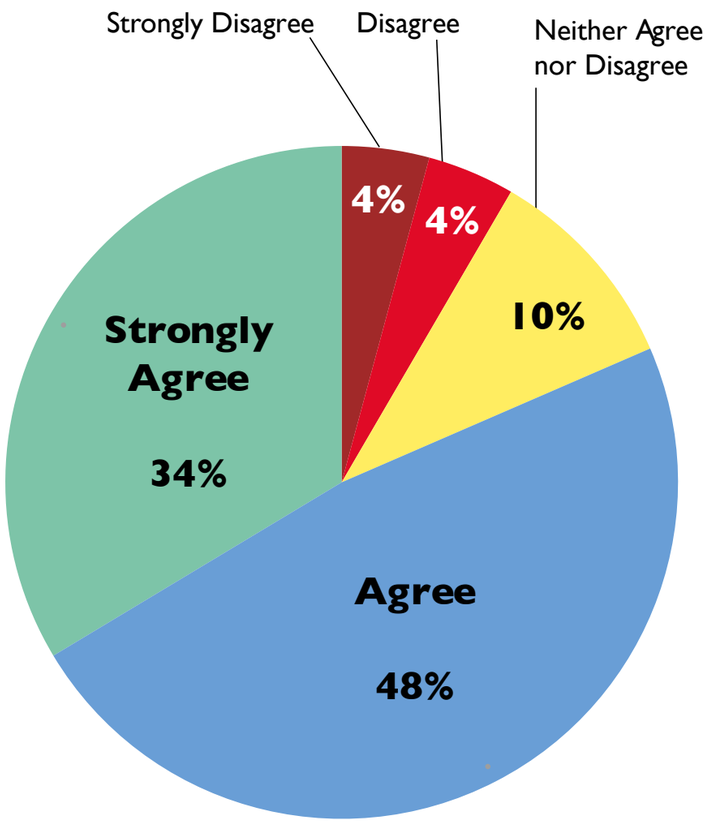
People feel there is both a need and opportunity to redefine this zone as a family friendly area with active parks and school streets

Waste management | **Traffic & road safety** | **Anti-social behaviour** | **Maintenance**

Public engagement specific issues map

Public Engagement

Round Two - Overall Sentiment & Strategies Feedback



There is overall support for the Draft Framework and ideas contained within it with 82% of the 126 respondents strongly agreed or agreed with the vision for Plumstead.

Key themes

- The High Street generated the most number of comments, people want to see an improved offer and a cleaner, safer environment
- Improvements should not only focus on the High Street and the area around the station and people want to see joined up improvements across the area
- Workers and residents want to see the industrial area improved, activated and encourage more access for the wider community

Movement

- Connected green spaces and routes that make it easier to walk and cycle were particularly supported including improvements to The Ridgeway
- Access across Pettman Crescent, improving traffic flow and safe pedestrian environment supported
- Feedback on car movement requested a balance of reducing congestion and ensuring key bus routes and local traffic can move more easily

Further thought

- Any support was caveated with the need for maintenance and cleanliness to be embedded from the outset
- People want to feel safer in Plumstead and community and green spaces would be better used if ASB was reduced
- Many people are keen to know more details about the practicalities, impacts and timeframe of specific proposals

Public Engagement

Round Two - Feedback on Character Areas

Industrial Area (41 comments)

- **Changing perception:** Opportunity to change the perception of the industrial area and invite more uses into the area creating more jobs and enterprise.
- **Improved facilities and environment:** for workers, including the food offering and green spaces, important to make it a more attractive place to work. Improvements making easier public transport, cycling and pedestrian access, including access to Ridgeway, connections to the river front and surrounding green spaces desired.
- **The Power Station:** is of particular interest to local people, with strong support for bringing it back into use and creating opportunities for the wider community to engage with and enjoy this area.
- **Vehicle access:** Existing businesses stressed that roads still need to accommodate trucks and large vehicles in alignment with its industrial use, including connectivity from Pettman Crescent.

The High Street (75 comments)

- **Supportive of approach:** People were supportive of the proposals to enhance the Plumstead Station area and Lakedale Road and wanted to see new social spaces created there as well as broad support for widening pavements.
- **Appetite for a better High Street:** Well-used by some, but others avoid it, wanting a better mix of businesses and a nicer environment. A sense it is oversaturated with similar offers, and it is a congested unpleasant place to spend time. ASB is an issue and noted by some that it feels less safe in the evening.
- **How will traffic calming work?** People acknowledged that reducing traffic and creating more public realm would help it become more social. However, loading, parking, enforcement and functional movement along the High Street was critical to ensuring that it works long term.

The Ridgeway (33 comments)

- **Supportive of approach:** People want to see The Ridgeway become a well used, green route through the area that also provides a safe cycling and walking environment with more, and better access points.
- **Potential asset:** People noted its potential to be a biodiverse, active and social route that is a real asset for the area.
- **Maintenance and safety:** However, many people noted that their current experience was that it feels unsafe and uncared for - as in other areas questions arose about how ongoing safety and maintenance would be built in.

Pettman Crescent (42 comments)

- **Support for traffic reduction:** People agree that the current road layout is excessively dominated by through traffic and creates a poor environment for pedestrians and cyclists. People want to see the gyratory improved and less traffic for the industrial area moving along the High Street.
- **Concerns:** However, there is also concern that the interventions will add to an already congested area and do not want to see the congestion exacerbated. Some mentioned there had been a test of what is proposed and it worked. Others cited the impact of current works raising concern for fewer lanes of traffic.
- **Community cohesion:** Better links with Lombard Square, Plumstead Station and the High Street were supported. The underpass still feels unsafe and people want to see this connection improved so that the area works together and it is easier to cross from one side to the other.

Residential Areas (33 comments)

- **Supportive of approach:** for the proposals for improving existing residential areas and ensuring that the framework does not only concentrate on areas around Plumstead Station and the High Street.
- **Greenery and parks:** People were supportive of more street trees and greening provided maintenance is embedded. There was notable support for improvements in St Nicolas Gardens and Plumstead Gardens that would make them safer, resolve challenges with ASB and make them better community green spaces. Keen to know when and how these improvements would happen
- Some people noted that they did not want to see a **CPZ in the residential areas**.
- **Challenges** with fly tipping and general street cleanliness was also a recurring theme alongside concerns that the number of HMOs is negatively impacting the area.

Wider Stakeholder Engagement
Approach & Findings

Engagement with key landowners and institutional stakeholders has been undertaken to inform the development of the Urban Regeneration Framework (URF) by establishing a clear understanding of existing land use intentions, delivery capacity, and appetite for future intervention. This has been critical in testing the realism of spatial strategies, identifying constraints and opportunities, and ensuring the framework is grounded in deliverable outcomes.

Through this process, it has been possible to identify where the URF can add value - particularly in coordinating across land ownership boundaries, addressing strategic infrastructure challenges, and shaping long-term change that cannot be delivered by individual stakeholders alone.

Emerging residential and its relationship to SIL

A consistent theme is that while there is active development interest, particularly in residential-led schemes such as Lombard Square, there remain significant structural barriers to maximising regeneration benefits. The delivery of this scheme demonstrates strong market confidence and the ability to establish residential critical mass; however, it also highlights limitations in addressing wider issues such as the gyratory and poor east-west connectivity.

This reinforces the role of the URF in identifying and promoting interventions beyond individual sites that are essential to achieving cohesive place-shaping and improving integration across the wider area.

The Lombard Square scheme also incorporates an industrial building adjacent to the Plumstead Industrial Area as a point of transition, providing flexible industrial accommodation supported by dedicated parking and servicing arrangements.

Engagement has further highlighted emerging, but still nascent, interest in land use change, particularly the potential for residential encroachment into or alongside Strategic Industrial Land (SIL).

This reinforces the importance of the URF in carefully managing the balance between protecting industrial capacity and responding to development pressure, ensuring that any transition is plan-led, coordinated, and aligned with strategic priorities rather than incremental change.

Community and social infrastructure

Stakeholder discussions reveal flexibility in how non-residential uses are approached. At Lombard Square, residential is proposed alongside retail, offices and community facilities, and there is potential for activation of spaces such as these through long-term and meanwhile community and social uses.

This presents a clear opportunity for the URF to provide guidance on the importance of town centre and community uses, ensuring they contribute to local vitality and respond to identified needs such as youth provision, family space, and health services, and in addition to this, ensuring that High Street and future immediate provision outside of this must compliment not compete with one another, to create a cohesive place.

Health infrastructure

Consultation with the Integrated Care Board (ICB) and health stakeholders has reinforced the importance of embedding social infrastructure within the regeneration framework. The shift toward neighbourhood-based, integrated models of care - as set out in the NHS 10-year plan - requires a more spatially coordinated approach to service provision.

Engagement has identified both current capacity challenges and future uncertainties, particularly in accommodating population growth and addressing health inequalities. It also highlights the need for flexibility in estate planning, including opportunities for shared or multi-functional spaces across public sector partners.

This underlines the role of the URF in safeguarding appropriate locations for health and community uses and aligning growth with long-term service delivery requirements.

This means that the URF should reinforce SIL-uses protection in the Plumstead Industrial Area while promoting innovative and mixed approaches to industrial land use.

The proposed Ridgeway connection further illustrates the complexity of delivery in the area, as it is currently constrained by third-party landownership (Thames Water), highlighting the importance of coordinated, multi-agency intervention.

This reinforces the role of the URF in acting as a coordinating mechanism to unlock critical but currently stalled infrastructure connections that are essential for social cohesion and access.

Wider Stakeholder Engagement
Approach & Findings

Intensifying PIA sites

Discussions with the GLA and the Council in relation to the Plumstead Industrial Area(PIA) sites, including the Plumstead Power Station, highlight the complexity of bringing forward large strategic sites. While there is strong support for redevelopment and recognition of the site's catalytic potential, there is currently no single defined vision.

Stakeholders are broadly aligned on the need to retain SIL-functions in PIA while performing a complementary role with community or cultural uses and generating financial returns. There is a strong support for highlighting and enhancing the existing creative/maker, cultural/production, and food wholesale and manufacturing associated activities in the SIL, as this forms part of the 'identity' for the area. There is also openness to meanwhile uses and more flexible, multi-occupier models, despite recognised viability challenges.

This reinforces the importance of the URF in providing a clear direction for these sites, balancing economic, social, and financial objectives while increasing confidence for investors and public sector partners.

Engagement with Network Rail and Transport for London highlights both the constraints and latent opportunities associated with operational infrastructure sites. Specifically, the Network Rail site's Freight designation is widely regarded to be of regional importance, and as it currently operates, can facilitate rapid house building – a regional objective - through supply of aggregates. As demand changes over time and the residential neighbourhood expansion slows, the site has the ability to evolve to accommodate higher employment intensification, e.g. parcel delivery hub, which could greatly support not only residents but the businesses in the area.

Whilst these sites are expected to remain in transport or industrial use, with limited appetite for wholesale change in the short term; there is openness to intensification, better utilisation, and improved connectivity where operational requirements are maintained.

This demonstrates the role of the URF in identifying incremental and realistic interventions that enhance site efficiency, permeability, and integration without requiring fundamental land use change.

There is a wider appreciation that the PIA and the neighbouring uses are constantly evolving. Looking ahead, the Elizabeth Line depot remains a strategic transport use within a SIL designation but presents opportunities for optimisation, with evidence of underutilised ancillary space following the completion of Crossrail. For longer term consideration, conversations suggest the existing rail infrastructure may allow for the Network Rail site to be moved across to the Elizabeth Line depot, which could be supportive of creating a more 'harmonious' concentration of transport and freight uses on one site, with the potential opportunity to consider grouping all or part of the GLA site opposite for wider storage activities as a new cluster, in the medium to longer term. This may allow for redevelopment of the Network Rail site for other employment uses and simultaneously allowing for a new route to be created across the site, to the High Street / wider PIA, which would benefit the wider resident and business community.

Strategic infrastructure uses are an important component of London's industrial land portfolio, but there is a need to balance infrastructure provision with efficient land use, as single-use allocations can underutilise valuable sites. This reinforces the need for the URF to support co-location of SIL-appropriate uses and multi-functional use of infrastructure sites to maximise land value and economic output. Proposals for EV bus depot infrastructure (such as the Go-Ahead EV bus depot) highlight some of the opportunities and trade-offs associated with this approach. Any new industrial or infrastructure coming forward must have a wider economic development perspective to ensure local relevance.

This supports the role of the URF in promoting more efficient use of transport landholdings and land within public ownership, including intensification and reconfiguration where appropriate. Importantly, it also highlights that the URF should avoid reliance on speculative land release and instead plan based on retention, consolidation and intensification of existing uses.

The Plumstead Power Station is widely recognised as a catalytic opportunity, capable of accommodating a mix of industrial uses, with potential to relate to and support cultural, and community uses, provided it remains financially viable. This means that the URF should identify the Power Station as a key opportunity site and establish a clear framework for delivering a viable, mixed-use scheme within SIL policy.

Rather than being considered as a series of standalone sites, the Power Station, Network Rail railhead and adjoining public sector landholdings could be viewed as components of a wider employment cluster.

Surrounding sites could potentially accommodate complementary logistics, storage, servicing and distribution functions that support businesses across the wider cluster. The proximity of the Network Rail railhead presents an opportunity to consider how more sustainable freight, storage and distribution activities could support occupiers located within the wider SIL. Looking ahead, there may also be opportunities to explore how transport, storage and logistics functions across adjacent public sector landholdings could evolve in a coordinated manner, creating a more integrated employment ecosystem.

Engagement Key Findings
Informing the Place Vision

The below elaborates on the key priorities in terms of recommendations for the Framework's approach and has been used to inform the Vision & Objectives alongside the context analysis. Whilst some of these have ongoing costs attached, they would have long term, compound benefits and would work together to support the success of the Framework and the future URF area that local people want to see.

Creating a clean and safe environment: people believe that physical regeneration will struggle to succeed without robust plans to deal with; anti-social behaviour, litter, and ongoing maintenance. These points run through all of the overarching themes and apply to many different locations in the Framework area.

There is an appetite for adding greenery, public art and social spaces but recent improvement's have deteriorated in a fairly short amount of time because of a perceived lack of maintenance and upkeep.

Activities and activation: where possible initiatives should focus on "activating" the neighbourhood through both infrastructure and community programming.

Infrastructure: installing outdoor gyms or play equipment and utilising vacant spaces for meanwhile uses that bring activities onto the High Street.

Quick Wins: opening the Plumstead Centre Cafe, fixing the Glyndon community garden, and increasing programming at the Fire Station community space.

Events: supporting celebration events to bridge different community groups.

Optimising existing assets could provide affordable health, creative, and social hubs. This strengthens community cohesion, improves well-being, and helps disperse antisocial behaviour.

Traffic management: the centre of Plumstead is very car dominated and there is a lot of through traffic to other areas. This heavily effects how the area looks, feels and works. Unlocking the grid-lock and finding alternative routes around the area could make a huge difference.

People vs. Cars: there is tension to be explored between a real desire for a greener, pedestrian-priority environment, and the perceived functional need for business/ customer parking and loading. Moves towards a more sustainable, pedestrian and cyclist friendly environment will need to bring people on that journey and also be workable with local businesses; some of whom are already struggling on the High Street.

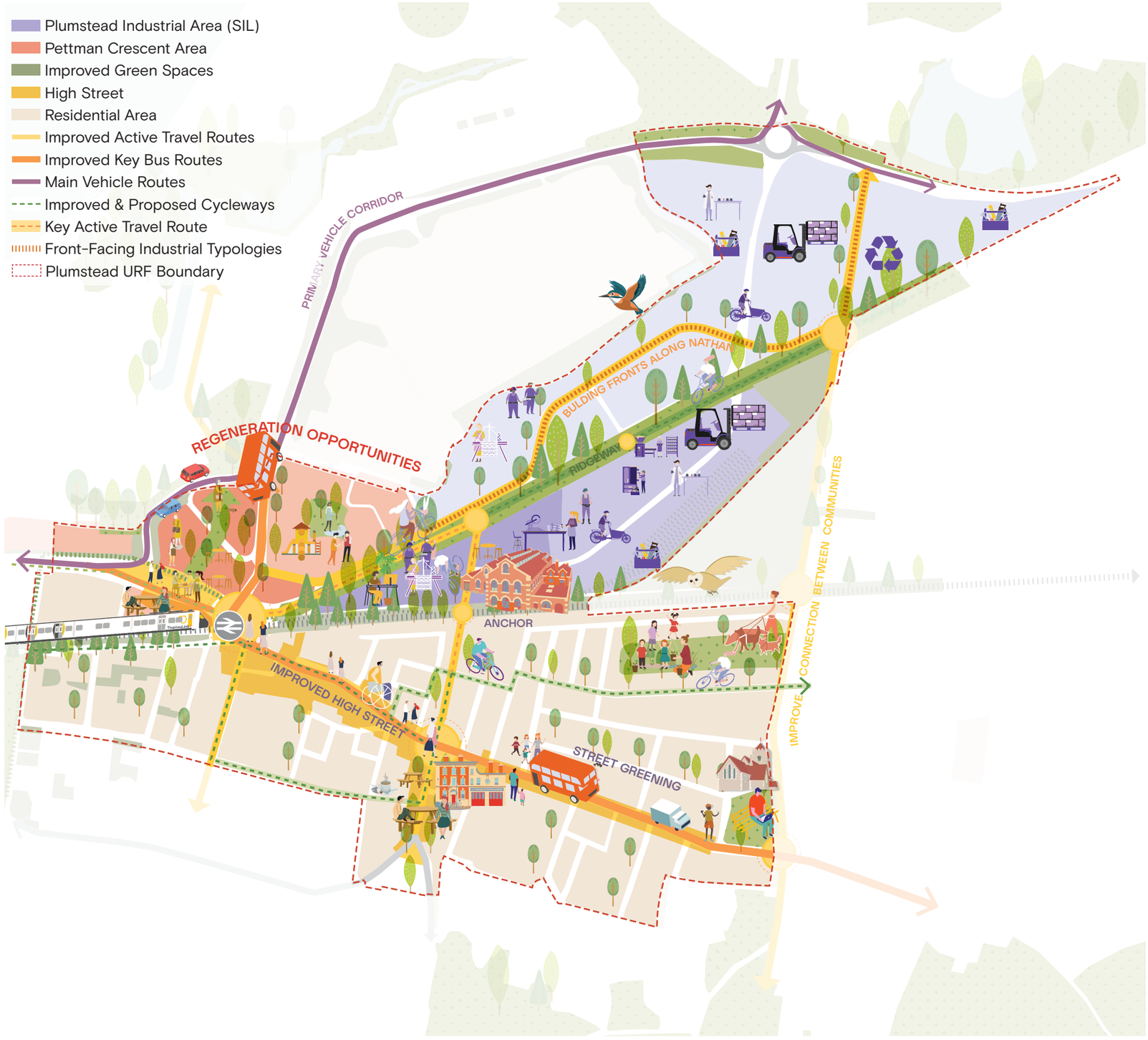
Housing and infrastructure: people want housing to include affordable elements and for growth to benefit the local community in terms of infrastructure, events and money being spent locally. People feel it is important to also address issues around Houses in Multiple Occupation (HMOs) and the impact that is having on local infrastructure.

Character and Identity: people have highlighted they value the heritage of Plumstead and it's diverse communities. However, feedback also highlights that some people feel the area is quite segregated and would value more opportunities to bring the community together.

The PIA: for many of the people who work there, or pass through, their main priority is for it to be cleaner and safer. There is also an understanding from some that the industrial area presents an opportunity to create a revitalised, productive and distinct identity for the area, providing local jobs and the potential for "anchor" spaces that interface with the community. It is important to note that organically it has evolved to include non industrial uses which will need to be considered in the future of the area.

VISION & OBJECTIVES

Plumstead URF Vision



Plumstead URF vision map

The URF aims to enhance Plumstead's vibrant and distinct character areas, creating strong connections between them in order to meet the needs of the local community, the borough, and the city as a whole.

Pillars:

Define & celebrate
the distinct character areas of Plumstead, big and small.

Integrate & connect
these areas across social, ecological, and movement networks.

The URF aims to enhance Plumstead's vibrant and distinct characters across five character areas, allowing the URF to speak for each. These have been defined specifically for the URF as:

- Plumstead Industrial Area (PIA) classified as SIL;
- Pettman Crescent area, which sits around the gyratory;
- Plumstead High Street;
- Residential Neighbourhoods that sit around the High Street; &
- the Ridgeway, which runs through the Plumstead Industrial area.

These areas create an interconnected patchwork, with each piece working to meet the needs of local community, the borough and the city as a whole. The connections between each of these is presented through the Framework across social, ecological, and movement perspectives.

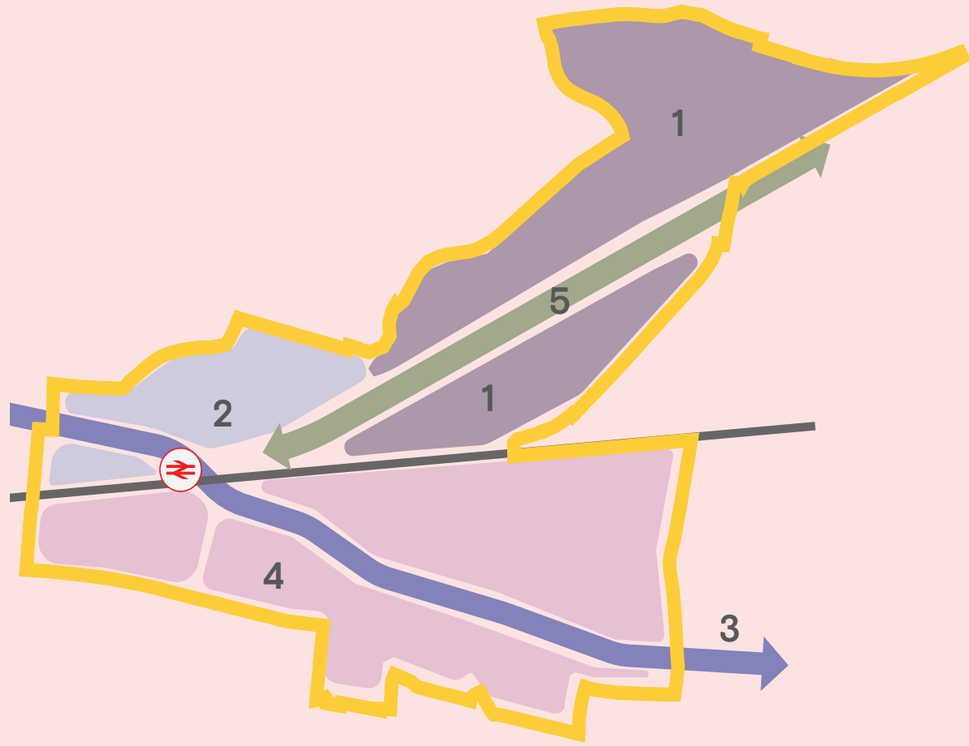
Plumstead will consist of an intensified and strengthened Industrial Area (SIL) which supports efficient and diverse industrial uses, a pleasant and functioning High Street that serves its local community, a transformed arrival to Plumstead, addressing the gyratory at Pettman Crescent and rationlising vehicular traffic to unlock potential and existing regeneration opportunities, enhanced liveability across residential neighbourhoods, interconnected and quality active travel networks, and thriving interwoven local and broader green networks.

Vision
Character Areas

Define & celebrate the distinct character areas of Plumstead big and small.

The five character areas, Plumstead Industrial Area (PIA), Pettman Crescent Area, Plumstead High Street, surrounding Residential Neighbourhoods, and the Ridgeway, are considered individually within the URF, while also addressing how they connect and function collectively as part of the wider framework.

The URF area has an opportunity to resolve severance created by major infrastructure, including across the gyratory, railway corridor, and the Ridgeway. The five character areas are separated by, interfaced with, or defined by this infrastructure, and the Framework sets out a positive future condition for each.



1.

Plumstead Industrial Area

Create a trajectory for the PIA and optimise its potential, attracting investment and improving on existing operations, movement, environment, and relationship to Plumstead.

2.

Pettman Crescent

Repurpose and recharacterise the gyratory to improve liveability whilst catalysing regeneration potential, extending local resources and providing safe and calm streets and public realm to support existing and emerging communities and employment.

3.

Plumstead High Street

Position the High Street as relevant to local people with strong relationships to other centres. Enhance its offer at Lakedale Road and the railway station, reduce its car-centric nature, increase & enhance its social infrastructure offer, improve the walking environment and rationalise parking and deliveries.

4.

Residential Neighbourhoods

Improve safety, liveability, and greening of the neighbourhoods through strategically improving public realm, and improving connectivity to key assets such as schools.

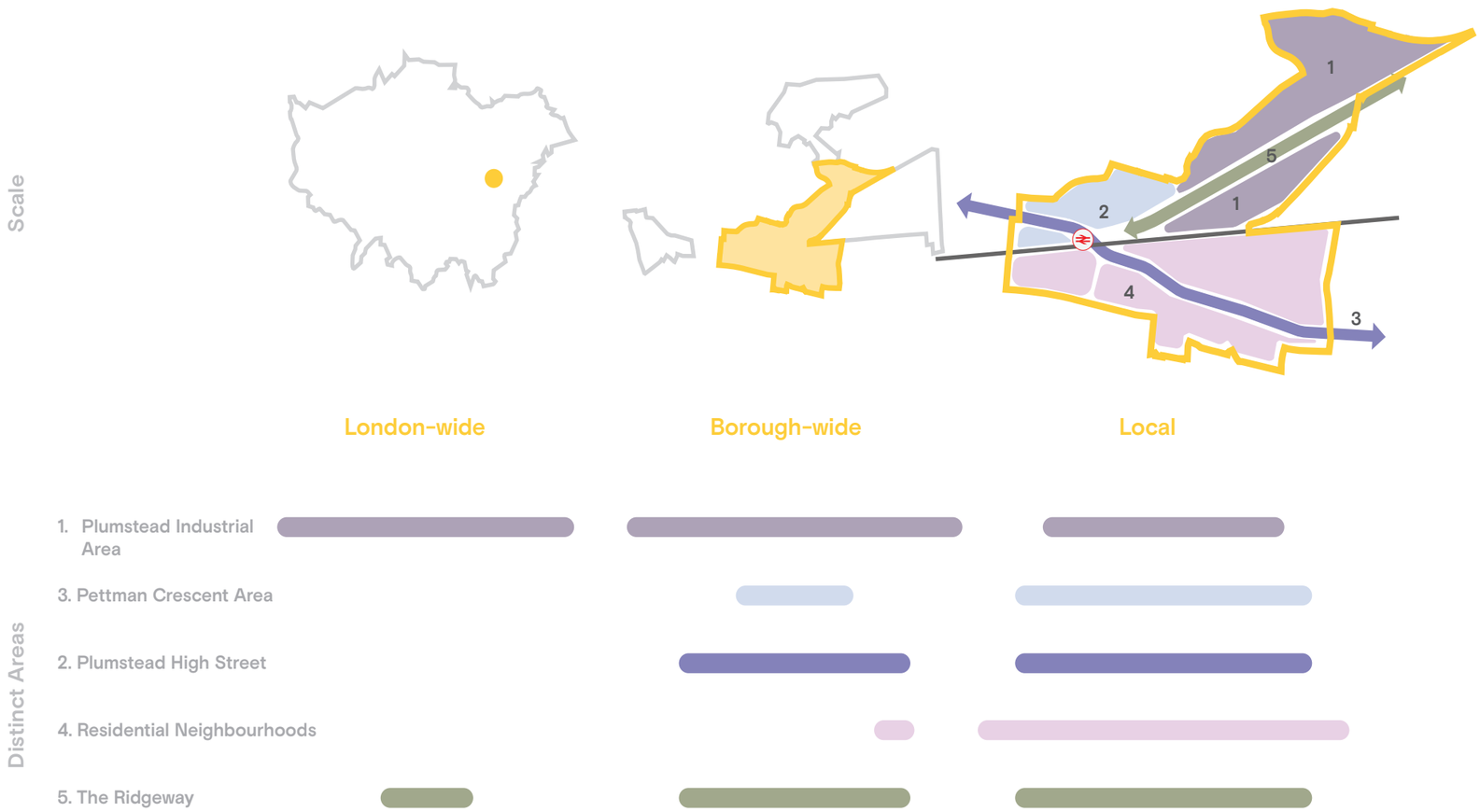
5.

The Ridgeway

Enhance the Ridgeway to function as a safe, pleasant and accessible east-west movement and nature corridor that offers respite from the city and good views across the area.

Vision

Roles at Differing Scales



Area roles and impacts at city, borough and local scales

The five distinct areas operate at varying scales, with differing impacts across the local, borough, and city levels. These objective scales are shaped by each area's relevance and strategic location.

The Plumstead Industrial Area (PIA), designated as a Strategic Industrial Land (SIL), functions as a key employment asset at both borough and city scales. However, its heritage asset (Plumstead Power Station) and location within Plumstead highlight its potential to better serve the local community.

Plumstead High Street should be considered in the context of nearby town centres, particularly Woolwich, which offers a broader range of services. As such, Plumstead High Street is best understood as a local asset supporting the day-to-day needs of its community.

The Pettman Crescent Area is currently severed by car-centric gyratory infrastructure. With key transit corridors such as Western Way and Plumstead Road, repurposing the gyratory would enhance borough-wide movement while supporting emerging residential areas and future regeneration.

Existing residential areas should function as thriving, vibrant and safe local neighbourhoods with certain aspects, such as waste management, considered at a broader, regional scale.

The Ridgeway, built on a sewer embankment, has a strong local impact on public realm and movement. It also serves as a green-network asset at the city scale and an important active travel corridor at the borough level.

Objectives
1. Plumstead Industrial Area (PIA)

Create a trajectory for the PIA and optimise its potential, attracting investment and improving on existing operations, movement, environment, and its relationship to Plumstead.



City-wide:

- Define the PIA 's role and relationship to the wider London SILs
- Safeguard, intensify and diversify industrial uses where appropriate

Borough-wide:

- Strategise approach to existing social infrastructure such as SEND schools and the children's nursery
- Improve waste management initiatives
- Coordinate freight movement by road and rail

Local:

- Increase employment offer and diversify industrial uses to support existing uses whilst attracting investment
- Improve health and well-being of the working community, with targeted investment to improve quality and pride of place
- Protect, utilise and optimise the Power Station as a significant heritage asset in the area
- Enhance relationships with Plumstead High Street and surrounding residential areas
- Improve industrial building interface with The Ridgeway

Objectives

2. Pettman Crescent Area

Repurpose and recharacterise the gyratory to improve liveability whilst catalysing regeneration potential, extending local resources and providing safe and calm streets and public realm to support existing and emerging communities and employment.



Borough-wide

- Repurpose the gyratory into legible and functioning travel corridors that facilitate broader movement, catalyse regeneration opportunities, and respond to emerging developments through enhanced liveability
- Create ecological linkages across the area to join together green assets beyond the URF area

Local

- Recharacterise streets around the gyratory to support a mixed and thriving neighbourhood that negotiates emerging high-density development, regeneration opportunities, and existing mixed-use High Street functions adjacent to the railway station
- Unlock regeneration opportunities within the island, with any associated residential developments maximising affordable housing for the area
- Enhance social connectivity between neighbourhoods through increasing social infrastructure in the area
- Enhance ecological connectivity between wider and local green assets
- Extend the High Street condition beyond the railway station towards Woolwich

Objectives

3. Plumstead High Street

Position the High Street as relevant to local people with strong relationships to other centres. Enhance its offer at Lakedale Road and the railway station, reduce its car-centric nature, increase and enhance its social infrastructure offer, improve the walking environment and rationalise parking and deliveries.



Borough-wide

- Strategically augment the High Street as a neighbourhood/local offer with creative and community hubs, diverse retail and culture spaces, as part of the wider ecosystem
- Complement the offer of Woolwich with localised resources

Local

- Reduce the impact of car dependency, promoting and giving space to other modes
- Rationalise parking and delivery
- Sculpt an attractive pedestrian environment
- Further improve the quality of public realm through interventions such as street trees, accompanied by long-term maintenance strategies, to improve its setting
- Curate an appropriate and desirable mix of door-step resources, focusing around the Lakedale Road junction and the railway station
- Champion the existing heritage and social infrastructural assets such as Plumstead Centre, the library and other assets, whilst identifying opportunities to increase and enhance social infrastructure
- Monitor vacant and underutilised spaces to identity meanwhile opportunities for the community

Objectives

4. Residential Neighbourhoods

Improve safety, liveability, and greening of the neighbourhoods through strategically improving public realm, and improving connectivity to key assets such as schools.

Borough-wide

- Introduce a sustainable urban drainage (SuDS) network to support wider flood risk mitigation measures
- Investigate legible and consolidated waste strategies to reduce street clutter

Local

- Create safe and liveable neighbourhoods by improving public realm through traffic calming measures, nature-based solutions, and optimising pavement space
- Connect key destinations such as schools through public realm improvements
- Optimise the offer of existing public green spaces, capitalising on their role in the community
- Coordinate maintenance of public realm and promote long-term stewardship
- Enhance greening of streets to support an ecological green network
- Improve the quality and biodiversity of public spaces

Objectives

5. The Ridgeway

Enhance the Ridgeway to function as a safe, pleasant and accessible east-west movement and nature corridor that offers respite from the city and good views across the area.



City-wide

- Connect into the wider green network across London

Borough-wide

- Build on opportunity for the Ridgeway as a west-east green corridor through wilding and pockets of spaces for pausing and offering views across the city
- Improve active travel on the Ridgeway including north-south connections across it, such as to Thamesmead

Local

- Create an attractive and safe route along the Ridgeway for walking and cycling
- Strengthen legibility particularly between the Station and White Hart Road
- Encourage positive use of space along the Ridgeway through active spaces such as picnic areas and play-on-the-way
- Coordinate maintenance of public realm and promote long-term stewardship
- Improve and add to access points with more generous stairways and legible, welcoming entrances
- Ensure positive interface with surrounding areas such as Lombard Square and other adjacent buildings

Objectives
Integrate & Connect

Integrate & connect these areas across social, ecological, and movement networks.



Social Connectivity

- Provide and consolidate social infrastructure
- Optimise social infrastructure visibility and coordinate locations
- Adopt safer streets that promote health and wellbeing
- Articulate transitions between distinct areas such as residential neighbourhoods and industrial areas
- Promote and inspire positive, safe and social behaviour
- Promote community relations through stewardship
- Recognise, value and celebrate Plumstead's rich cultural diversity



Ecological Connectivity

- Support ecological connectivity and connections of community to ecological spaces
- Situate and integrate local green assets into broader green network
- Enhance broader east-west green corridors running through the site and improve on lacking north-south green connectivity
- Improve quality, biodiversity and stewardship of local green assets



Movement Connectivity

- Create a pedestrian-friendly High Street
- Strengthen walking and cycling links to the station, Ridgeway and neighbourhoods
- Enhance station interchange
- Repurpose the gyratory while maintaining Plumstead's strategic movement function
- Prioritise buses, servicing and essential access
- Improve kerbside management to support High Street servicing and reduce conflict
- Reduce through-traffic dominance and support mode shift
- Improve east-west cycle network connectivity

FRAMEWORK

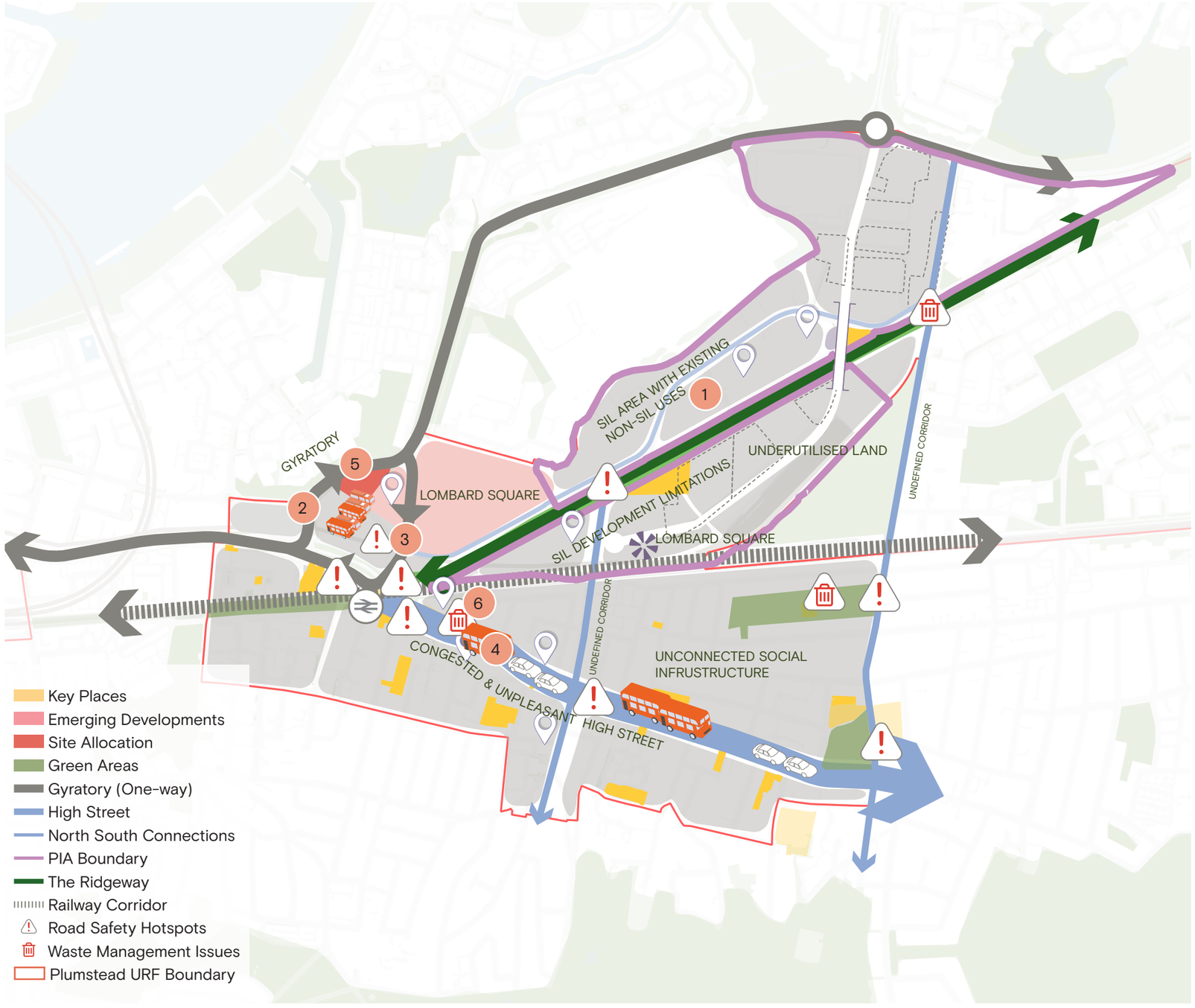
Framework Overview
Existing Condition & Opportunities

The URF area is currently affected by significant severance from the North Kent Line railway corridor, the Ridgeway, and the Pettman Crescent gyratory. As a result, the area is highly fragmented, with distinct and disconnected parts including the Strategic Industrial Land (SIL), Pettman Crescent, Lombard Square, the Tom Cribb site and residential areas severed by infrastructure.

1. The Plumstead Industrial Area within the site is not currently operating optimally, with a number of unutilised plots and instances of non-industrial uses occupying designated industrial land.
2. The Pettman Crescent gyratory, comprising 3–5 one-way lanes, forms a significant barrier. It interfaces with contrasting urban conditions, including dense residential development at Lombard Square and industrial uses such as car-borne retail, storage facilities, and the Plumstead bus garage.
3. Pedestrian and bicycle movement is further constrained by level changes, particularly through the Pettman underpass. Although there are existing and planned active travel improvements along East Pettman Crescent and the northern section of West Pettman Crescent, the overall network remains fragmented and lacks continuity.
4. Plumstead High Street experiences high levels of congestion from both bus and general vehicular traffic. While improvements are being progressed through the PRIP programme, the carriageway remains overly wide, with servicing and parking often obstructing movement and reducing pedestrian space. The High Street also experiences high levels of personal injury collisions, highlighting road safety concerns.
5. Pettman Crescent North has a Site Allocation (P5-TA1) within the Local Plan, part of which has an approved Outline Consent for residential-led development.
6. 11-15 Plumstead High Street Site Allocation.

Additional issues

- Across the site, there are issues of safety and maintenance, with a number of areas appearing neglected.
- Green spaces, including Plumstead Gardens, are under-maintained, and ecological connections are limited.
- Cycle infrastructure is fragmented across the wider area.
- Movement throughout the site is largely prioritised for vehicles over pedestrians and cyclists, reducing accessibility.
- Residential areas also face challenges related to safety, alongside constrained streets with poorly integrated and visually intrusive waste infrastructure.



URF area existing conditions and opportunities map

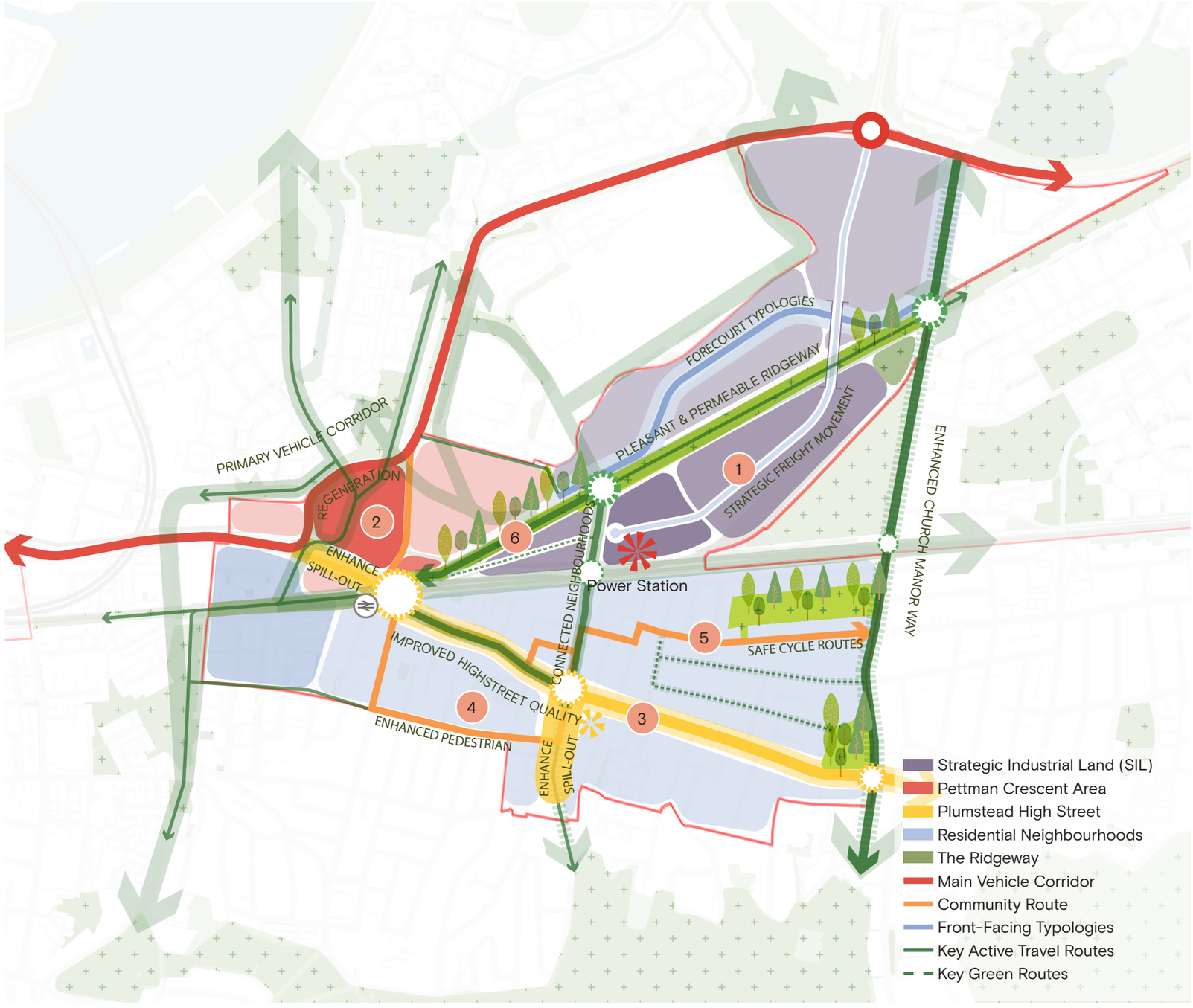
Framework Overview
Key Moves

This framework overview illustrates how the five distinct areas identified in the vision can relate to one another, as well as to the wider context.

It provides a strategic structure for a network of social, ecological, and movement connectivity. Each of the five areas is explored in greater detail within the area-specific chapters.

Key moves:

1. Intensifying the Plumstead Industrial Area (PIA): Defining the trajectory for the PIA through orchestrating clusters of interdependent uses; directing appropriate industrial uses on public-sector-owned land; and advocating for the Power Station site to provide employment functions that can relate to the wider PIA and the High Street.
2. Repurposing the gyratory: Removing the existing gyratory and recharacterising its streets to unlock regeneration opportunities in and around Pettman Crescent and Lombard Square. Vehicle movement to be prioritised along north Pettman Crescent, while east Pettman Crescent transitions into a neighbourhood route accommodating bus movement.
3. Enhancing the High Street: Improving the quality and function of Plumstead High Street by rationalising carriageways, servicing, and parking to increase pedestrian space, building on ongoing PRIP work. This includes highlighting the High Street's role as a social infrastructure spine and reinforcing spill-out activity along Lakedale Road and sections of Plumstead Road by the railway station.
4. Improving residential liveability: Enhancing the quality of residential neighbourhoods through interventions such as SuDS, street greening, and traffic-calming measures, particularly along key routes to schools, to create safer and more pleasant streets.
5. Promoting active travel: Upgrading pedestrian and cycling infrastructure across the wider area, providing safe and legible routes both within and beyond the High Street. This includes improved level access into Pettman Crescent, and better connections across and along the Ridgeway and across the railway corridor.
6. Strengthening green networks: Improving ecological connectivity and local biodiversity through integrated green infrastructure, creating a more resilient and continuous landscape framework.



Framework overview map

Social Connectivity
Existing Condition & Opportunities

The Plumstead URF area has a dispersed network of community, educational and religious institutions which represent the diverse local community and variety of ages and user groups.

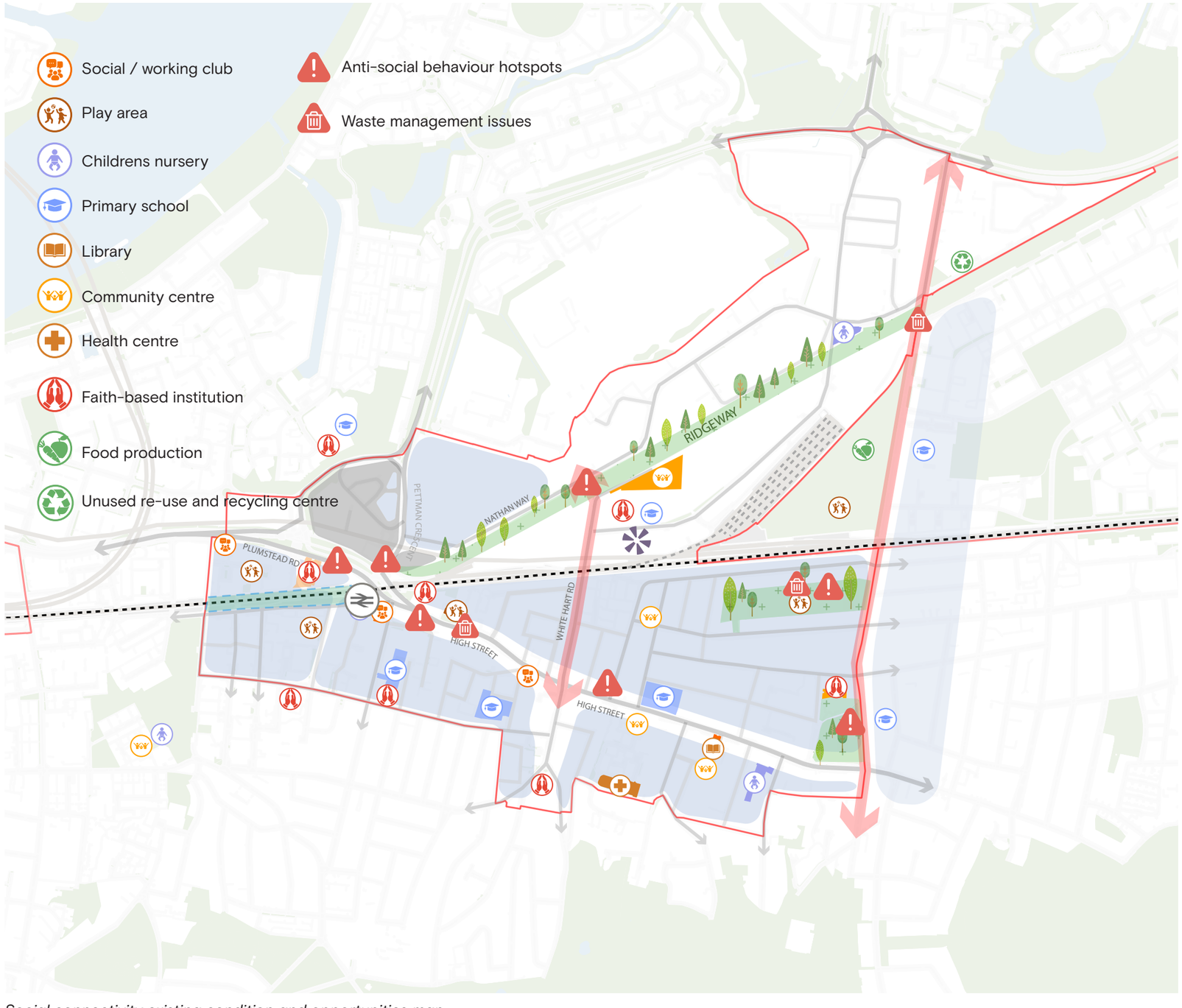
Given the population and size of the Plumstead area, it can also be noted that there is a lack of community and health facilities in the local area. Access and connectivity to these organisations and institutions is challenging due to a lack of sustainable connections, infrastructure, travel distances and an over-reliance on vehicle infrastructure reducing social mobility.

This raises a potential opportunity to provide and consolidate social infrastructure, and locate infrastructure in strategic locations that are easily accessible for all via sustainable methods.

Hostile conditions currently found along the High Street create barriers to access for schools, with pavements being unfavourable for buggies due to pavement widths. Negative perceptions around safety, security and lighting further contribute to challenges for access.

The URF area has two key green open spaces which interface with the High Street and Church Manor Way, and sit close to local schools. These spaces are not performing to their full potential, with anti-social behaviour affecting both the spaces themselves and their edges. There is an opportunity to improve usability and safety through measures such as more open access, clear perimeter definition, and improved sightlines. A lack of maintenance, including overgrown trees and instances of fly-tipping, further contributes to, and reinforces, perceptions of neglect and insecurity. Additionally, level changes, at the corner of St Nicholas Gardens along Church Manor Way, create hidden edges and corners, increasing the potential for spaces to feel unsafe.

Addressing these issues through improved visibility, design, and maintenance will be critical to creating a more accessible, welcoming and integrated social environment.



Social connectivity existing condition and opportunities map

Social Connectivity

Social Infrastructure

The URF area currently accommodates and is served by:

- Children's nurseries
- Primary schools
- Plumstead Centre (library, leisure and community facilities)
- Community room at Plumstead Fire Station
- Invicta Community hall, Shaheed Udham Singh Asian Community Centre (within the PIA) and Glyndon Community Centre
- Plumstead Health Centre
- Religious facilities
- Plumstead Common, Plumstead Gardens and St. Nicholas Gardens and surrounding open spaces

There is a heavy reliance on the Plumstead Centre as the primary community hub with a limited range of community and cultural facilities in the town centre. Across the area, the social infrastructure sites suffer from poor visibility and connectivity between them and to the green spaces around them.

Health Opportunities

Increasing the health offer in Plumstead can either rely on expansion of provision in Abbey Wood; through expansion of Plumstead Health Centre; or can also be explored through provision as part of new developments.

Community & Culture Opportunities

Opportunities exist to enhance the community and cultural offer:

- Incorporate community uses within potential development sites such as Pettman Crescent island and emerging Plumstead High Street developments
- Strengthen connections to the Asian Centre and Power Station via White Hart Road, Plumstead Station and Ridgeway.
- Increase public-facing uses within the PIA such as circular centres, reuse workshops and flexible spaces that can showcase circularity
- Diversification of commercial offer through portions of emerging developments such as the Old Tramyard, including activities such as arts spaces & cafes
- Encourage flexible units for community organisations, start-ups and social enterprises.

It is also important to increase visibility and connectivity of social infrastructure with key footfall sites such as the High Street and green spaces.



Lakeside Medical Centre in Abbey Wood developed as part of a wider regeneration programme to serve both existing and incoming residents. This can be potentially enhanced to further support the Plumstead URF area.



De HER, Rotterdam shows how industrial waste site can support circular economy businesses, community activities and education, creating a public destination while retaining productive employment uses.



Building on improvements such as Good Growth on White Hart Road will support community and cultural links between the High Street, Power Station, the Ridgeway and the Plumstead Industrial Area.



Plumstead Health Centre could be expanded to meet future demand. Public realm improvements along the pedestrian route between Plumstead High Street and Strandfield Close could improve visibility, access and wayfinding to the facility.

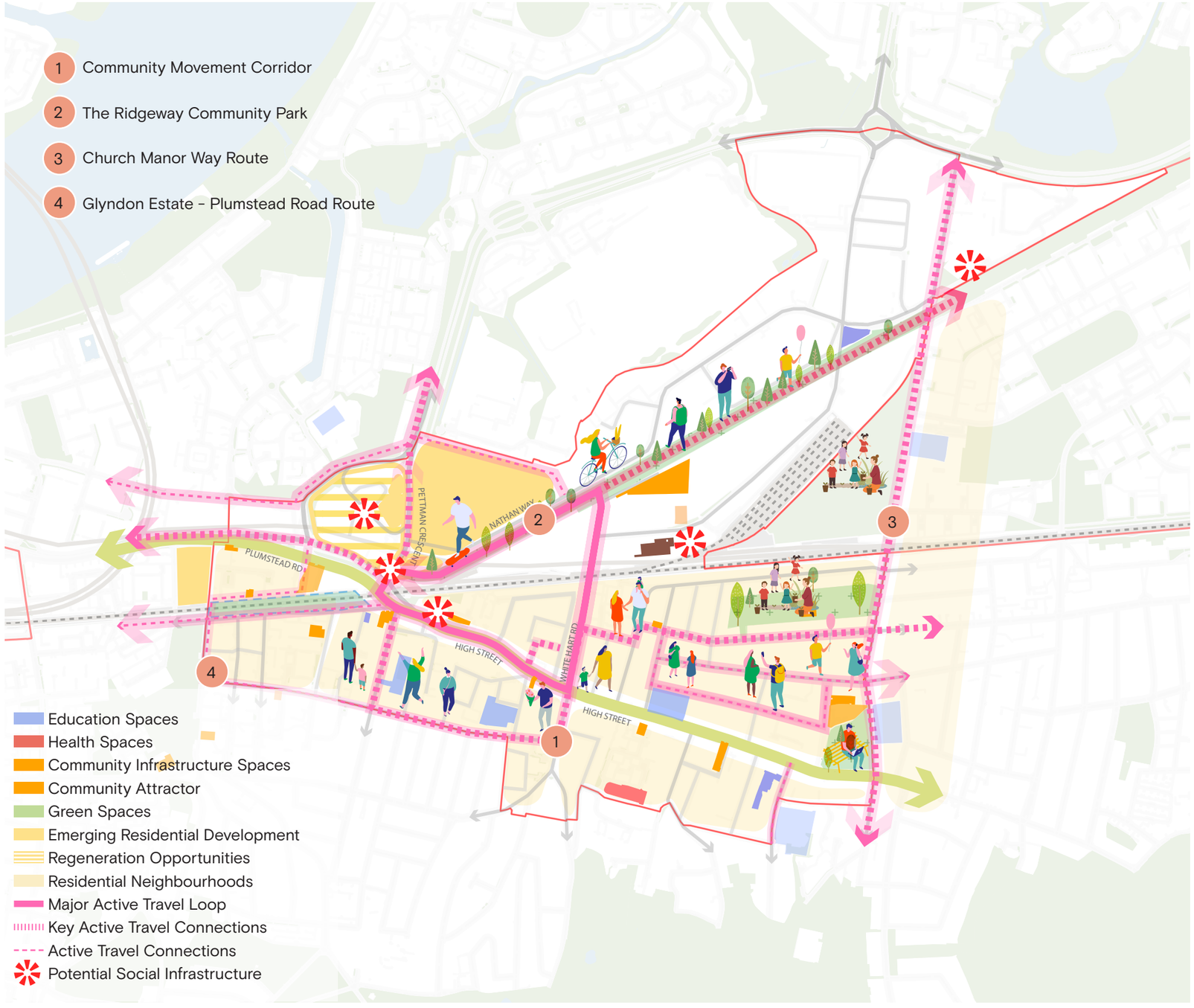
Social Connectivity
Key Moves

In order to improve social connectivity across the Plumstead URF area, a number of key strategic moves are suggested:

- Adopt safer streets that promote health and wellbeing through active travel and sustainable access to resources
- Promote spaces for young people
- Promote design of spaces adopting the GLA's guidance on Safety in Public Space prioritising the three lenses of safety:
  - Freedom from violence, harassment and intimidation
  - Usability
  - Sense of belonging and levels of participation
- Promote school streets and community routes that adopt GLA's 'Safe Routes to School scheme'
- Prioritise and facilitate provision of affordable residential
- Promote the creation of safe spaces that are not commercialised
- Increase social mobility through the adoption of a community route through the URF area, promoting active travel options for access to resources without needing a car in streets such as east Pettman Crescent and Church Manor Way
- Promote social infrastructure to form part of new development and accompany commercial uses particularly along the High Street and potentially through social value initiatives with businesses in the Power Station cluster, bringing a new and varied offer to the local community. These should also work to support the community with the right sort of spaces, which should be in the form of flexible spaces for the community to use as they need, both inside and within the streetscape.
- Optimise the ability of The Ridgeway to act as a community route that has the ability to feature local artwork, or sculpture, creating a trail that celebrates the local community.
- Improve connections across the railway corridor between the Glyndon Estate and Plumstead Road, Islamic Centre and the Plumstead Station

Potential Social Infrastructure provision enhancement

- Plumstead Health Centre: Expansion opportunity
- Nathan Way Re-use & Recycling Centre: Circular economy and community hub that has potential to expand its role
- 11-15 Plumstead High Street Site Allocation: Health or community use identified as part of the development mix
- Pettman Crescent: opportunities in and around the gyratory for health, community, and cultural uses; and through sites unlocked by repurposing & recharacterising the gyratory.
- Power Station Site: Industrial use with public-facing elements and links with other social infrastructure



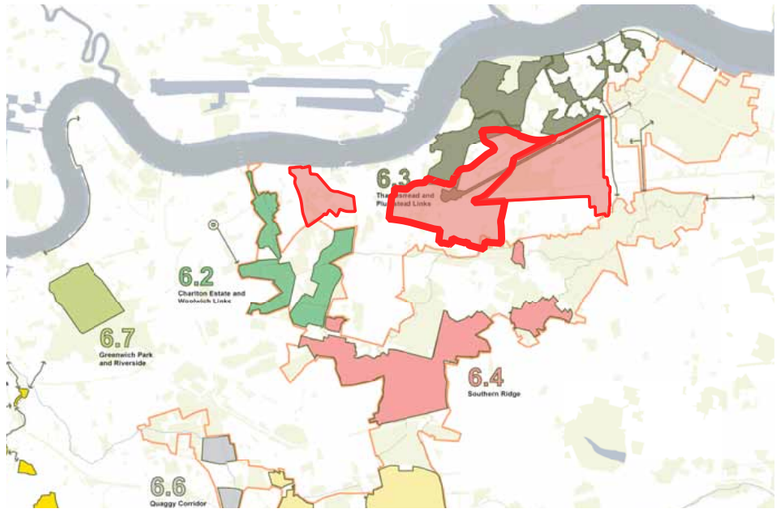
Social connectivity key moves map

Ecology Connectivity
Wider Condition & Opportunities

The URF seeks to strengthen green connectivity across Plumstead and its relationship with the wider network of open spaces forming part of the All London Green Grid and South East London Green Chain Plus Area Framework. The area benefits from proximity to a number of significant east-west bands of ecological and recreational assets, including Winn's Common, Plumstead Common, Lesnes Abbey Woods, Gallions Park, the Ridgeway, Crossway Park and the Thames Path.

A key opportunity is to improve north-south ecological and green infrastructure connections between these assets, particularly in the west, creating stronger links between the Thames Path, emerging Thamesmead Waterfront, Plumstead and Plumstead Common. In particular, improvements associated with the repurposing the Plumstead Crescent gyratory and unlocking regeneration with strong green connectivity to enhance biodiversity, tree planting and green infrastructure connections.

The framework supports the creation of a more connected network of green corridors, streets and public spaces that improve habitat connectivity while enhancing walking and cycling routes. These connections should help link smaller local green spaces, community facilities and neighbourhood parks into the wider green infrastructure network, increasing accessibility to nature for local residents.



South East London Green Chain Plus Area Framework - Project Identification Clusters



Wider Green Connectivity Opportunities

Ecology Connectivity
Existing Condition & Opportunities

Within the URF study area the two key ecological corridors are that of Plumstead Railway Cutting and The Ridgeway. Whilst these are significant ecological corridors, there are areas of severance that act as barriers to ecological movement, most notably the railway line and the High Street. Other key ecological zones that are associated with existing greenspaces are fragmented and disconnected due to residential development, limiting opportunities for wider connectivity.

There are two key designated SINC sites within the vicinity of the URF boundary:

- Plumstead Railway Cutting (GrL27) - This site consists of the vegetation on the banks of this section of the railway, which consist mostly of scrubby woodland with some rough grassland.
- The Ridgeway (GrBII06) - This site consists of the raised bank covering the Southern Outfall Sewer from Plumstead to the Borough's boundary with the London Borough of Bexley to the east, where it continues to the sewage works and outfall at Crossness.

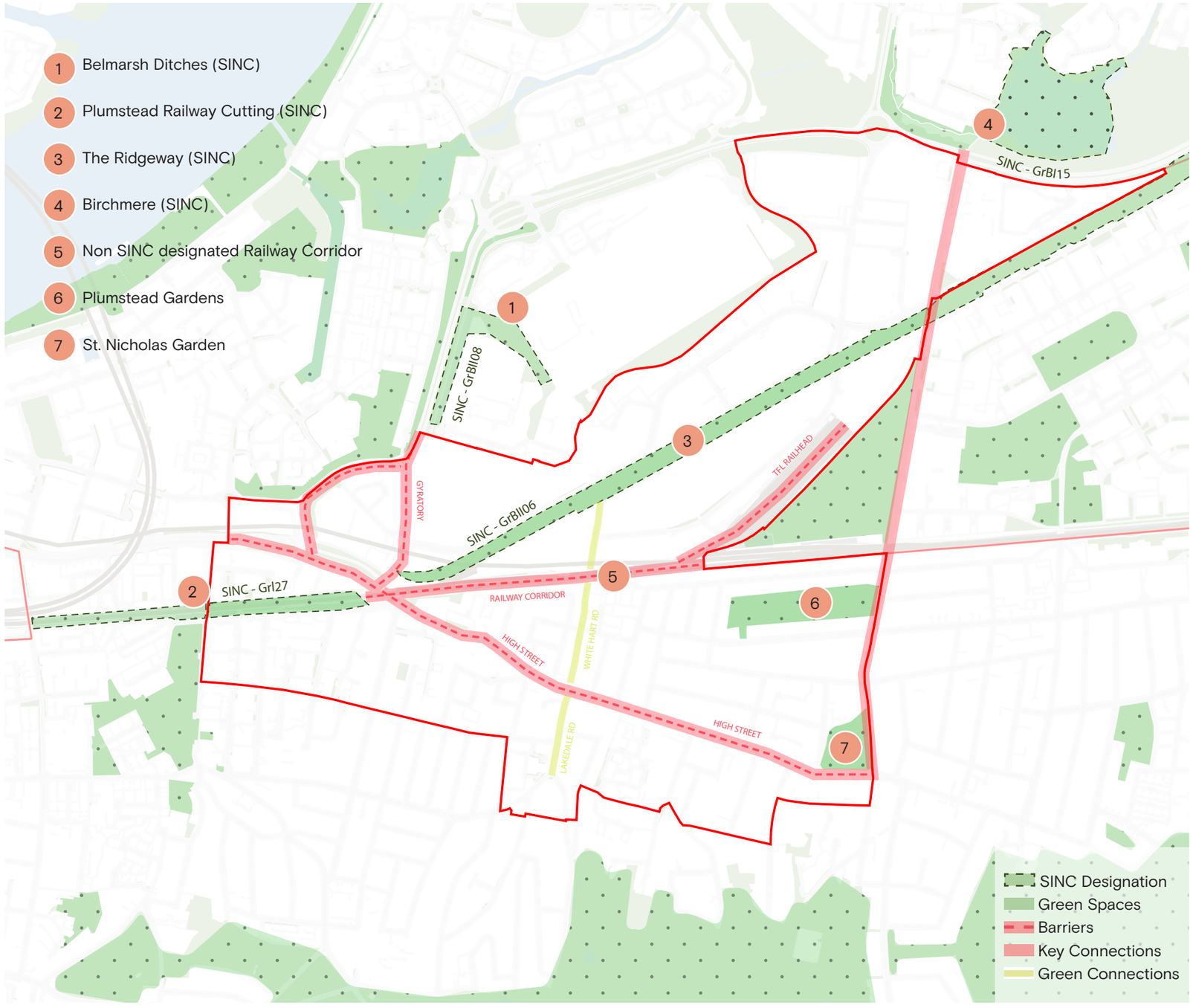
There are a number of existing barriers to ecological connectivity:

- Plumstead High Street
- Pettman Crescent Gyratory
- Railway line

The URF area contains three key local green assets, Plumstead Gardens, St Nicholas Gardens and The Ridgeway. Despite their importance, these spaces currently challenges in biodiversity, maintenance & management, and perceptions of poor safety.

There is also significant potential to strengthen green infrastructure along Church Manorway, establishing it as a key green spine that connects local open spaces and neighbourhood destinations.

The URF will explore opportunities for street greening, improved biodiversity corridors, sustainable drainage interventions, and enhanced pedestrian and cycling environments to create a more connected and resilient landscape network.



Ecology connectivity existing condition and opportunities map

Ecology Connectivity
Key Moves

A number of opportunities are present for the URF to address the severance of ecological corridors and connectivity across Plumstead and the wider area. These aim to harness new landscape gateways, development opportunity sites and public realm / streetscape enhancements to increase the ability to bridge between key ecological spaces and corridors.

A number of key moves have been identified to enhance these ecological routes:

1. Connecting Broadwater Green to Glyndon Estate and Plumstead Common through development in Pettman Crescent.
2. Railway Corridor enhancement opportunity - enhance greenery within and beyond the railway corridor including designated SINC areas between Plumstead Station and The Ridgeway.
3. Plumstead Industrial Area(PIA) to Broadwater Green - maximising landscape and ecological connectivity between The SIL, through Lombard Square to Broadwater Green
4. Lakedale Road to Ridgeway connection - increasing greenery along Lakedale Road and White Hart Road will help connect The Ridgeway through to Winn's Common
5. The Ridgeway to Belmarsh Ditches connection opportunity - Development within the PIA should look to connect the SINC sites of Belmarsh Ditches and The Ridgeway
6. Greening of Community Movement Corridor and key east-west active travel routes creating smaller corridors that to connect Pettman Crescent greening opportunities to Plumstead Gardens, St. Nicholas Garden
7. Church Manor Way broadly connects Winn's Common to Birchmere Lake. Locally it connects five of Plumstead's green pockets; St. Nicholas Gardens, Plumstead Gardens, Seven Acres Sports and Social Club, Church Manor Allotments and the Ridgeway. Greening this route will increase green connectivity broadly and towards these five assets



Ecology connectivity key moves map

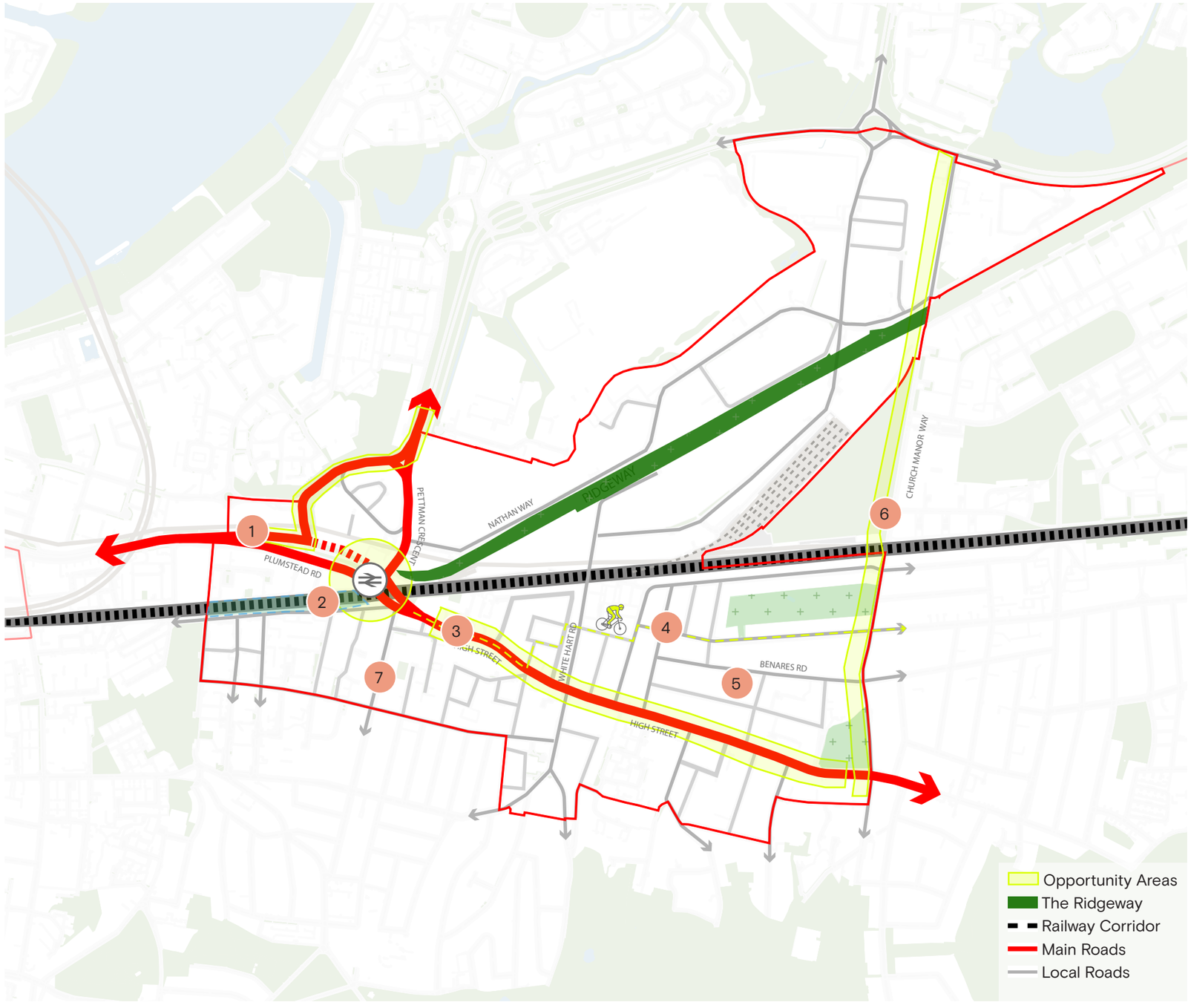
Movement Connectivity
Existing Condition & Opportunities

The existing movement situation in Plumstead is dominated by a handful of main roads that intersect and fragment the URF study area. The High Street and Western Way are the key vehicle routes that carry high-volumes of traffic and result in significant severance across the area, particularly around the station where the road infrastructure is most prominent.

A number of secondary routes on residential streets also carry high-volumes of private vehicle traffic, acting as rat-runs between other key routes and negatively impacting the setting of these predominantly residential routes.

A number of opportunity areas have been identified for wider connectivity across the area:

1. The gyratory currently has 3-5 lanes of one-way traffic, attributing a significant portion of space to highway infrastructure. Opportunity to repurpose the gyratory and unlock development and public realm potential
2. Junction adjacent the station congested and unsafe. There is opportunity to build on PRIP work and resolve severance issues at Plumstead Station, the gyratory and enhance routes towards the Ridgeway
3. The High Street currently prioritises private vehicles, mainly through a flexible carriageway that allows informal parking and loading, limiting space for pedestrians and greening.
4. There are emerging cycle connection schemes from the station moving east, starting on the High Street, moving along Abery Street / Garibaldi Street / Hartville Road / Barth Road to Brookdene Road and the continuing east directly to Abbey Wood.
5. Residential streets can benefit from safety, accessibility and greening measures that encourage more active lifestyles
6. Opportunity for Church Manor Way link up across Ridgeway towards Thamesmead to be made much more attractive enhancing and linking into connections east within the Abbey Wood URF.
7. Opportunity to improve links up to Plumstead Common, potentially as an additional bus route, and/or enhanced walking and cycling connectivity.



Movement connectivity existing condition and opportunities map

Movement Connectivity

Key Moves

Key moves include creating a movement structure through the heart of Plumstead that prioritises sustainable movement through walking and cycling whilst creating greener and safer streets for all. In additional to active travel routes, the URF advocates for improving the condition, safety legibility of public transport, local routes and junctions.

The main ‘unlocking’ move to this would be the repurposing of the Pettman Crescent gyratory near Plumstead station (2). By focusing the movement of private vehicles north onto Western Way (1), the High Street can focus on reducing congestion on this route and freeing up space for buses, taxis and sustainable travel (3). This will open up opportunities for various public realm enhancements along this route that will further enhance connectivity.

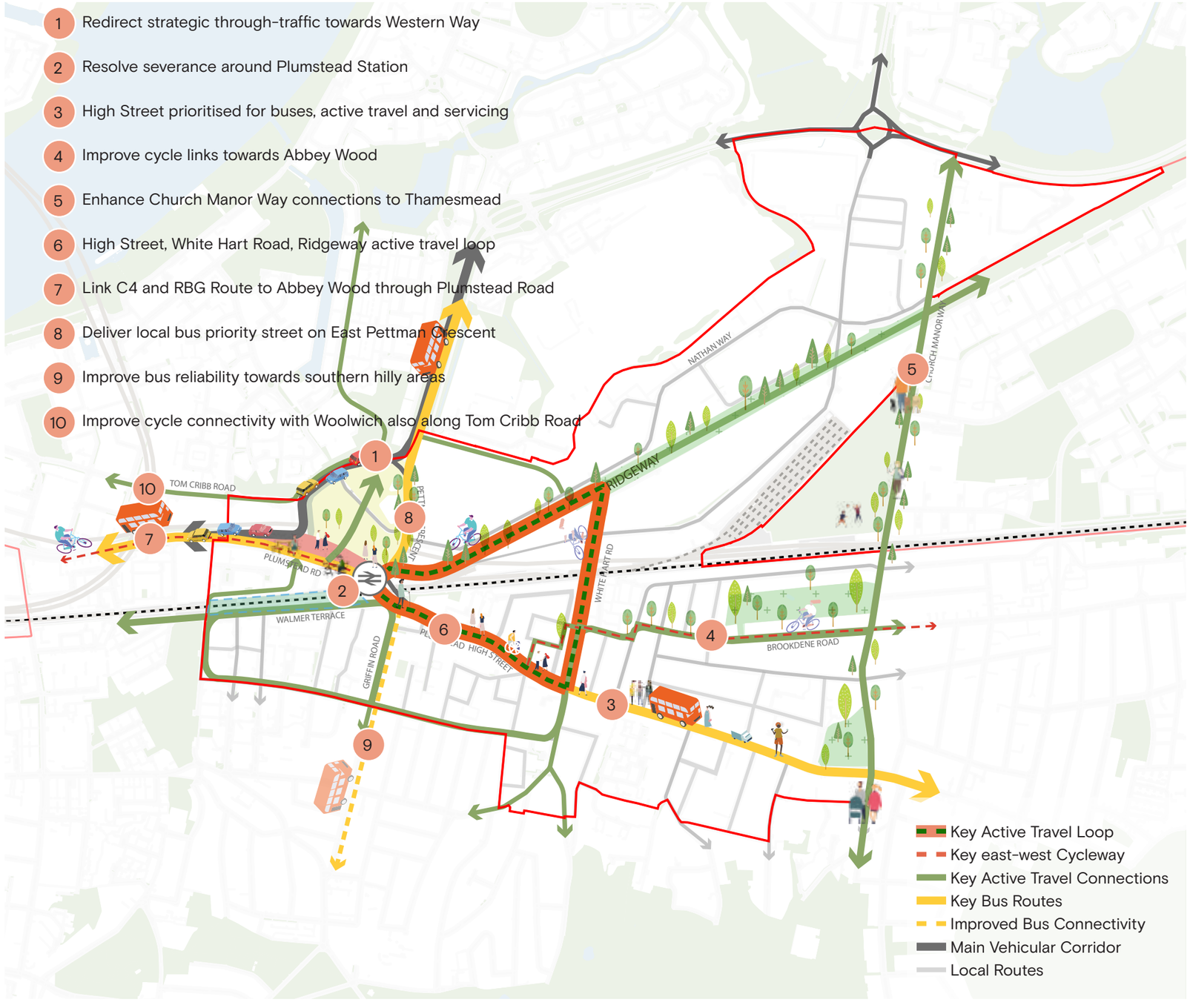
The addition of a cycle route from the station east towards Abbey Wood will create a new key east-west active travel corridor, utilising existing works underway around the station and utilising the High Street where practicable, and on quieter streets to further facilitate east-west movement (4).

Extending Cycleway 4 along Plumstead Road to close the active travel gap between Woolwich and the emerging Abbey Wood cycle route will strengthen strategic east-west connectivity and help create a continuous active travel corridor linking Woolwich, Plumstead and Abbey Wood (7). This can be further augmented by improved cycle connectivity along Tom Cribb Road (10).

Improvements to Church Manor Way (5) will create a further north-south connection route (in addition to Lakedale Road / White Hart Road), providing an attractive route between Winn’s Common and The Ridgeway, as well as linking into easterly connections within the Abbey Wood URF, and northwards to Thamesmead.

The URF aims to enhance connectivity between emerging residential at Lombard Square and existing residential neighbourhoods, the station, and employment opportunities in the SIL, through a triangle loop running along the High Street, White Hart Road and the Ridgeway (6).

Finally, the framework supports improvements to bus reliability and accessibility (8, 9), helping to connect town centre services, public transport hubs and residential areas, including those affected by challenging topography.



Movement connectivity key moves map

Movement Connectivity

Wider Cycle Connectivity Opportunities

The proposed cycle connectivity improvements seek to strengthen links between Plumstead Town Centre, its surrounding neighbourhoods, and the wider Greenwich cycling network, resulting in opportunities to connect residents with key public transport interchanges, schools, community facilities, employment areas and the Thames Path.

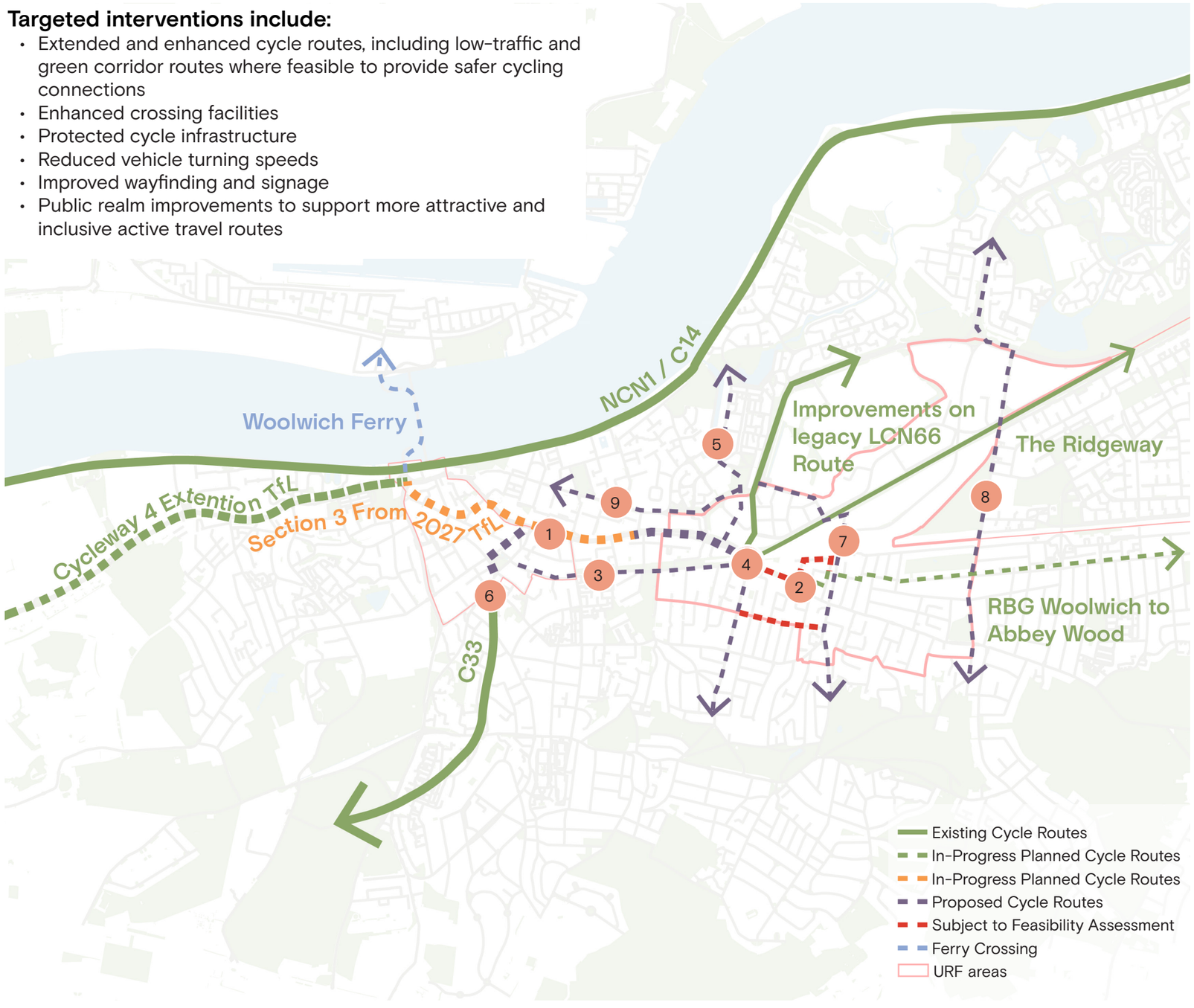
Building on TfL's proposed Cycleway 4 extension and RBG's proposed Plumstead to Abbey Wood route improvements, a series of local and strategic connections have been identified to improve east-west continuity and form a strategic backbone for the area. Further north-south links will provide the requisite connectivity to extend the reach and impact of the strategic network, whilst enhanced junction improvements will improve overall permeability to ensure a safe and coherent network

Cycle Connectivity Opportunities:

1. Cycle Connectivity Opportunities:1) Support the extension of cycle infrastructure along Plumstead Road from TfL Cycleway 4 to Plumstead (Pettman Crescent) to form a strategic backbone route
2. Close the cycle network gap between Pettman Crescent and the Woolwich-Abbey Wood cycle route, potentially through the High Street, Heverham Road or Conway Road, subject to further feasibility assessment.
3. Strengthen connections from Plumstead to Woolwich through improvements to legacy LCN18 route on Walmer Terrace
4. Improve east-west cycle permeability through Plumstead Town Centre by improving key junctions to The Ridgeway, Pettman Cres, Plumstead Road and Plumstead High St
5. Improve the route to Gallions Park to improve north-south access to the Thames Path, public transport hubs and Woolwich Town Centre
6. Connect TfL Cycleway 33 with the TfL C4 Extension through improvements to the legacy LCN18 route on Woolwich New Road
7. Enhance connectivity between Lombard Square, The Ridgeway and southern Plumstead to complement RBG's existing Local Route from Plumstead Common to High St
8. Deliver a direct cycle connection to Thamesmead Waterfront through improvements to the legacy LCN68 route on Central Way, Nathan Way & Church Way
9. Improve Plumstead-Woolwich connectivity via Tom Cribb Road

Targeted interventions include:

- Extended and enhanced cycle routes, including low-traffic and green corridor routes where feasible to provide safer cycling connections
- Enhanced crossing facilities
- Protected cycle infrastructure
- Reduced vehicle turning speeds
- Improved wayfinding and signage
- Public realm improvements to support more attractive and inclusive active travel routes



PLUMSTEAD INDUSTRIAL AREA

Existing Condition
The Area Today

Greenwich contains three Strategic Industrial Land (SILs): Charlton Riverside, Greenwich Peninsula West, Plumstead Industrial Area, with further nearby SILs in neighbouring boroughs, such as at Belvedere. The Plumstead Industrial Area (PIA) is distinct in its character and integration within this network. While Charlton Riverside and Greenwich Peninsula West benefit from stronger primary road connectivity and accommodate larger-format industrial and logistics uses, Plumstead is more constrained, with movement routed through Nathan Way, and through White Hart Avenue as a cul-de-sac condition off Western Way. This has resulted in a granular industrial structure in plots further from Western Way, with smaller-format and a mix of light industrial, storage, and locally oriented businesses. Its close relationship with surrounding residential neighbourhoods, the High Street and ensuing front-facing industrial typologies, further set it apart, creating an interface-sensitive environment compared to the more inward-looking and infrastructure-led character of the borough's other SILs.

The Plumstead Industrial Area is currently characterised by a predominantly industrial land use profile, accommodating a mix of light industrial, logistics, warehousing, last-mile delivery, and servicing functions. The area supports a strong market for small to medium-sized units, typically ranging from 2,500 to 10,000 sqft, aligned with local logistics, manufacturing, and service-based businesses, which generally employ between 5 and 20 people per unit. Vacancy rates are relatively low, at approximately 6% (Costar, 2025), indicating a stable level of demand for industrial space. Alongside these core employment uses, there are examples of successful community and ancillary activities, although these are often constrained by the industrial environment and their reliance on the wider town centre. The area also contains pockets of underutilised land, including unused car parking and fragmented or inactive public realm, which present opportunities for optimisation.

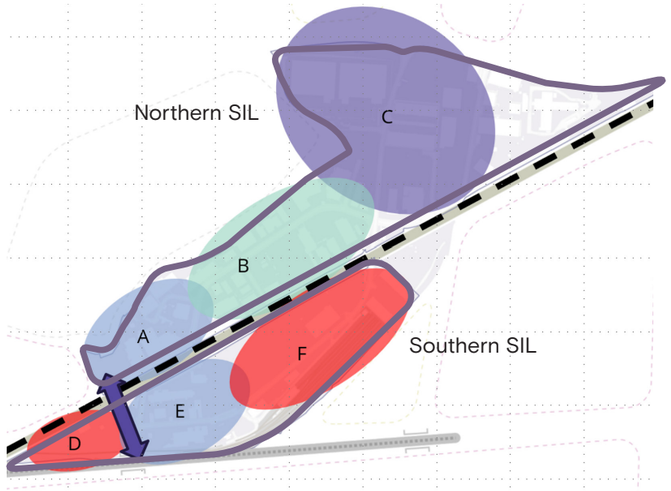
From a policy perspective, the SIL designation of the PIA places emphasis on the protection and intensification of industrial capacity, including the accommodation of heavier industrial uses where appropriate. This is supported by emerging local policy, which seeks to safeguard viable employment land, promote intensification, deliver affordable workspace, and modernise existing industrial stock. At a strategic level, the London Plan and the Thamesmead and Abbey Wood Opportunity Area Planning Framework position Plumstead Industrial Area and the White Hart Triangle as key locations for employment-led growth, with a particular focus on intensification, logistics, and potential for creative and industrial hybrid uses. Within this context, there is an opportunity for the URF to explore how these policy ambitions can be spatially realised, including the potential for more efficient land use, improved integration, and a more diverse employment offer.

The PIA can be divided into two halves, dissected by the Ridgeway, namely the Northern PIA and the Southern PIA, each of which comprise an eastern (large formats) and western (small formats) component.

Northern PIA

The PIA has a very diverse character, due to the configuration of the road network and the proximity to the High Street and residential schemes coming forward. It has a good strategic road network i.e. Nathan Way running through the site, which connects to Eastern Way and onwards to Kent. From an industrial occupier perspective, this is a highly attractive consideration with several logistic activities pepper potted in the north-eastern proportion of the SIL.

The northern half of the PIA (Zones A-C, shown in the figure below) is relatively well occupied, although we recognise there are empty plots that sit along the eastern proportion. The majority of this area is within Peabody's ownership, and it appears that they have a broad strategy to bring to market design & build plots, in line with anticipated demand. Their 'market-facing' strategy for the area should be largely supported as it appears that they are proactively managing not flooding the market with speculative units. However, this has not been substantiated with their relevant lead.



Plumstead Industrial Area key zones

The north-western proportion of this PIA is characterised by ethnic food wholesaling and production, as well as creative businesses including furniture makers and small film and recording studios, occupying micro to medium warehousing. This proportion of the PIA is diverse, and a unique ecosystem of activities that form part of the wider identity of Plumstead.

Southern PIA

In comparison to the northern PIA, the road network within the southern proportion of the PIA is more constrained and therefore, potentially less attractive to industrial occupiers which rely on larger vehicles. However, it does benefit from a direct route into the High Street via White Hart Road to local amenities for workers.

It is equally diverse (Zone D-F, shown in Figure 1) in terms of activities and has a concentration of non-SIL uses (SEND school, Asian Community Centre). There is a large Transport and Storage cluster with the Network Rail and Elizabeth Line Depot situated here. The Power Station (an RBG owned asset) is a Grade II listed heritage building with the potential to accommodate a variety of different uses to enhance the PIA offer.

With the exception of the Power Station, the existing sites and their activities largely represent an investment into the area and are of importance to being 'critical infrastructure' – they should be encouraged and supported but actively managed in terms of considering the public realm treatment and design of future sites to mitigate impact on the wider area, where reasonable to do so.

A key route between the two halves of the SIL, that will need to be formalised to uplift the function and importance of the High Street to new residents

Ridgeway acts as a natural 'divider' for the PIA.

Zones A & E

- Micro and small, light industrial units
- Workshops
- Affordable start-up spaces
- Multi-tenanted with yard spaces
- Sub c.5k sqft units
- Medium, light industrial spaces (c.10-20k sqft) for Zone E

Zone B

- Medium, light industrial spaces
- Mix of multi-tenanted and single units, with: yard spaces
- c.10-30k sqft

Zone C

- Larger logistics warehousing spaces
- 40k sqft +

Zones D & F

- Light industrial warehousing with yard spaces for storage activities
- c.10-30k sqft

Existing Condition
Strategic Context

Plumstead Industrial Area(PIA) presents the greatest untapped opportunity of any Strategic Industrial Location (SIL) in London, with 22% of its land currently vacant, much of it in public ownership.

Northern PIA
Freehold landownership is primarily held by Peabody with some further private landowners present. Given the landholding Peabody have, it is likely that they have a strategy in place to redevelop the area as market-facing opportunities come forward.

This area is served by Nathan Way, which connects through from Eastern Way to East Pettman Crescent. However, the accessibility onto the Strategic Road network differs between the east and western proportion of this PIA owing to new uses that have come forward, such as the Lombard Square development to the west. The eastern proportion therefore better supports activities reliant on heavy vehicular movements and the western proportion supports a range of industrial and creative businesses less reliant on movement of goods.

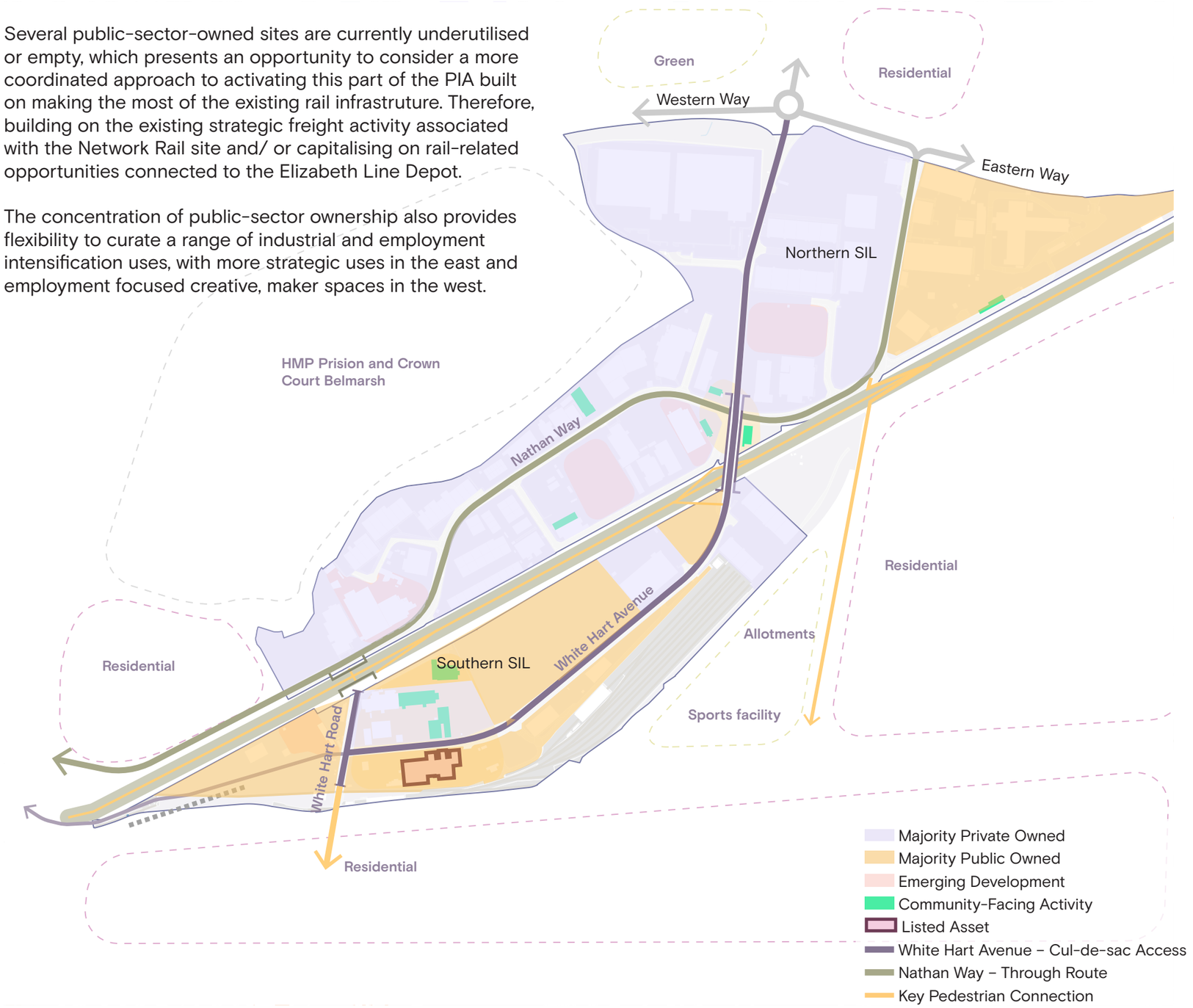
Activities present in the north include distribution, logistics and waste activities, and closer to White Hart Road creative business such as makers, sound recording studios, small film studios and galleries. Improved access across the Ridgeway could further strengthen connections between these businesses and Plumstead High Street. One of these buildings has been earmarked for redevelopment and these businesses should therefore be supported to relocate either within neighbouring premises or within the southern PIA. Food wholesale and retailing of Asian and Afro-Caribbean goods is also a prominent activity that should be protected as part of the SIL's identity.

Southern PIA
Landownership is held across a number of public sector organisations, including Network Rail, the GLA and RBG. This creates greater potential for a coordinated approach to proximate and related sites.

This area is served by White Hart Avenue, which connects to the Eastern Way. However, sites closer to Eastern Way benefit from stronger strategic connections whilst the western extent terminates at White Hart Road, where vehicle movement is restricted under the railway and over the Ridgeway.

Several public-sector-owned sites are currently underutilised or empty, which presents an opportunity to consider a more coordinated approach to activating this part of the PIA built on making the most of the existing rail infrastruture. Therefore, building on the existing strategic freight activity associated with the Network Rail site and/ or capitalising on rail-related opportunities connected to the Elizabeth Line Depot.

The concentration of public-sector ownership also provides flexibility to curate a range of industrial and employment intensification uses, with more strategic uses in the east and employment focused creative, maker spaces in the west.



PIA strategic context map

Existing Condition
Use Character & Clusters

Looking at the use character of these zones, relationships and clusters emerge.

Existing social infrastructure cluster
- A concentration of social infrastructure buildings including nurseries, religious institutions, cultural facilities, and educational uses is located at the eastern end of Nathan Way.

Existing culture infrastructure cluster
- East White Hart Road is a cluster of cultural buildings and uses such as the Shaheed Udham Singh Asian Community Centre, Mount Zion Christian Ministries International and The Anchor Send-Friendly Independent School.
- These are all adjacent to the Power Station.
- This cluster is located adjacent to White Hart Road, which is an important spine connecting emerging residential to the north with the High Street to the south, with potential to attract further footfall.

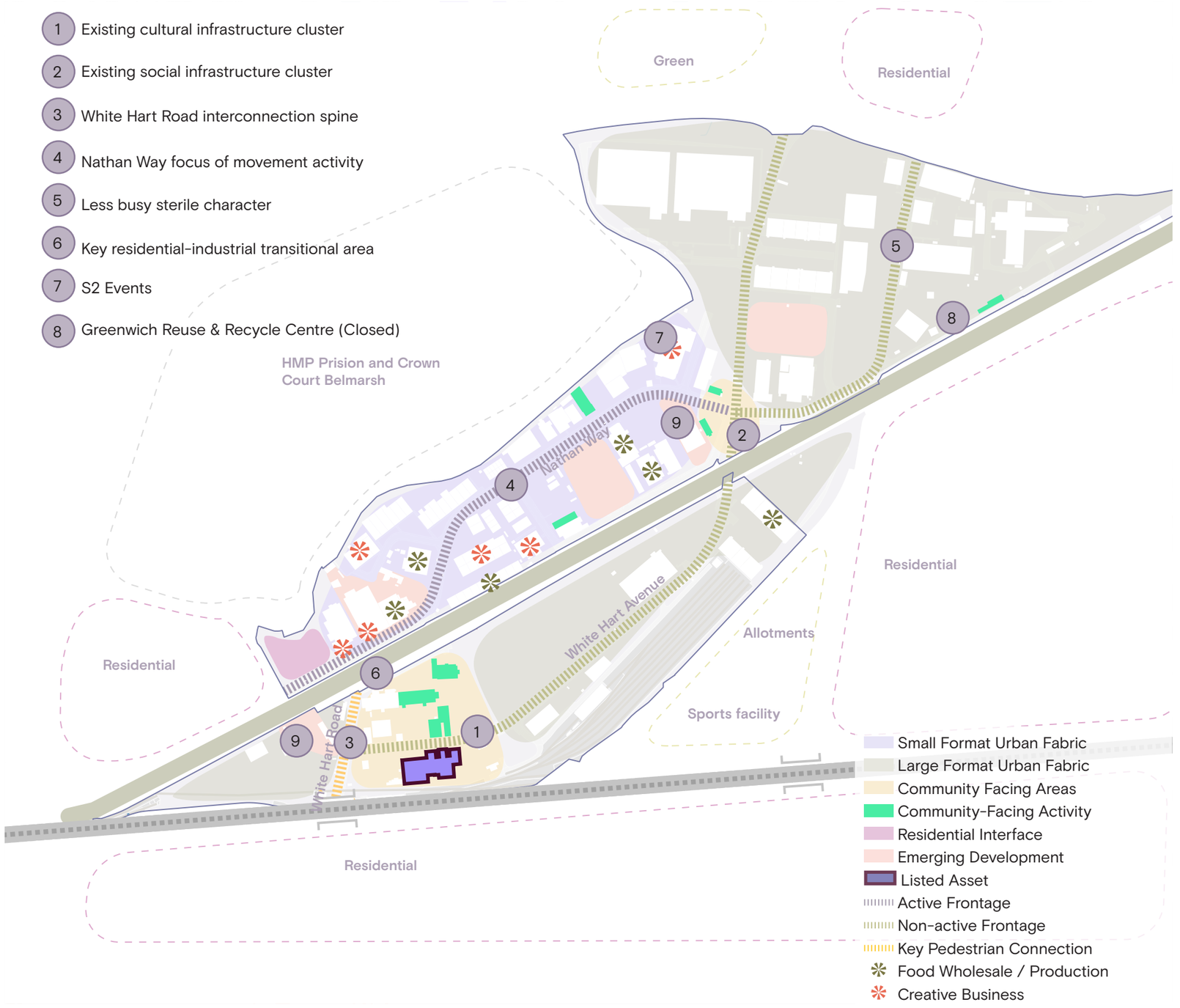
Food clusters
The area has existing clusters of uses that can support other areas such as at the Power Station, and relate even with the High Street.

The PIA accommodates a concentration of food wholesale and warehouse uses serving African, Caribbean, and Asian cuisines. Key operators include:

- **Tasty African Food** whose head office and warehouse, located in the SIL, supports over 20 units across London
- **Himal Food Store** which is a Asian grocery retailer
- **Ades Cash and Carry** a wholesale and warehouse operator and a leading UK destination for African and Caribbean groceries and wholesale products
- **Ash Poultry** a meat wholesaler catering to African and Caribbean culinary traditions.

Making clusters
Existing clusters of small-format making uses, including interior design studios, artists' workspaces, and furniture-making workshops.

Stage Production
To the east of the PIA is a specialist company producing stage lighting, sound design, and set construction.



PIA existing use character and clusters

Existing Condition
Spatial Configuration

Plumstead Industrial Area (PIA) shows industrial activity with a presence of distribution and logistics, cash and carry and some creative businesses present. The area has distinct characters north and south of the Ridgeway. This separation creates two different freight and vehicular movement systems that attract distinct industrial activities.

1. Nathan Way has a range of front-facing industrial typologies including forecourts which front the street, creating an active industrial route.
2. Nathan Way serves bus traffic and has bus stops along it; it is well connected and functions as a pedestrian corridor.
3. The PIA has a number of food wholesalers and some food production of specifically African, Caribbean and Asian cuisines. Some of these have a front facing food serving element.
4. S2 Events is a stage and events production company located in the SIL. It previously functioned alongside Helix 3D, also a set production company, but the site is now proposed for light industrial development.
5. The PIA contains a variety of non-SIL uses, including complementary uses such as a nursery, as well as churches, community centres, and a SEND school.
6. There are areas of under-maintained public realm, such as on White Hart Road, which recently underwent upgrades as part of the GLA's Good Growth initiative. Despite this, the sites are already visibly deteriorating.
7. The industrial area contains pockets of cleared and undeveloped land, representing unrealised development opportunities and contributing to vacancy.
8. Back roads in the PIA, such as Kellner Road, have patchwork surfaces and potholes, posing safety hazards.
9. The PIA is characterised by distinct areas defined by infrastructure which causes severance, including the Ridgeway and the railway corridor. As a result, Nathan Way and White Hart Avenue do not intersect, creating separate vehicular networks and limiting heavy-vehicular permeability across the site which presents an opportunity for localising interfacing street character.



1. Forecourt typologies Nathan Way



2. Bus Routes



3. Food wholesalers



4. S2 events and stage production



5. Pockets of non-SIL uses



6. Undermaintained new public realm



7. Cleared and undeveloped land | Source: Google Maps, 2026



8. Low quality roads | Source: Google Maps, 2026



9. Severance | Source: Google Maps, 2026

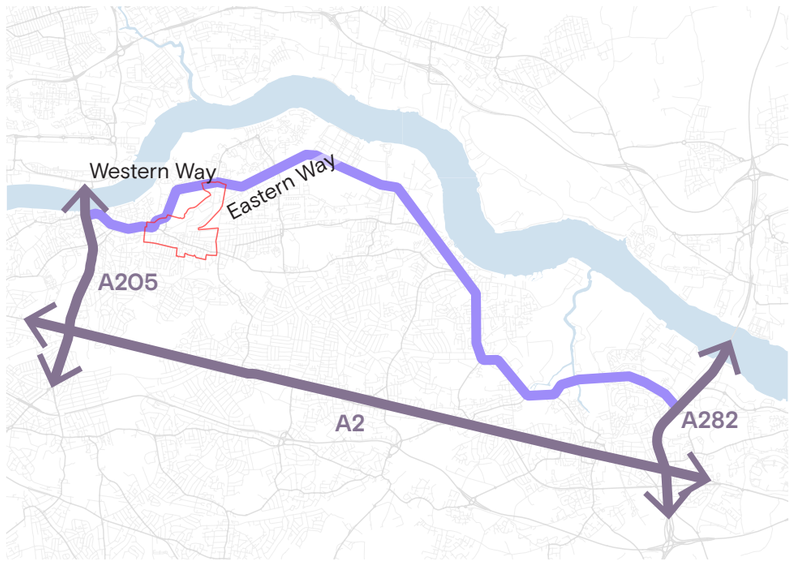
Existing Condition
Movement Character

Freight movement within the area is fragmented due to infrastructural severance and changes in level. There is no continuous loop connecting movement across the SIL; instead, freight movement is structured around two primary corridors that link into the wider transport network: Nathan Way and White Hart Avenue connecting via the Western and Eastern Way.

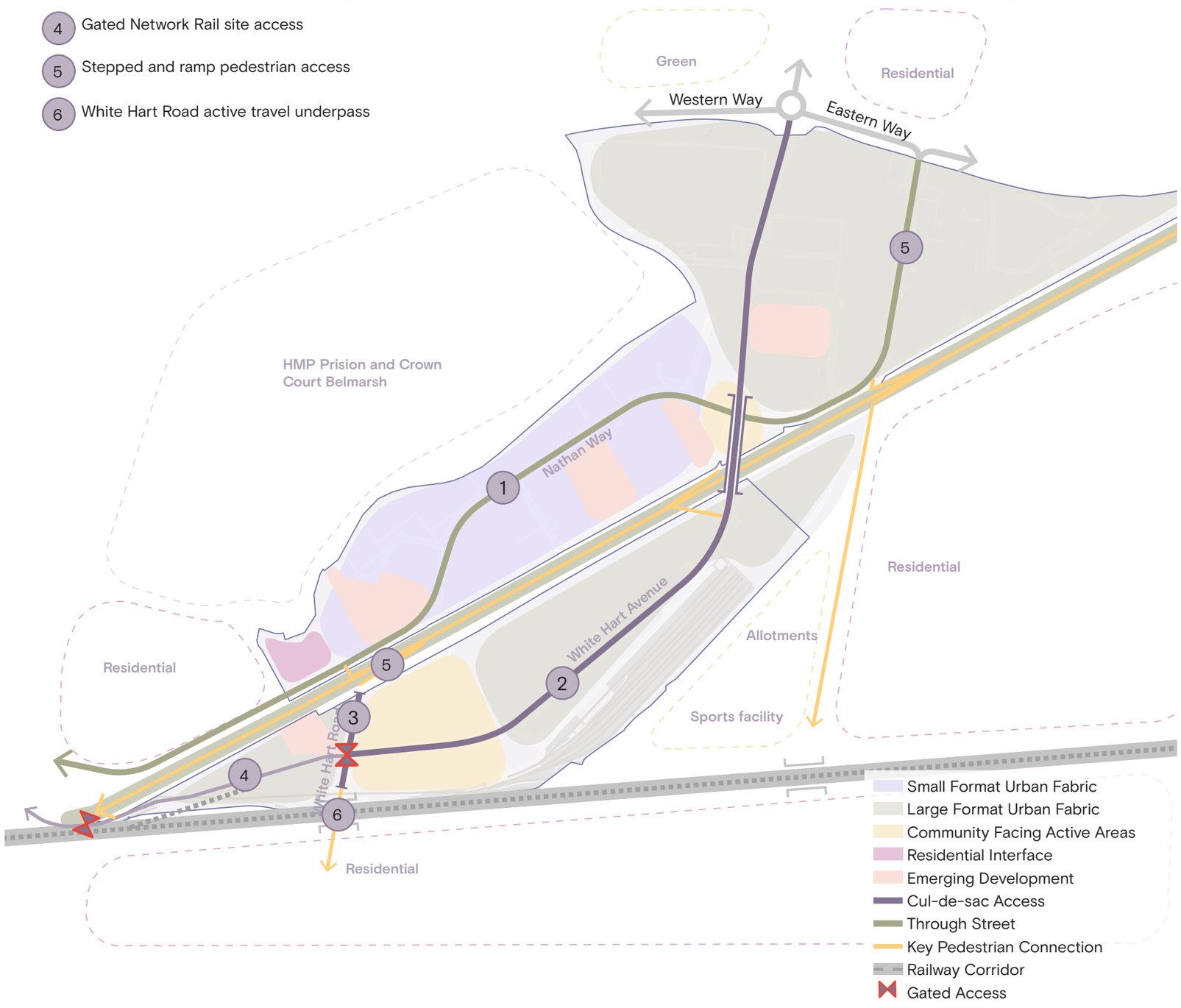
1. Nathan Way
Nathan Way has a positive frontage character with a small-format urban structure. It accommodates freight and bus movements, providing connections towards Pettman Crescent and Western/ Eastern Way.

2. White Hart Avenue
White Hart Avenue serves the section of the PIA located between the Ridgeway and the Elizabeth Line rail corridor. As a result, freight movement does not reconnect with Nathan Way and instead returns back via White Hart Avenue.

3. White Hart Road
White Hart Road is constrained between the Ridgeway and the rail corridor, which restricts freight movement both north and south of these barriers. The route has recently undergone public realm improvements aimed at enhancing pedestrian accessibility and safety.



Wider freight movement



PIA existing movement character

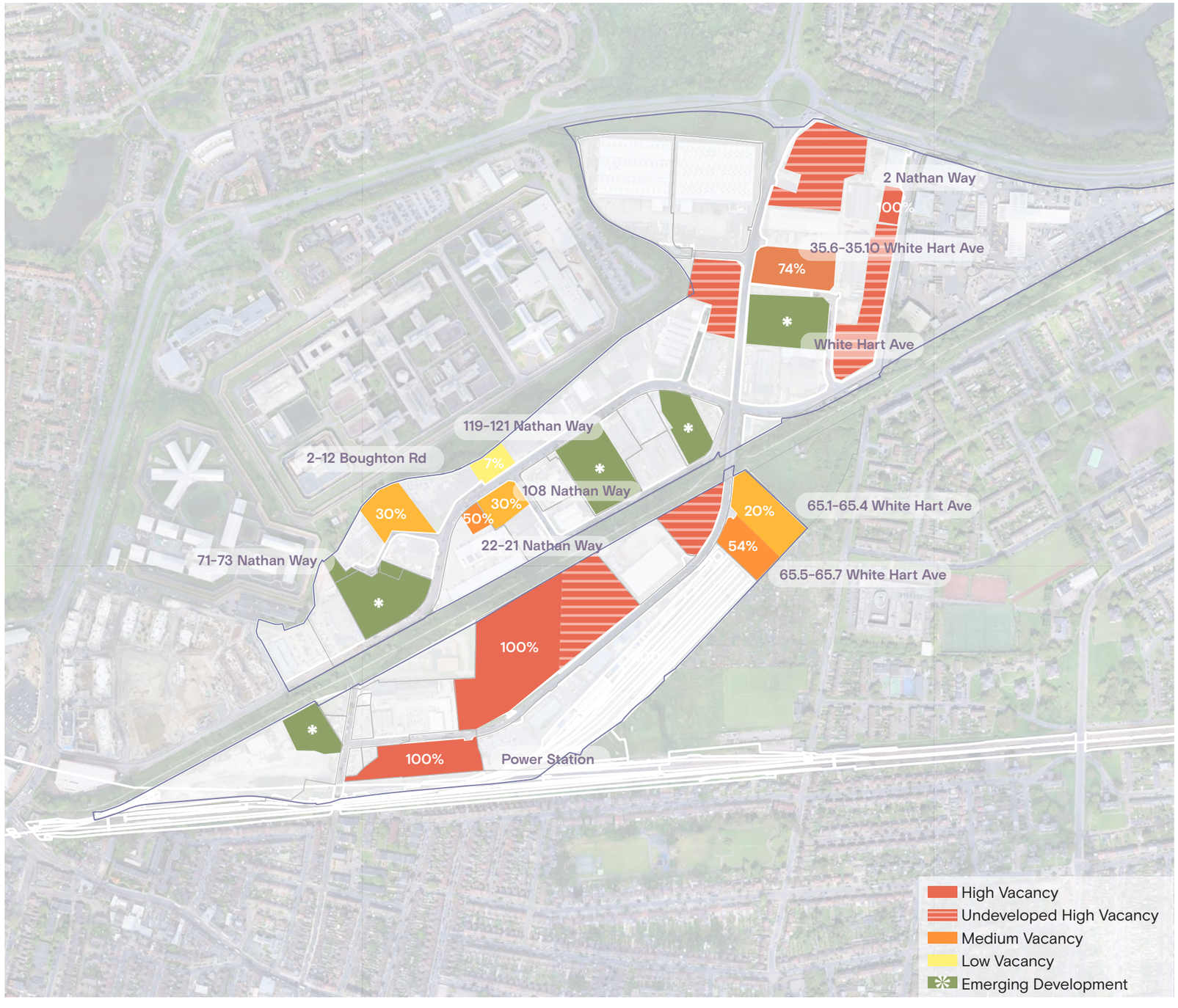
Existing Condition
Underutilised Areas

Plumstead's industrial base is at a crossroads. Over half of existing stock is rated poor quality, and vacancy rates are rising, signalling obsolescence. A large number of plots are completely unutilised. There are a series of larger plots in a variety of ownerships (Peabody, GLA, RBG) that bring an opportunity for coordinated delivery of modern, fit-for-purpose industrial typologies.

- The site comprises of large areas of developed and undeveloped unused land
- Vacancy rates vary by source, ranging from 6% (Costar, 2025) to 17–20% when including underutilised plots.
- Clusters of food wholesale & production, stage production and maker spaces exist
- Large areas in the southern area owned by the public sector including Network Rail, TfL, GLA
- No current trajectory or imminent significant intensification anticipated
- Power Station exists as a potential anchoring asset



Vacant developed and undeveloped sites in the southern SIL



PIA underutilised areas map | Base map source: Google Maps, 2026

Opportunities
Setting a Trajectory

Key Factors Influencing the Plumstead Industrial Area

Looking ahead, the future of the PIA will need to respond to a changing local context, driven in part by significant residential growth and evolving expectations around connectivity, employment, and place. The delivery of Lombard Square will substantially increase the local population, introducing new households with different working patterns, spending behaviours, and demand for workspace, services, and public realm. This shift will place greater emphasis on how the PIA functions not only as an employment area, but as part of a wider, more integrated urban environment.

A central consideration is the need to improve permeability and integration between the PIA and surrounding residential and town centre areas. Strengthening connections to Plumstead High Street, in relation to key gateway sites such as Shurgard, Network Rail land, and the Power Station, will be critical to ensuring that both existing and future communities can access jobs, services, and amenities. Future residents will increasingly expect routes that are safe, legible and well lit, reinforcing the need for coordinated movement strategies that address existing severance.

At the same time, population growth will drive demand for local employment opportunities, particularly accessible jobs for younger people and those without higher level qualifications. This places importance on retaining and enhancing the SIL's economic function, while also considering how employment uses can better interface with neighbouring residential areas. Balancing job density with sensitive edges to new housing will be essential, creating opportunities for more innovative co-location and hybrid development models.

There are also significant spatial and environmental opportunities to unlock. The Ridgeway represents a major, currently underutilised asset, with the potential to form a continuous east to west green corridor linking new neighbourhoods, Plumstead Station, the High Street and the industrial area. In addition, several key sites, including the Power Station, GLA and Network Rail land, present long-term opportunities to reshape both the economic role and spatial identity of the area.

Taken together, these considerations highlight the need for the URF to balance protection and intensification of industrial uses with improved connectivity, stronger integration and a more diverse and responsive employment offer.

Defining objectives for the Plumstead Industrial Area

There are four main objectives emerging from the analysis and stakeholder conversations.

Enhancing Sense of Place and Integration

There is opportunity to reposition the PIA as a more integrated and legible part of Plumstead, strengthening its relationship with the High Street, Lombard Square and surrounding neighbourhoods. This includes enhancing key gateways where residential and industrial areas meet, creating a clearer and more welcoming sense of arrival.

Public realm improvements and emerging uses should prioritise better connections from Plumstead Station into the SIL, delivering greener, safer and more legible routes. These improvements will support both workers and residents and help overcome the perception of the PIA as 'inward facing'.

There is also an opportunity to diversify activity by supporting a broader mix of economic and cultural uses, including small-scale community-facing uses, creative activity and anchor destinations that increase footfall.

Supporting Intensification and Employment Growth

The PIA plays a critical role in supporting local employment, and a key priority is to maximise the efficiency and productivity of land. This includes intensifying underutilised sites, particularly Council-owned assets such as the Power Station, to deliver modern employment space for a range of sectors.

Given fragmented landownership, delivery will largely rely on strong place leadership, active engagement and influencing landowners rather than direct control. Working with existing small businesses will also be key to supporting local employment and economic growth.

Improving the quality of the working environment, including air quality, safety, waste management and public realm, will help create a more attractive and functional place for businesses, while community-facing uses can help anchor activity.

Enhancing the Interface with New Residential Neighbourhoods

As new residential developments such as Lombard Square come forward, managing the interface between industrial and residential uses will be essential. This includes supporting intensification while ensuring sensitive design of edges to minimise conflict.

There is an opportunity to improve public realm at these boundaries, creating shared, safer and more usable spaces for both workers and residents. This can reduce the perception of a hard edge between uses.

Innovative approaches to compatible and co-located uses should be explored to maintain industrial capacity while responding to changing surroundings.

Supporting a Productive and Thriving SIL

Maintaining the PIA as a productive employment area remains a core priority. The London Plan 2026 strengthens the ambition to see SIL activities be ringfenced to B2, B8 and Sui Generis uses such as waste, aggregates, utilities and sustainable transport infrastructure as well as Class Eg(ii) and Eg(iii). Therefore, supporting redevelopment to deliver larger, more efficient industrial floorspace and modernising existing stock.

Improving employment opportunities for local residents is key, alongside better management of servicing, waste and freight movement, particularly in relation to nearby residential areas such as Lombard Square.

There is also an opportunity to support EV charging and greener logistics solutions, helping businesses reduce emissions and improve environmental performance.

Opportunities
Catalysts and Shaping the Area

Distilling the PIA objectives into deliverable and actionable considerations, there are different priorities and uses that could be supported across the two PIA zones.

Northern PIA

Taking a market-facing approach means shaping proposals around what the market can realistically support, including the demand for different types of employment space, business needs and investment appetite. It also involves working with existing businesses to understand how they operate and how they can grow. Building on this, and supporting the existing ecosystem, the following principles and typologies are proposed for Zones A to C.

A: Building on existing manufacturing and creative activities, future typologies could be light industrial micro and small units as well as workshops. Pitched at the more affordable scale, to allow for greater recording, filming, artist studios as well as wood-work and related small manufacturing workshops. Spaces for small start-ups and businesses should be focused here – particularly supporting interior design activities, furniture designers, contractors etc. This is building on the existing market.

B: Small to medium warehousing could be delivered here to support existing manufacturing (printing, food production etc.) as well as ethnic wholesale food retailing.

C: This location should make the most of the road connectivity with Western Way and focus on provision of larger units to support storage and logistics and distribution activities, aligning with emerging stakeholder ambitions. The recycling and waste site is an opportunity to have a more community-facing front with an expanded Reuse Centre and bikes repairs workshop, which could help 'anchor' this end of the PIA.

Any development delivered in the northern PIA should be sensitive to the Prison situated to the north. If there presents an opportunity, cultural and creative businesses should be encouraged to volunteer skills and training to support the Prison's art and cultural programmes.

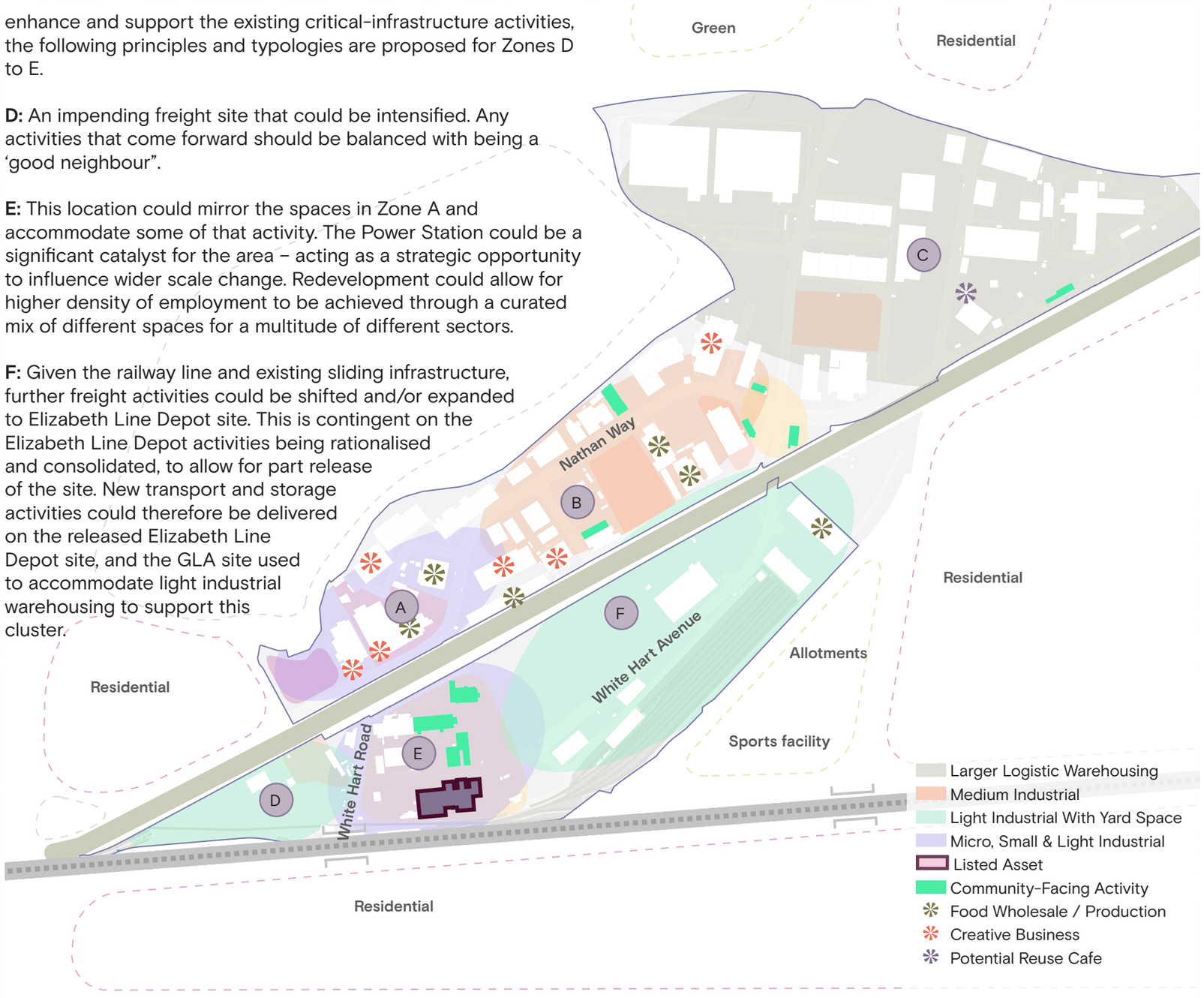
Southern PIA

Conversely, the Southern PIA presents a greater opportunity to take a more interventionist-approach alongside key stakeholders given the nature of the activities and site available for intensification. With regard to this, and in with the ambition to enhance and support the existing critical-infrastructure activities, the following principles and typologies are proposed for Zones D to E.

D: An impending freight site that could be intensified. Any activities that come forward should be balanced with being a 'good neighbour".

E: This location could mirror the spaces in Zone A and accommodate some of that activity. The Power Station could be a significant catalyst for the area – acting as a strategic opportunity to influence wider scale change. Redevelopment could allow for higher density of employment to be achieved through a curated mix of different spaces for a multitude of different sectors.

F: Given the railway line and existing sliding infrastructure, further freight activities could be shifted and/or expanded to Elizabeth Line Depot site. This is contingent on the Elizabeth Line Depot activities being rationalised and consolidated, to allow for part release of the site. New transport and storage activities could therefore be delivered on the released Elizabeth Line Depot site, and the GLA site used to accommodate light industrial warehousing to support this cluster.



PIA catalysts map

Opportunities
Key Moves

Key moves that take advantage of presented opportunities include:

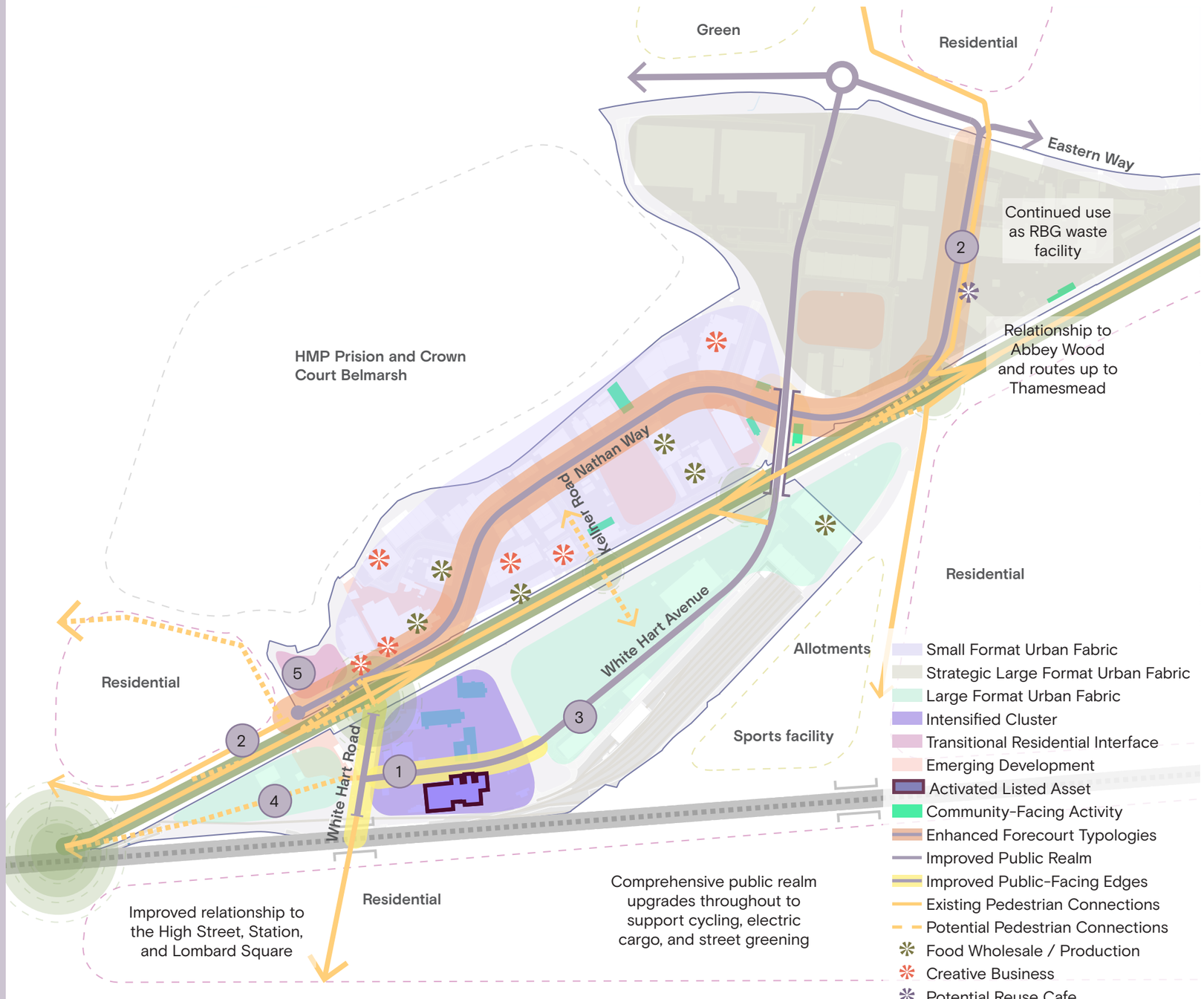
1. Intensified Cluster
- Framing the Power Station as the landmark anchor
- Accommodating community provision within it
- White Hart Road and North Road as the front of house supported by related functions
- Strengthened relationship to the Ridgeway and High Street

2. Public Realm - Nathan Way
- Forecourt typologies along Nathan Way with activity onto the street
- Supporting route to Thamesmead with active frontage
- Intensification of complementary clusters of functions principally food, maker spaces, and stage production
- Explore potential for a bus gate at Pettman Crescent, Right Turn only or similar, at the Nathan Way-Pettman Crescent junction, with industrial traffic routed to Western Way

3. White Hart Avenue
- Intensification of public sector land through coordinated strategies, including the GLA and Places for London areas of industry floorspace
- Improve public realm on North Road and White Hart Road in relation to intensification cluster

4. White Hart Road Site
- Seize opportunity of railhead as Strategic Freight Site, with a phased strategy for accommodating the planned sustainable transportation and advocating for processing sustainable / non construction material.
- Mitigation strategies that allow adjacent residential areas to thrive
- Capitalise on the potential to support uses that can make the most of footfall from White Hart Road and the station
- Longer-term opportunity to move the Strategic Freight Site to Elizabeth Line Depot and consolidate & intensify with whole / part of the GLA site, creating a new freight / transport / storage cluster

5. Transition zone
- Industrial uses that buffer the residential, with higher employment and footfall, but lower levels of nuisance



PIA key moves map

Opportunities

Impacts

City-Wide

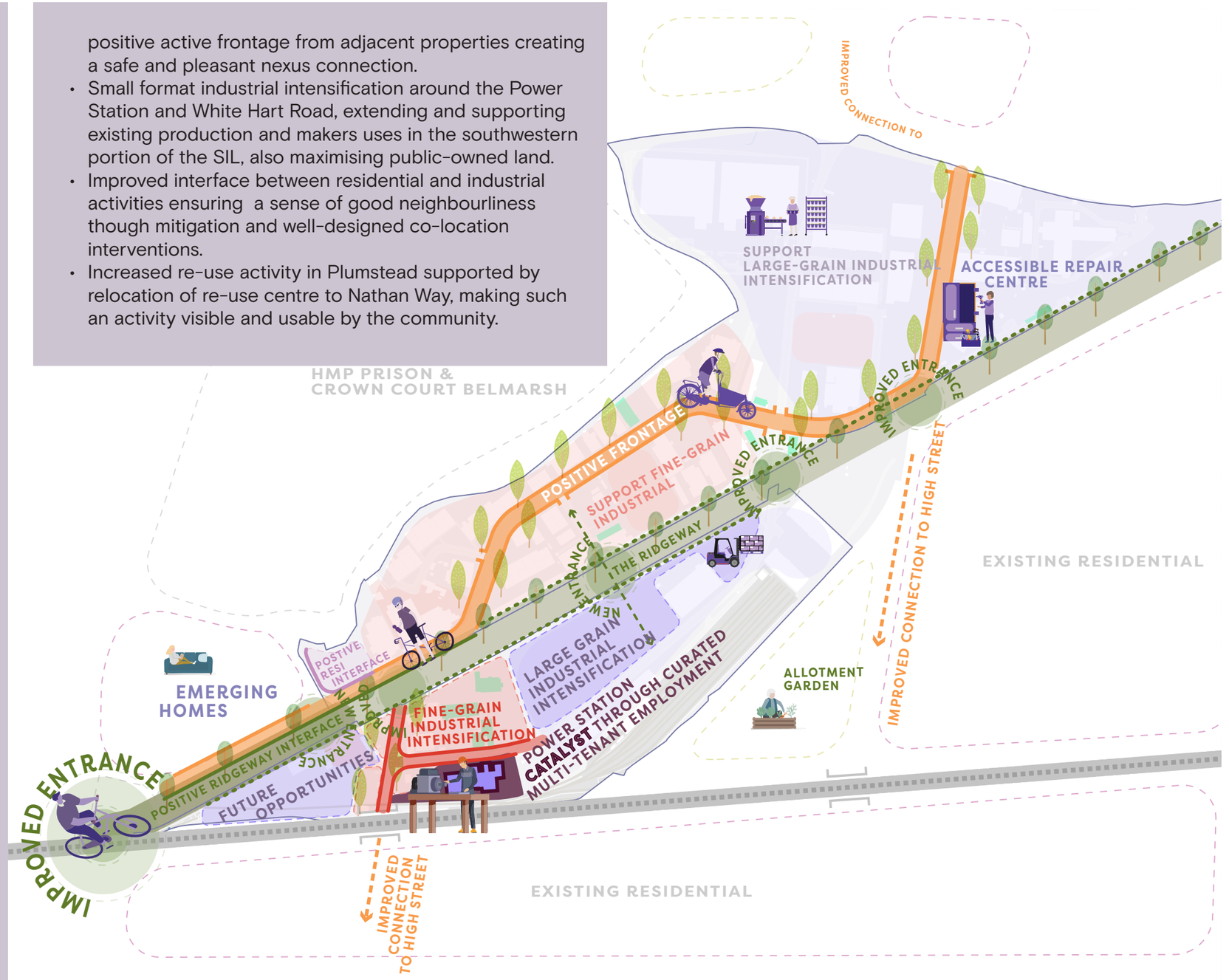
- A protected strategic industrial area retaining critical strategic industrial capacity, infrastructure and operational spaces needed for London to function effectively as the city grows and becomes denser.
- A thriving and productive industrial area providing space for production, manufacturing, logistics, repair and emerging sectors to establish, grow and cluster within London.
- Strengthened strategic freight activities through better use of rail infrastructure, supporting the decarbonisation of freight and reducing reliance on road-based movement.
- An industrial area enabling better housing and economic growth by retaining the infrastructure and servicing capacity needed to support increasingly dense residential and mixed-use neighbourhoods.

Borough-wide

- Front facing industrial uses, attracting communities to the PIA & ensuring that it serves its community
- Improved stewardship and coordination betw.een the borough and local businesses to improve quality of public realm and waste management.
- Larger-format industrial development on public-owned land with closer proximity to strategic movement corridors.
- A thriving circular economy hub providing space for repair, reuse and recycling activities, reducing waste and keeping resources in productive use for longer.
- Coordinated freight movement with heavy freight movement occurring closure to key movement corridors such as the Western and Eastern Way, creating lighter freight movement towards White Hart Road and Pettman Crescent.

Local

- A regenerated Power Station with curated multi-tenant employment occupation as a significant anchor for economic activity. Attracting investment and employment opportunities for the immediate cluster and industrial area.
- White Hart Road as key route connecting Lombard Square, the High Street, the Ridgeway and the PIA with positive active frontage from adjacent properties creating a safe and pleasant nexus connection.
- Small format industrial intensification around the Power Station and White Hart Road, extending and supporting existing production and makers uses in the southwestern portion of the SIL, also maximising public-owned land.
- Improved interface between residential and industrial activities ensuring a sense of good neighbourliness though mitigation and well-designed co-location interventions.
- Increased re-use activity in Plumstead supported by relocation of re-use centre to Nathan Way, making such an activity visible and usable by the community.



Intervention Principles
Power Station – Context

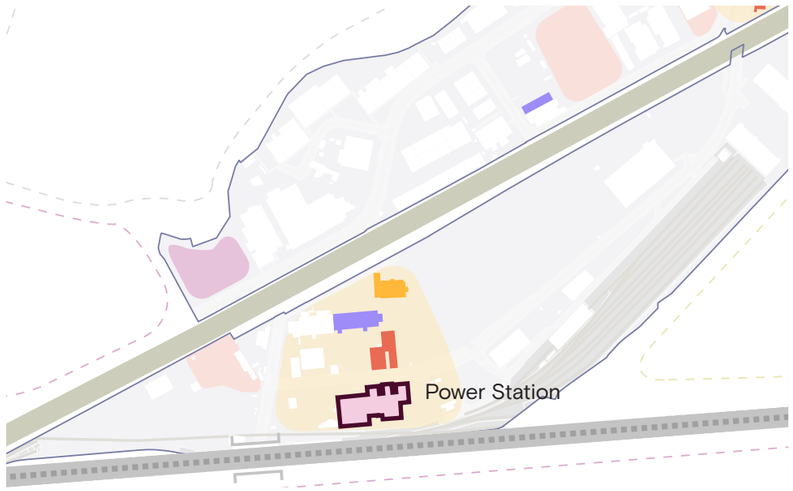
Role as anchor host and cultural attractor
The Power Station is a significant asset in the area, and is a Grade II listed, grand structure. It was constructed in 1903 as a refuse incinerator and electricity-generating station, and now lies empty. There have been recent investigations into what its role and function could be, highlighting that there are opportunities for it to host meanwhile uses as well as manufacturing and more permanent functions, which can catalyse the wider regeneration and vitality of the Plumstead area, and complement its immediate cluster.

It sits on White Hart Avenue and North Road, with a relationship to White Hart Road, giving it the potential to relate directly with the footfall between the station, Ridgeway and High Street, and relating to the nearby residential areas.

White Hart Road serves as an important route connecting established and emerging residential neighbourhoods, including Lombard Square. Its public realm has recently been enhanced to encourage positive, safe, and active use.



Power Station existing site condition | Source: Google Maps, 2026



Power Station map



Power Station existing exterior building condition



Power Station existing interior building condition

Intervention Principles

Power Station – Opportunities

The Power Station should be framed as an employment-intensive hub within a heritage asset, where the listed status supports its reuse. The priority is to maximise job-generating activity that can also drive footfall, while using the existing structure to attract occupiers that benefit from a distinctive setting. The uses should respond to market demand and the PIA's workforce front-facing needs (such as cafe/lunch options identified in the previoulsy prepared feasibility study) while maintaining a strong base of productive employment uses.

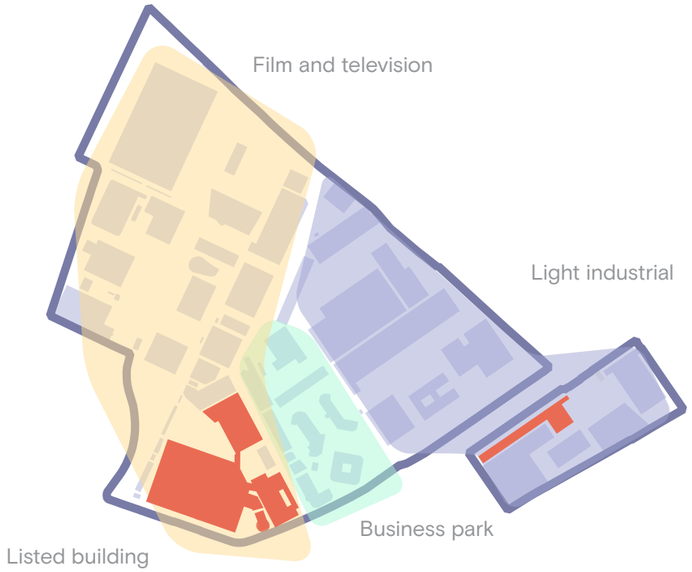
Active and public-facing elements could be used to generate footfall, supporting but not displacing the primary employment function. Activity could extend into the site supporting connections with the surrounding areas, with any publicly accessible elements are concentrated at ground level to support frontage activation and footfall.

The Plumstead Power Station can take a cluster-based approach structured around complementary employment uses identified through market feasibility and studies. This potentially includes a mix of production, light industrial, maker space, manufacturing or flexible workspace functions, supported by ancillary café and food uses that respond directly to local demand. These uses should be co-located within the building to enable operational synergies, shared infrastructure, and a critical mass of employment activity,

The Power Station's proximity to the Network Rail Railhead also presents longer-term sustainable distribution opportunities.

Gillette Building Precedent

The Gillette Building in Brentford sets precedent for how a heritage asset can be repurposed primarily for supporting functions within its wider film and television employment ecosystem in the Great West Road Brentford SIL. Since 2013, the site has accommodated film and television production through the temporary adaptation of industrial space, including stages, workshops and production activity. This established an initial cluster and demonstrated viability. Subsequent redevelopment proposals seek to formalise and intensify this use through a studio campus, including purpose-built sound stages, offices and production infrastructure.



Great West Road SIL with listed building



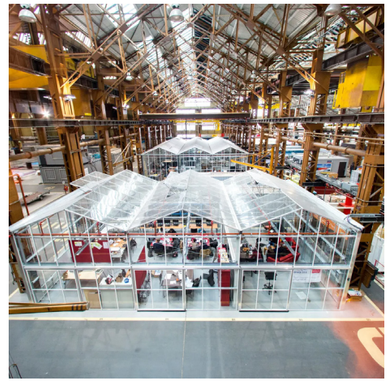
Great West Road SIL with listed Gillette Building now occupying film and TV uses | Source: Google Maps, 2026

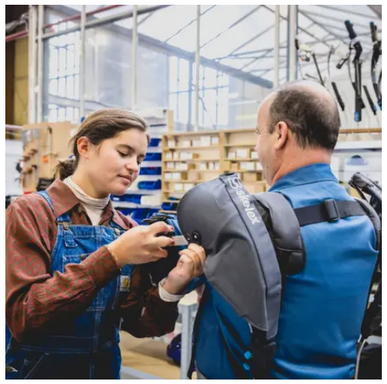




The Forge Offices, London

Nested in a courtyard of a residential neighbourhood, The Forge Offices are located in a restored grade II listed building, repurposed for creative workspaces, offices and events space. It is the headquarters of craft central which provides affordable spaces for crafts professionals.





Rotterdam Droogdok Maatschappij (RDM)

Located in an industrial area in Rotterdam, RDM is an innovation hub and educational campus located in a historic shipyard in the port area. It comprises of co-location of heavy industrial activity, start-ups, scale ups and education institutions. The location also has a cantine and event space.

Intervention Principles
Power Station – Priority Actions

Southern PIA Innovation, Production and Logistics
The southern section of the Plumstead Industrial Area presents a unique opportunity to establish a coordinated employment ecosystem that builds upon the area's concentration of strategic infrastructure, public sector land ownership and heritage assets. Unlike the northern PIA, which is expected to evolve primarily through market-led intensification, the southern PIA has the potential to develop through a more coordinated approach involving the Royal Borough of Greenwich, the GLA, Network Rail and other strategic stakeholders.

This approach should focus on strengthening Plumstead's role as a productive employment location through the retention, intensification and modernisation of industrial uses, whilst improving connectivity, environmental quality and local employment opportunities. Existing transport, freight and logistics activities form an important part of London's industrial network and should continue to underpin the future role of this part of the PIA where feasible to do so.

Connected System - Production, Logistics & Storage
Rather than being considered as a series of standalone sites, the Power Station, Network Rail railhead and adjoining public sector landholdings could be viewed as components of a wider employment cluster.

The Power Station presents a particularly significant opportunity within this wider ecosystem. As a Grade II listed building within SIL designation, there may be opportunities to accommodate employment-intensive industrial activities that can benefit from a distinctive heritage environment. Potential occupiers could include creative production businesses, specialist manufacturers, makers, fabricators, repair and refurbishment operators, digital production businesses and other industrial uses compatible with SIL policy requirements.

The building's unique character may help attract occupiers seeking distinctive workspace, whilst also contributing towards a wider cluster of productive employment uses.

Surrounding sites could potentially accommodate complementary logistics, storage, servicing and distribution functions that support businesses across the wider cluster. The proximity of the Network Rail railhead presents an opportunity to consider how more sustainable freight, storage and distribution activities could support occupiers located within the wider SIL. Looking ahead, there may also be opportunities to explore how transport, storage and logistics functions across adjacent public sector landholdings could evolve in a coordinated manner, creating a more integrated employment ecosystem.

Taken together, these sites present an opportunity to create stronger relationships between production, storage, logistics and distribution activities, allowing businesses to operate within a connected industrial network rather than in isolation.

Learning from Existing Models
A number of examples demonstrate how industrial, logistics and production space can support wider economic and creative ecosystems.

The National Theatre's production and storage facilities in Bermondsey provide an example of how industrial space can enable creative production at scale. Activities such as set construction, fabrication, technical assembly, storage, repair and distribution are accommodated within productive industrial buildings, supporting performances and cultural activity that take place elsewhere. The model highlights the importance of retaining affordable and functional industrial space to support activities that sit behind the public-facing elements of the creative economy.

This relationship may be particularly relevant to Plumstead given the growth of creative and cultural activity across Woolwich and the wider borough. Subject to demand and market testing, there may be opportunities for employment space within the southern PIA to support aspects of these wider creative sectors, whether through making, fabrication, specialist workshops, storage, production support, repair, logistics or other industrial activities that enable creative businesses to operate and grow.

Similarly, the evolution of the Gillette Building and wider film production cluster within the Great West Road Strategic Industrial Location demonstrates how heritage industrial buildings can accommodate modern production-based occupiers when supported by complementary infrastructure and employment uses. The success of the wider cluster is not solely dependent on the heritage asset itself, but on the relationship between production space, servicing, storage, logistics and supporting business functions that together create a functioning employment ecosystem.

The opportunity in Plumstead is not necessarily to replicate these examples directly, but to consider how similar relationships between production, storage, logistics and employment activities could be fostered across the southern PIA, building upon existing industrial functions whilst responding to emerging opportunities in the wider economy.

Delivering Social Value through Activity
Whilst the strategic focus of the area should remain on productive employment uses, there is significant opportunity for occupiers to contribute towards wider community outcomes through activity-based programmes.

Rather than relying on dedicated community floorspace, social value could be generated through partnerships, programmes and initiatives delivered by occupiers themselves. This might include apprenticeships, training opportunities, partnerships with local schools and colleges, work placements, mentoring programmes, careers events, open workshop days, skills demonstrations and business incubation initiatives.

Such an approach could help connect local residents with employment opportunities within the SIL, improve awareness of industrial and creative careers, and support pathways into work, whilst ensuring that employment floorspace continues to deliver its primary industrial function.



National Theatre Green Store, Bermondsey

Intervention Principles

Power Station – Priority Actions

A Managed Occupation and Stewardship Approach
Given the scale, complexity and heritage significance of the Power Station, there may be merit in exploring alternative delivery and occupation models that support its gradual activation and long-term viability.

Rather than relying on a single occupier from the outset, there may be opportunities for a specialist workspace operator, stewardship organisation or consortium-led model to take a coordinating role in the occupation of the building. Under this approach, an organisation could curate occupiers, support business growth, coordinate shared facilities and actively manage the evolution of the cluster over time.

By bringing together complementary occupiers and activities, this approach could help establish the critical mass often required for productive employment clusters to succeed, attract investment and support business growth. It may also provide flexibility for occupation patterns and future investment to respond to market demand rather than being determined by a single end user from the outset.

Alongside supporting productive employment uses, a coordinating organisation could facilitate skills programmes, business support initiatives, outreach activities and partnerships with local education providers, helping to maximise the wider social and economic benefits generated by the site.

Ultimately, the Power Station presents an opportunity to explore a more curated and collaborative model of occupation that supports long-term employment growth whilst recognising the unique challenges and opportunities associated with bringing a large listed industrial building back into productive use.

Equally, there may be opportunities for a single occupier, or a lead occupier supported by a smaller number of complementary businesses, to bring forward a comprehensive vision for the building. Depending on market demand and occupier requirements, a business with space requirements of sufficient scale may be capable of undertaking the investment required to refurbish and occupy the building directly, whilst accommodating complementary activities that support its core operation. In this scenario, the Power Station could still function as part of the wider employment cluster, supporting production, storage, logistics, making and creative-industrial activities under a more unified ownership and management structure.

1. Establish a partnership between the Royal Borough of Greenwich, Network Rail, the GLA and other key stakeholders to coordinate the long-term development of the southern PIA.

2. Support the retention, intensification and modernisation of industrial floorspace, whilst safeguarding strategic freight, logistics, storage and distribution activities.

3. Champion Power Station as an employment-led destination accommodating production, making, fabrication, creative-industrial and other SIL-compliant uses.

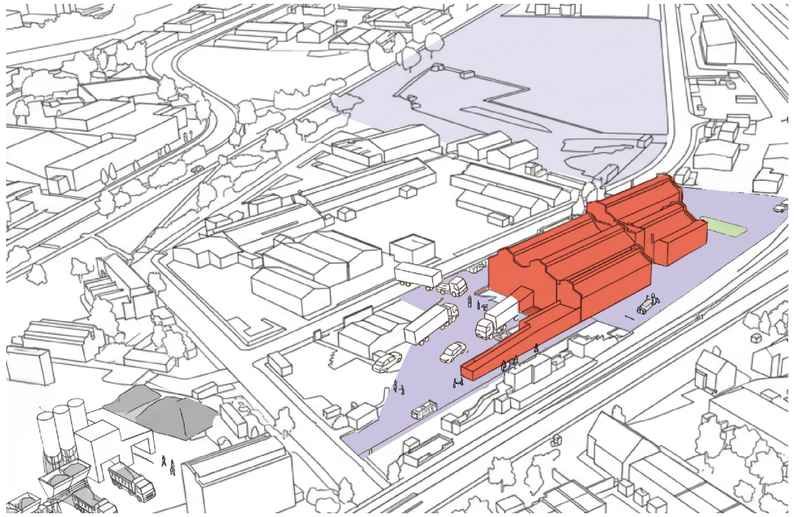
4. Develop a coherent identity for the southern PIA as an innovation, production, storage and logistics cluster, supporting complementary businesses including circular economy, creative production, food production and specialist manufacturing.

5. Promote skills, training and employment pathways through partnerships with occupiers, local schools, colleges and training providers, including apprenticeships, work placements and business support initiatives.

6. Improve connectivity, environmental quality and stewardship across the southern PIA, including White Hart Road, North Road, the Ridgeway and the Power Station, through coordinated management, public realm improvements and active site stewardship

Intervention Principles

Power Station – Spatial Opportunities

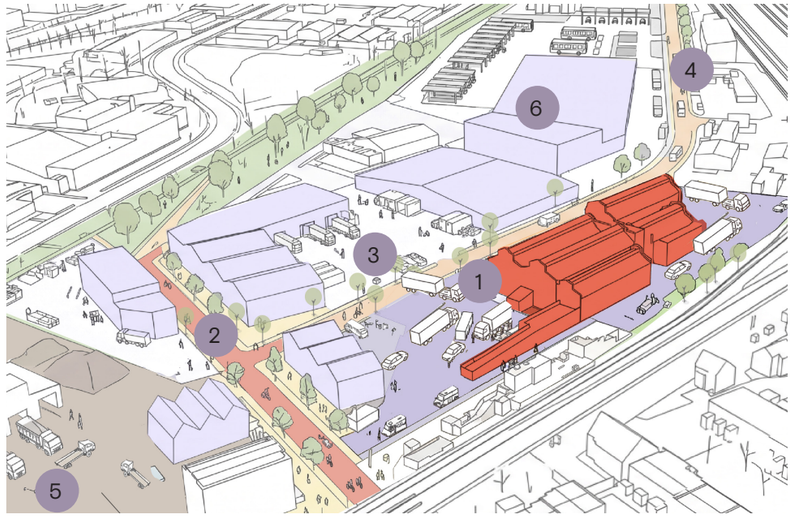


Minimum Intervention - Power Station only

The Feasibility Study, Soft Market Testing and Stage 2 Design Report prepared by Architecture 00 identified significant funding gaps and high financial risk associated with redevelopment of the Power Station due to its condition and Grade II listed status. The approach prioritises addressing site constraints, safeguarding the heritage asset and maintaining operational yard space.

1. Considers the Power Station site in isolation, while recognising that wider regeneration projects in the area may improve market attractiveness in 5 to 10 beyond 2020
2. Advocates an incremental phased approach, allowing parts of the building to become habitable over time and creating opportunities for meanwhile uses during refurbishment.
3. Supports industrial and employment-generating uses including B2, B8 and E(g)(ii) Research and Development and E(g)(iii) Industrial Processes. This includes creative manufacturing, storage and distribution, construction-related businesses, SMEs and industrial occupiers, green economy, agri-tech, sustainable manufacturing, and electric vehicle and innovation-related industries.
4. Represents a practical and deliverable strategy for activating the site in the short term, while preserving future development opportunities.

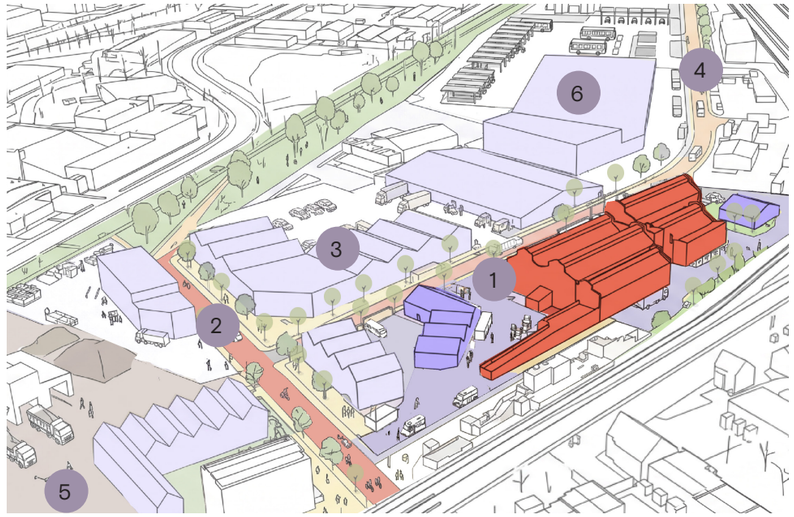
Although a pragmatic solution, this approach does not capitalise on opportunities to improve the White Hart Road frontage, unlock wider regeneration potential/



Industrial Access Priority

Prioritises strengthening industrial activity by improving operational efficiency, industrial vehicle access and the flexibility of yard space, while supporting the continued phased activation of the Power Station site.

1. Development of Power Station site that optimises yard space utilisation and operational activities
2. Maximising development opportunities adjacent the Power Station site while safeguarding key views of the Power Station including those from the Ridgeway. Development that prioritises minimal positive frontage onto White Hart Avenue and maximum street-facing and accessible yard space
3. Positive frontage onto White Hart Road and a portion of North Road as a critical spine connecting New residential and the High Street
4. Industrial development with positive frontage to White Hart Road, with yard space facing North Road & White Hard Avenue to facilitate ease of access and operation
5. An industrially active White Hart Avenue with industrial units and yard space fronting the street to maximise accessibility and operational efficiency
6. Rail served concrete batching plant supporting circular economy activities at regional and local scales, with potential for positive industrial frontage onto White Hart Road
7. Utilisation of the GLA site for large-format industrial uses such as bus garage and charging, distribution and logistics, or complementary functions to the Elizabeth Line Depot



Industrial Frontage

Prioritises strengthening the urban interface of the industrial area through active frontages, improved passive surveillance and enhanced public realm, while maintaining the area's industrial function.

1. Maximising development opportunities within the power station site where feasible, while preserving essential yard space and prioritising strategic areas for phased development during the retrofit process. New smaller units can be activated through creative industrial uses, delivered in earlier stages.
2. Positive frontage onto White Hart Road as a critical spine connecting New residential and the High Street
3. Consolidated industrial development with active fronts along North Road & White Hart Avenue creating a vibrant industrial street with passive surveillance
4. An industrially active White Hart Avenue with industrial units and street-facing development that increase passive surveillance
5. Rail served concrete batching plant supporting circular economy activities at regional and local scales, with potential for positive industrial frontage onto White Hart Road
6. Utilisation of the GLA site for large-format industrial uses such as bus garage and charging, distribution and logistics, or complementary functions to the Elizabeth Line Depot

Intervention Principles

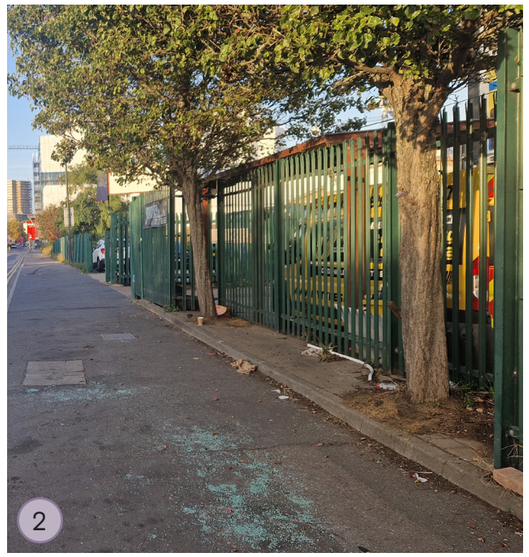
Public Realm – Existing Condition

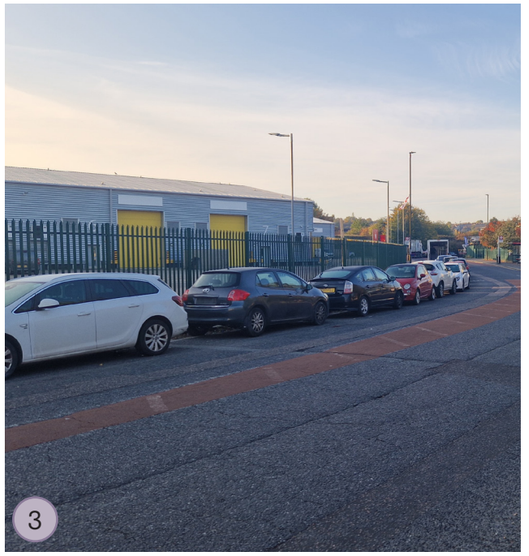
The existing public realm within the Plumstead Industrial Area (PIA) is generally not supportive to a positive pedestrian experience, despite its proximity to key public transport corridors and associated footfall. Enhancing the pedestrian environment, through better accessibility, safety, and legibility, will be crucial in optimising this proximity, promoting active travel and making the area more inclusive and functional for a wider range of users, and in particular for those working in the SIL.

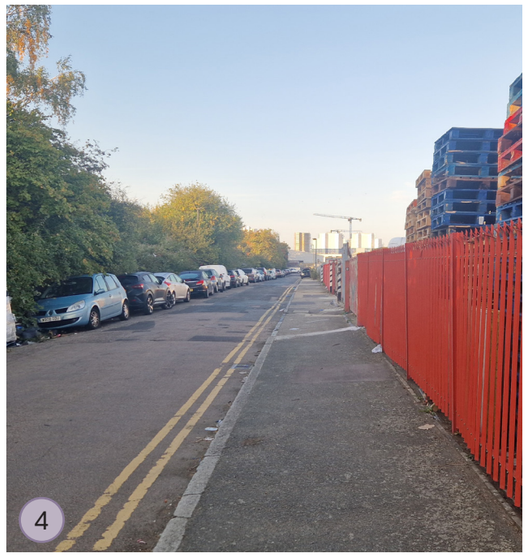
The key issue are:

1. Vegetation is generally lacking, with only isolated examples of mature street trees present. Attempts to introduce additional planting appear poorly established.
2. Extensive use of perimeter fencing and boundary treatments, creating inactive street frontages.
3. Surface parking and servicing areas are common features throughout the area.
4. Streets primarily support vehicular access and operational activities associated with surrounding businesses.
5. A lack of continuous occupation and natural surveillance is reflected in occurrences of fly-tipping and unmanaged waste.
6. This area is in Flood Zone 3, therefore mitigation strategies such as SuDS should be considered, including the maintenance of this green infrastructure. Maintenance of such interventions should be carefully considered, as recent streetscape and SuDS enhancements along White Hart Road show signs of poor maintenance, with litter accumulation, damaged planting areas, and tyre tracks indicating vehicle encroachment.













Intervention Principles

Public Realm – Overview of Enhancements

The Strategic Industrial Location presents opportunities to enhance the public realm whilst supporting its ongoing industrial and logistics functions. Three key intervention areas have been identified where targeted improvements can strengthen environmental quality, improve the user experience and support wider regeneration objectives.

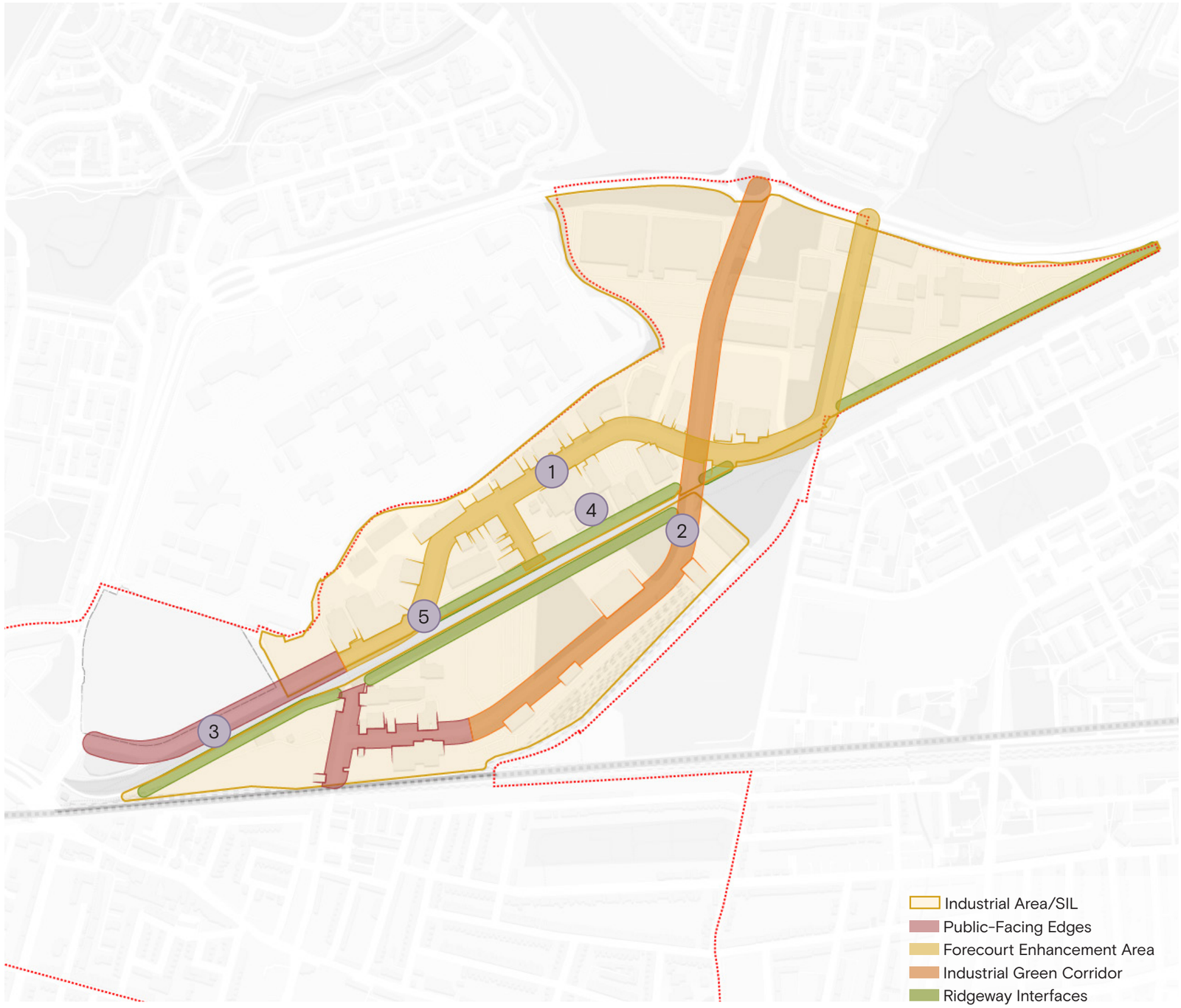
1. Public Realm Interface Enhancement Area:
Greening and enhancement of existing forecourts and other typologies to create a more attractive working environment. Ensure that new and existing developments positively engage with the street, whilst also providing a green edge to the street, protecting existing trees and incorporating new trees and planting where possible.

2. Industrial Green Corridor
Strengthening green infrastructure and ecological connectivity along White Hart Avenue.

3. Public-Facing Edges
Improving the interface between industrial areas and surrounding neighbourhoods.

4. Rideway Interfaces
Buildings fronting the Ridgeway should seek to ensure that they positively interface with, and animate the route. They could provide visual markers along the corridor while contributing passive surveillance through the placement of ancillary offices to the industrial uses, shared employee amenity spaces, dining facilities, and potentially roof terraces overlooking the Ridgeway where feasible.

5. Green Industrial Park Aspiration
Promoting the concept of the PIA as a green industrial park, bisected by the Ridgeway a green route with dense planting and tree cover, where industrial operations and ecological objectives are integrated as far as possible.



PIA key public realm intervention areas

Intervention Principles

Public Realm – Enhanced Forecourt Zone

Nathan Way consists of existing forecourt typologies which can be enhanced into more pedestrian friendly, greener, attractive and active workplace environments. By consolidating parking into dedicated bays, space can be released to create a continuous green strip incorporating tree planting, SuDS features, biodiversity enhancements and secure cycle parking. Along key routes, enhanced forecourts can support active frontages and complementary uses, creating a stronger interface between industrial activities and surrounding communities whilst maintaining operational requirements.

Key interventions

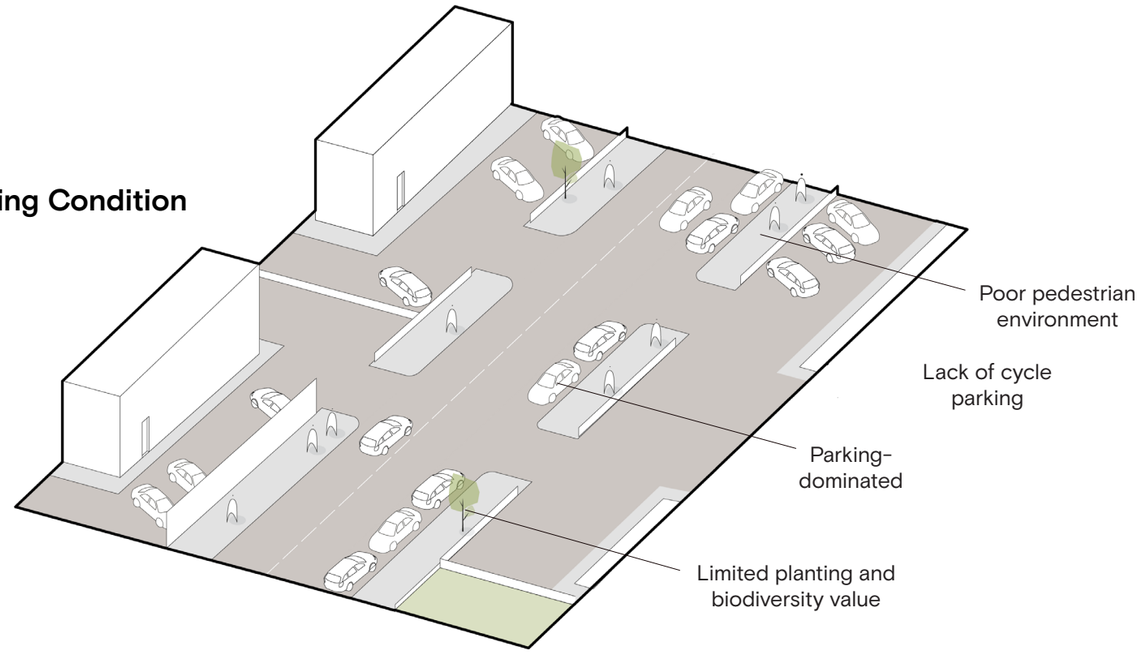
- Consolidate parking into dedicated bays.
- Create a continuous landscaped green strip.
- Introduce tree planting, SuDS features and biodiversity enhancements.
- Provide secure cycle parking and support sustainable travel.
- Enhance worker amenity spaces with seating and landscaping.
- Create opportunities for food vendors and complementary active uses.

Key benefits

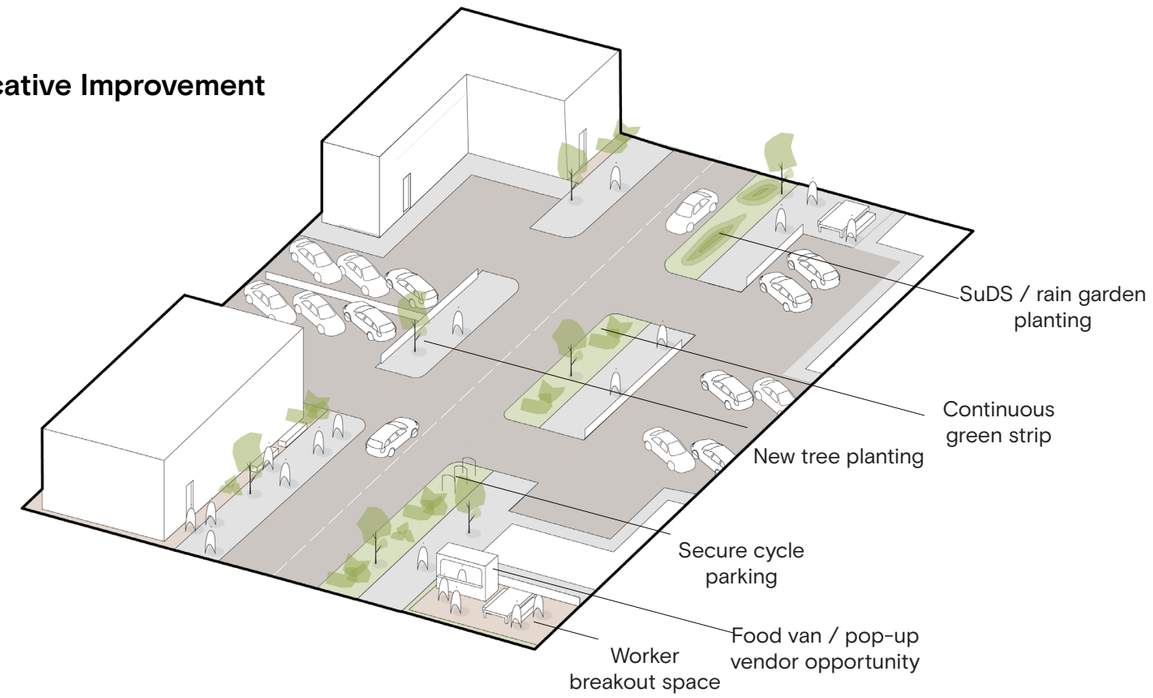
- Enhanced industrial frontage character.
- Improved workplace experience and wellbeing.
- Increased biodiversity and climate resilience.
- Support for sustainable travel.
- Stronger identity and sense of place.



Existing Condition



Indicative Improvement



Intervention Principles

Public Realm – Industrial Ecological Corridor

The Industrial Ecological Corridor seeks to enhance the environmental quality of White Hart Avenue through the introduction and protection of green infrastructure. Tree planting, habitat creation and SuDS features can strengthen biodiversity and ecological connectivity whilst maintaining the corridor's primary function as a strategic HGV route. Together, these interventions will reinforce the area's role within the wider green and blue infrastructure network and improve long-term climate resilience.

Key interventions

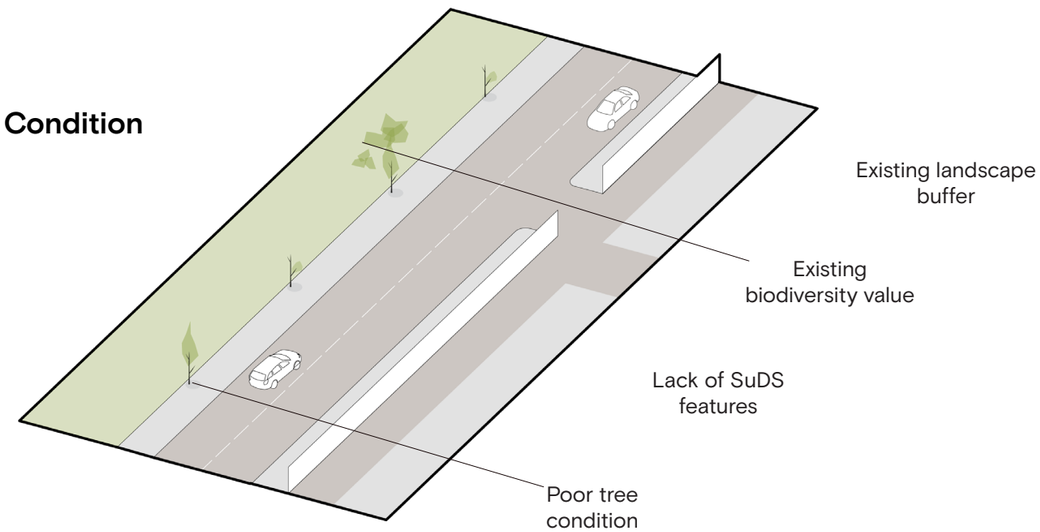
- Safeguard and enhance the green buffer between industrial areas and future development.
- Introduce tree planting and native species planting.
- Incorporate SuDS and sustainable drainage features where appropriate.
- Strengthen ecological connectivity across the wider green infrastructure network.
- Maintain operational requirements for HGV movement.

Key benefits

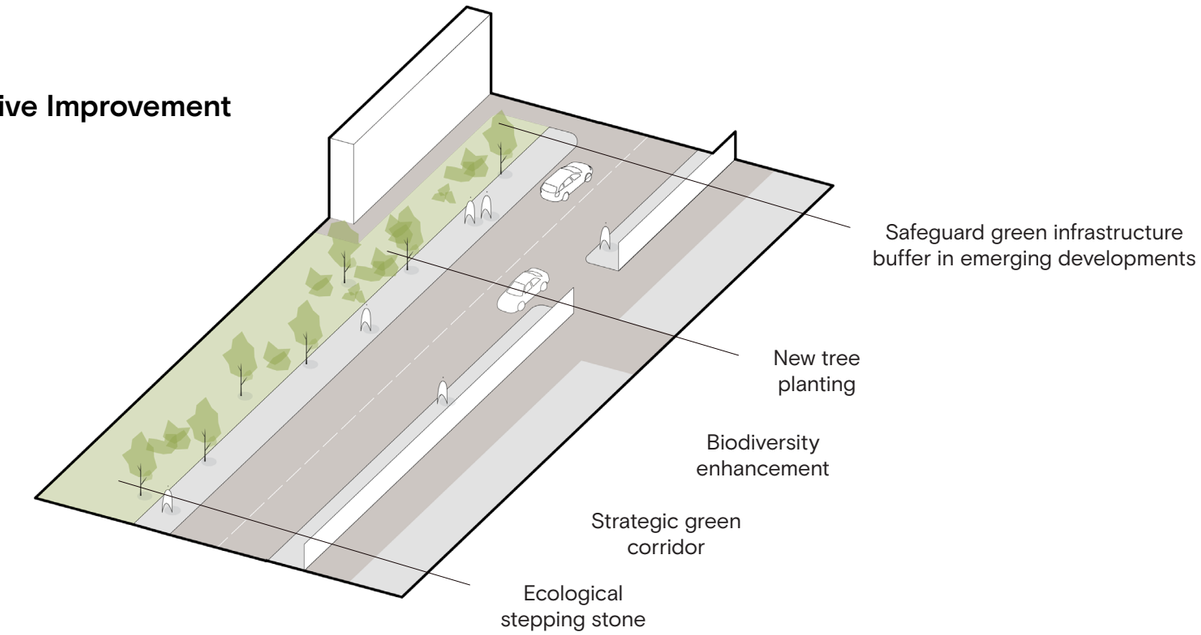
- Enhanced biodiversity and ecological connectivity.
- Increased climate resilience.
- Improved environmental quality.
- Stronger green infrastructure network.
- Long-term landscape enhancement.



Existing Condition



Indicative Improvement



Intervention Principles

Public Realm – Public-Facing Edges

Opportunities exist to enhance the interface between industrial areas and surrounding neighbourhoods through targeted public realm improvements, green infrastructure and community-facing uses. Interventions such as tree planting, SuDS features, maker spaces and complementary commercial activities can improve frontage conditions and support a more active and welcoming environment. Collectively, these measures will strengthen connections to The Ridgeway, Lombard Square and surrounding communities whilst reinforcing the area's industrial function.

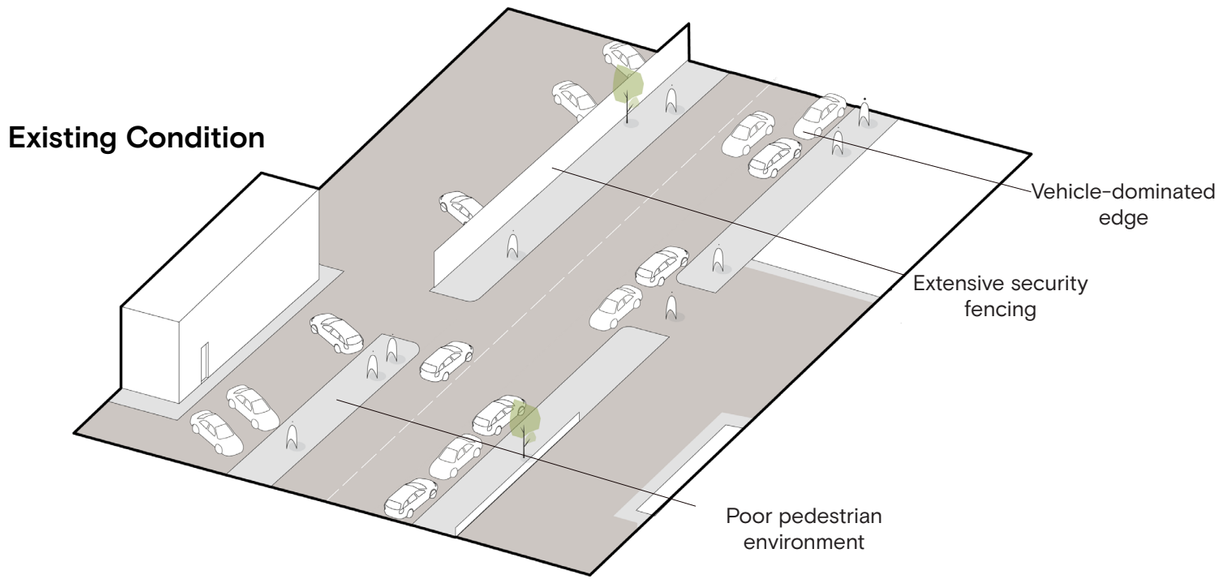
Key interventions

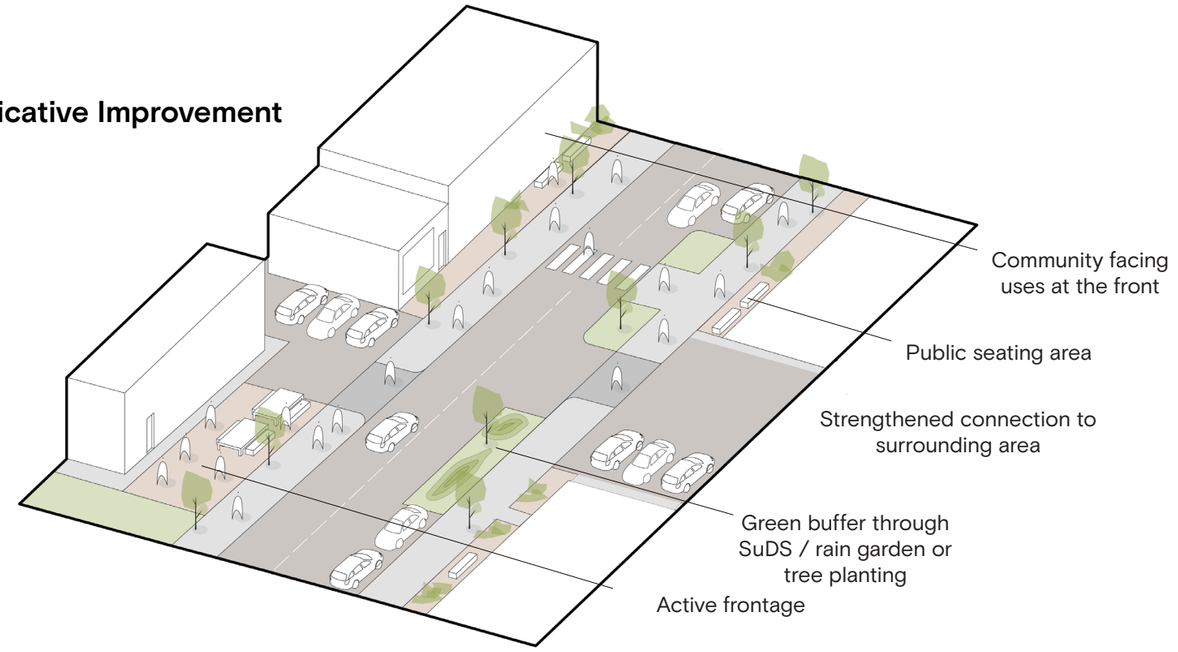
- Introduce tree planting, landscaping and SuDS features.
- Enhance public realm along key industrial frontages.
- Create opportunities for maker spaces and active ground-floor uses.
- Encourage complementary commercial and community-facing uses.
- Improve pedestrian and cycle connections to surrounding neighbourhoods.
- Strengthen connections to the surrounding area.

Key benefits

- Improved industrial-residential interface.
- Enhanced public realm and environmental quality.
- Increased activity and passive surveillance.
- Better connections to surrounding communities.
- Stronger identity and sense of place.







Intervention Principles
Stewardship

Whilst physical improvements will play an important role in enhancing the appearance and function of the SIL, many of the issues identified in the PIA such as abandoned vehicles and fly-tipping also require ongoing management and stewardship. This includes measures to address waste management and the maintenance of public spaces and landscaping.

A coordinated approach between the Council, landowners and occupiers will be important to maintaining a safe, attractive and well-functioning employment environment, supporting investment confidence and reinforcing the SIL's role as a productive and valued part of Plumstead. A council-business forum could be used as a platform to highlight these issues and support identifying and actioning them, to allow for continuous monitoring and improvement.

Looking ahead, there may also be opportunities to build on the area's existing business base through initiatives that strengthen its identity and sense of place. Alongside public realm improvements and coordinated stewardship, business engagement and place-promotion activities could help position the PIA as a recognisable employment destination, building on the area's concentration of makers, food production businesses, logistics operators and other industrial activities

Fly-tipping can also be dealt with more holistically through provision of more re-use and recycling spaces in the PIA and wider area, promoting circularity both for businesses and nearby residents.

This should be supported by appropriate monitoring and enforcement arrangements.





Precedents:

Business Improvement Districts
Better Bankside, London: Coordinates cleaning, waste management, public realm maintenance, business engagement and environmental improvements across multiple landowners and occupiers. It demonstrates how collective stewardship can improve perceptions, reduce environmental issues and strengthen place identity.

The collaborative spirit of a BID and the broader coordination of local businesses provide a useful precedent. However, in practice, this function may be more effectively delivered through an officer-coordinated role.

Collective Decarbonising Industrial Park Initiative
Bee Net Zero, Trafford Park Manchester: A partnership-led programme between Trafford Council, Greater Manchester Combined Authority and the Growth Company to provide dedicated support to businesses through coordinated engagement, specialist advice and place-based initiatives. The programme demonstrates how collaboration between public sector organisations and businesses can address shared challenges, strengthen area identity and support continuous improvement across a large industrial estate.

PETTMAN CRESCENT AREA

Existing Condition

Pettman Crescent is dominated by car-oriented highway infrastructure in the form of a gyratory. It has split level routes, separating vehicle and active travel networks, with retrofitted newer at-grade crossings and additional connections for buses to shortcut the gyratory. It creates significant severance, and in the context of the new residential and station area in particular, provides a significantly hostile environment.

1. Pettman Crescent has a split-level cycleway arrangement. The upper level connects the High Street to Woolwich, while the lower level links the High Street and the Ridgeway to Mallard Path, providing access towards the Thames Path.
2. The underpass facilitates movement between the upper and lower cycleway levels. However, it is currently perceived as unsafe and poorly visible.
3. This section is characterised by a dense green canopy on both sides of the carriageway with active travel connections.
4. Lombard Square is currently under construction and is delivering a number of public realm upgrades along East Pettman Crescent.
5. The High Street extends slightly onto the southern side of Plumstead Road. Some businesses are making use of the limited pavement space for spill-out activities.
6. The bus garage may require relocation to accommodate increasing demand for electric vehicle charging. The site presents an opportunity to unlock wider regeneration potential within the area.
7. The existing gyratory creates navigational challenges and currently serves the operational needs of the bus garage. With the potential relocation of the depot, Pettman Crescent could more coherently organise both strategic and local movement.
8. Buildings and spaces along Pettman Crescent are largely inward-looking, with fragmented edges that are poorly connected to the surrounding street network.
9. The entrance to the Ridgeway is poorly defined, with cars frequently parked along this connection and a gated entrance into the Network Rail site limiting permeability.



1. Split-level cycleways



2. Pettman Crescent underpass



3. West Pettman Crescent Greenery



4. Lombard Square



5. High-street



6. Plumstead Bus Garage / *Source: Google Maps, 2026*



7. Sprawling roads and junctions



8. Lack of street interface / *Source: Google Maps, 2026*



9. Undefined Ridgeway entrance / *Source: Google Maps, 2026*

Existing Condition

The current arrangement is complex & dominated by layers of highway reconfigurations, multiple levels of infrastructure and modes, with the area largely falling into Flood Level 3.

Gyratory

Pettman Crescent operates as a one-way gyratory across three edges, typically accommodating three to four traffic lanes. At Plumstead Road, a dedicated bus lane bypasses the gyratory, allowing direct east-bound bus movement. The scale of the gyratory prioritises vehicular capacity, creating significant severance and constraining place-shaping and active travel.

Bus Movement

While the gyratory serves the Plumstead bus garage, buses are constrained by the one-way system, requiring circulation around Pettman Crescent before accessing Plumstead High Street.

Ongoing PRIP works at Plumstead Station, Plumstead Road, the Pettman underpass, and the High Street signal a strategic shift towards improved pedestrian environments and interchange quality.

A proposed TfL and Royal Borough of Greenwich bus lane along Western Way currently terminates at Pettman Crescent, limiting bus priority continuity. The approval of a residential high-rise (with matters reserved) within the gyratory as part of Lombard Square Plot 1 reinforces the need to rebalance movement patterns in support of a residential-led, mixed-use environment.

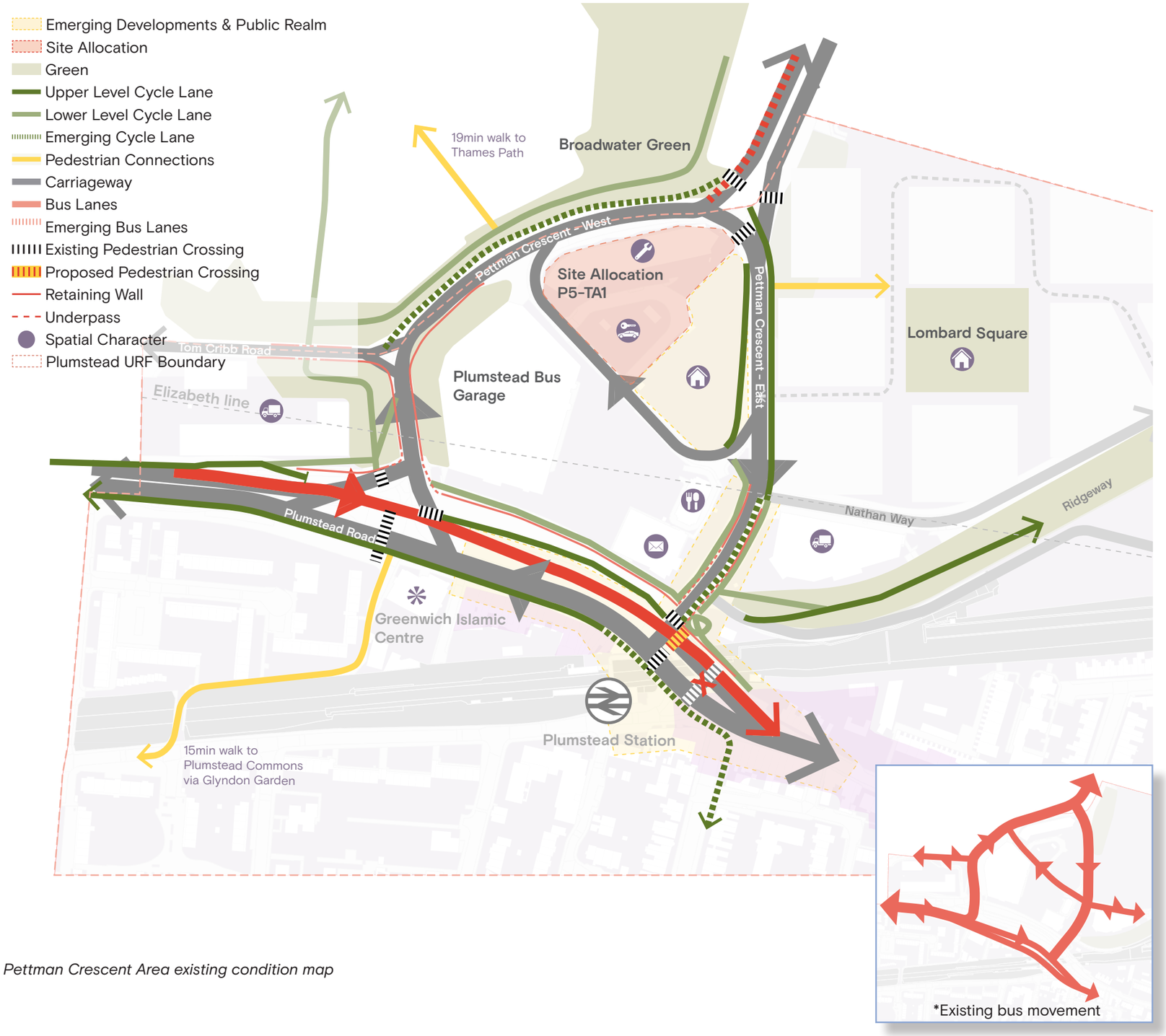
Active Travel

Active travel routes are fragmented, indirect, and difficult to navigate, with changes in level and poor pedestrian-cycle interfaces. Wide carriageways and complex crossings interrupt key north-south and east-west routes, reducing legibility and safety.

Key Sites

Several large sites adjacent to the gyratory strongly influence its character and future potential:

- Bus Garage: Prominent edge with limited permeability and inactive frontage
- Woolwich Delivery Office: Large, low-intensity use with long-term redevelopment potential
- McDonald's Site: Car-oriented use contributing to weak street enclosure and public realm
- Shurgard and north end of gyratory
- Plumstead Crescent North Site Allocation - P5-TA1



Pettman Crescent Area existing condition map

Existing Condition
Emerging Context

Upgrade works to enhance parts of the gyratory are ongoing and emerging. These represent a positive move towards improving the situation, though reflect the need for a holistic approach to improvements.

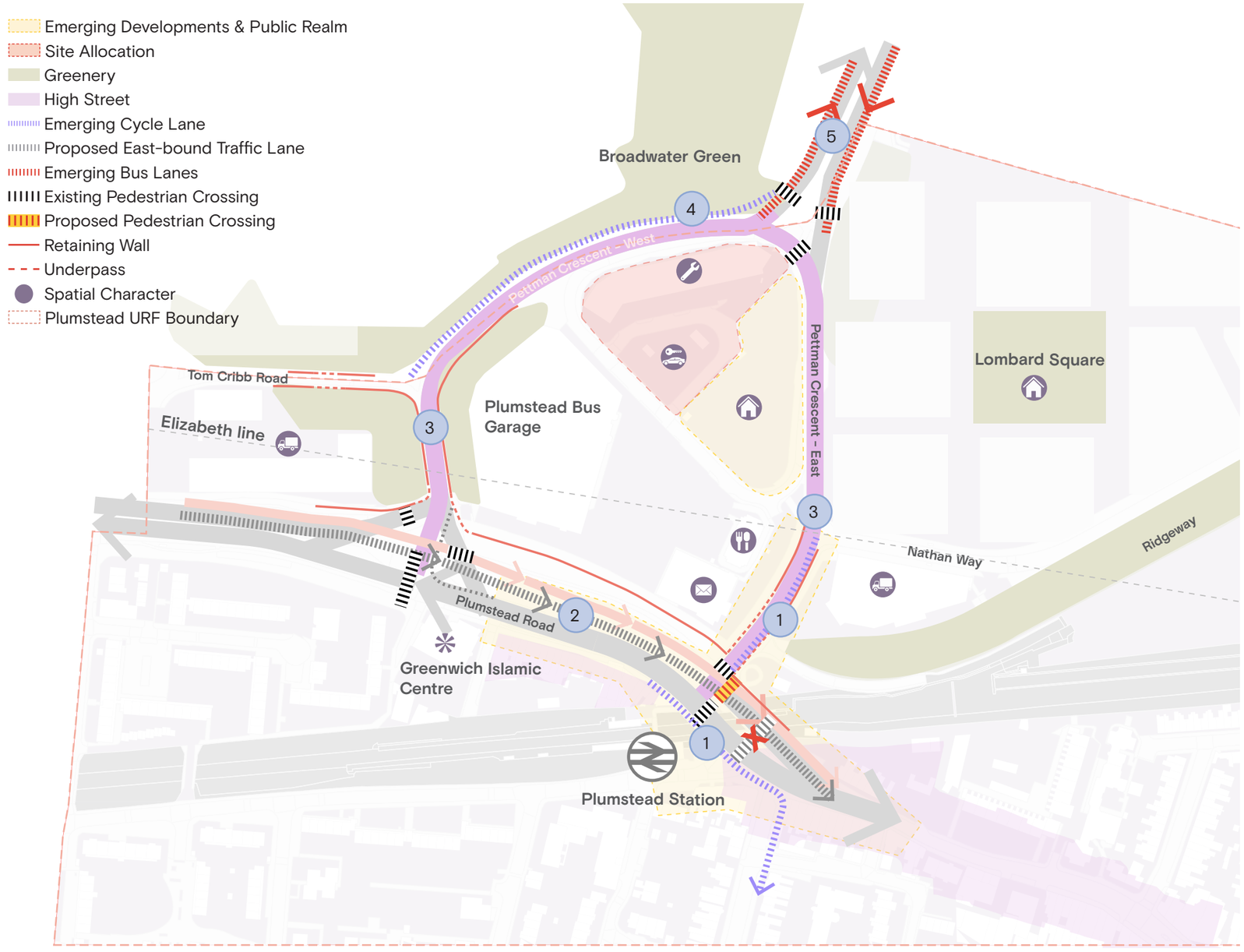
1. PRIP - Committed Work
On going Public realm improvements around Plumstead Station, High Street, Plumstead Road and East Pettman Crescent.

2. TfL Main Road Corridor - Section 1 Proposal
Proposal to modify the existing median bus and cycle lane on Plumstead Road to create a new eastbound traffic lane, providing a gyratory bypass for through traffic, together with enhancements to the signalised pedestrian crossings and an extension of the cycle track at the flare-off to West Pettman Crescent.

3. Pettman Crescent Two-Way Scheme - Prior Study
Builds on previous feasibility study to rationalise movement through Pettman Crescent, improving legibility and network efficiency. The study concluded that west Pettman Crescent has the potential to become a dual four-lane carriageway through utilising east Pettman Crescent as the main bus corridor to serve emerging residential developments.

4. West Pettman Crescent Cycle Path - Emerging Work
Proposed RBG cycling scheme which was in consultation in February 2026. Delivery is expected in the 2027–28 timeframe. The proposal is a two-way cycle path emerging from Tom Cribb Road through the west portion of Pettman Crescent to the Western Way. It largely avoids carriageway reallocation, it is considered relatively straightforward to implement, with limited traffic impacts.

5. TfL Main Road Corridor - Section 2 Proposal
Proposed bus priority measures on West Pettman Crescent, including the reduction of the existing central median island to facilitate the provision of a new westbound bus lane. The existing carriageway arrangement of two westbound lanes flaring to three on the approach would be reconfigured to provide one westbound bus lane and two westbound traffic lanes, together with one eastbound bus lane and one eastbound traffic lane.



Pettman Crescent Area emerging context map

Opportunities

Reimagining how the gyratory works brings significant opportunities to improve the public realm, rationalise travel movements, and bring further development potential. Repurposing the gyratory can simplify traffic movement whilst improving legibility, reducing severance, and better integrating Lombard Square with Plumstead Station and the High Street. Opportunities for regeneration here include:

1. Plumstead Road
Opportunity to unlock Plumstead Road as a transitional section into Plumstead High Street, extending its urban character. The road offers additional scope for carriageway narrowing and consolidation while maintaining bus efficiency.

2. East Pettman Crescent
East Pettman Crescent re-characterised as a bus-priority and active travel corridor, with general traffic limited to local access and measures to prevent through-traffic.

3. West Pettman Crescent
West Pettman Crescent to continue operating as the vehicular through way with dual-traffic accommodated within existing three lanes

4. Station to Ridgeway Connectivity
An articulated transition between Plumstead Station and The Ridgeway is proposed, replacing the existing spiral underpass with a more legible route. This reconfiguration creates opportunities for enhanced greening or additional developable space, and could accommodate a new station entrance to improve connectivity, visibility, and capacity.

5. Green Connections
A new north–south green link between Plumstead High Street and Broadwater Green, would strengthen north-south ecological connectivity and supporting active travel.

6. Unlocked Development Opportunities
Repurposing the gyratory could unlock significant development potential and long term regeneration opportunities, including redevelopment, meanwhile use, adaptive reuse, potential co-location and intensification. Development in this area should not have vulnerable uses on the ground floor due to flood risk, and residential developments should maximise affordable residential contribution.



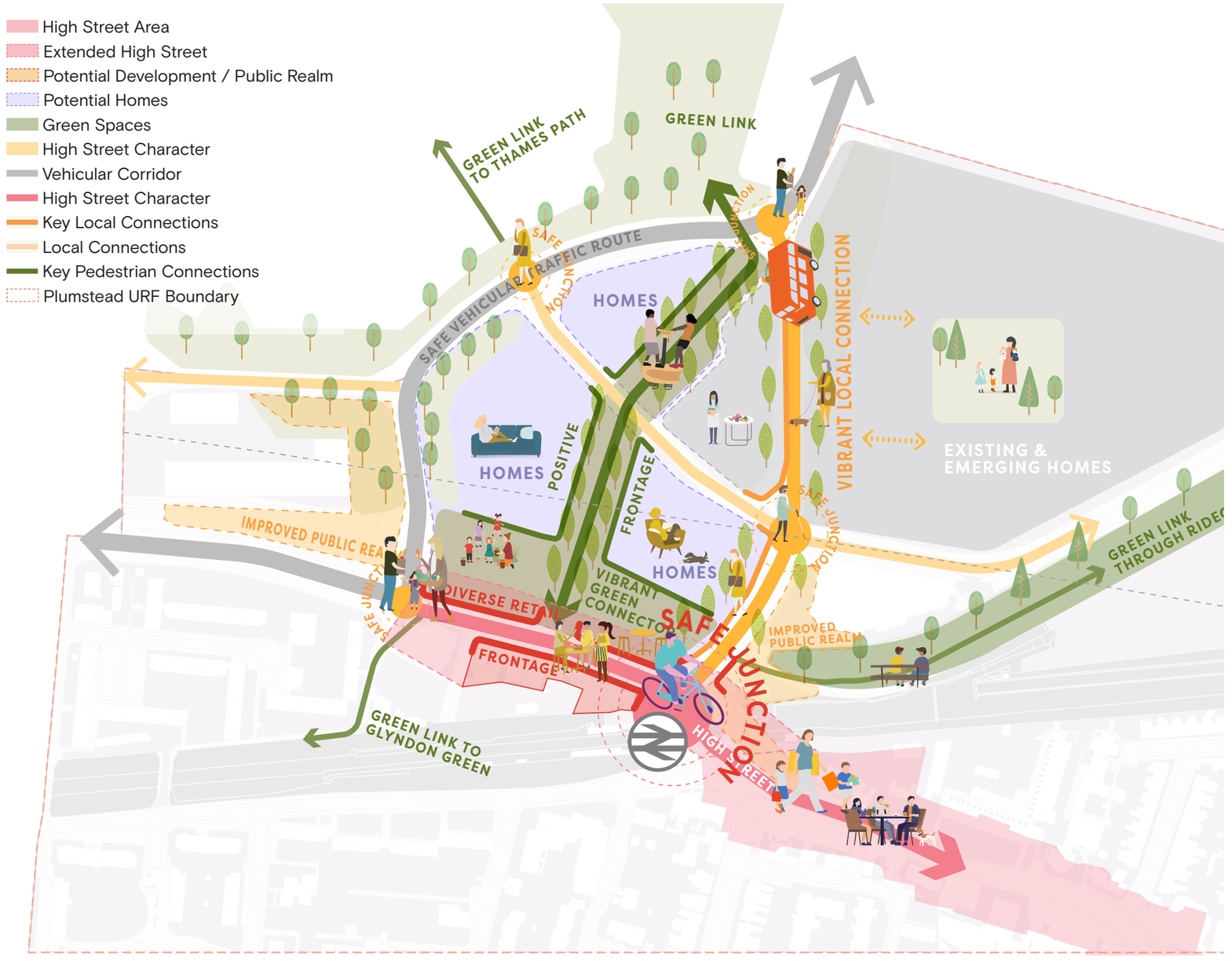
** any changes would be subject to further feasiblity and undertaking traffic modelling*

Pettman Crescent Area opportunities map

Opportunities
Impacts

Borough-wide
- A simplified street network that maintains vehicular accessibility in the west of Pettman Crescent while providing motorists with greater flexibility of movement and preserving efficient movement for all users across the borough.
- Efficient bus movement continuing primarily along eastern Pettman Crescent, supporting borough-wide connectivity while contributing to a vibrant local character.
- A new green spine with active frontages strengthens north-south ecological and active travel connections, linking green assets such as Broadwater Green, the Thames Path and Glyndon Estate. The corridor would combine biodiversity enhancements, public realm improvements and active travel infrastructure.

Local
- An extended and balanced High Street frontage along Plumstead Road providing a diverse mix of retail, community and social infrastructure, reducing the dominance of vehicular infrastructure and enhancing the arrival experience into Plumstead.
- A safe, legible and attractive gateway into the town centre with clear wayfinding, high-quality public realm and intuitive street design improving the experience for pedestrians, cyclists, public transport users and motorists alike.
- Eastern Pettman Crescent established as a vibrant local connection linking Lombard Square, existing neighbourhoods, Plumstead Station and the Ridgeway.
- Improved walking and cycling environments through safer crossings and expanded pathways promoting health and wellbeing, reducing the impacts of traffic and poor air quality, and increasing footfall and dwell time within the area.
- New, diverse, intergenerational and affordable homes helping meet local housing needs while supporting Plumstead's growth
- Diverse retail provision and stronger social infrastructure connecting new and existing communities, creating strong identity and increasing dwell time in the area.



Opportunities

Repurposing the Gyratory

The Pettman Crescent Gyratory is a one-way system connecting Plumstead Road to Western Way, characterised by wide carriageways, lane flares, and a hostile environment with poor pedestrian connectivity. Improving liveability for existing and future communities requires the replacement of this vehicle-dominated layout with a more people-centric street environment that can also accommodate traffic flows.

Repurposing the gyratory should be considered holistically, taking account of the excessive carriageway width, incoherent pedestrian crossings, and the poor relationship between the wide multi-lane character of eastern Plumstead Road and the more urban character of the High Street.

1. Plumstead Road

Currently, Plumstead Road comprises four westbound traffic lanes, an eastbound bus lane, and a proposed eastbound traffic lane.

Removing the gyratory should aim to consolidate the carriageway, reclaim highway land for public realm and development opportunities, and create a more balanced street environment. Accordingly, this section of Plumstead Road could accommodate a single-carriageway arrangement with dedicated bus lanes.

2. East Pettman Crescent

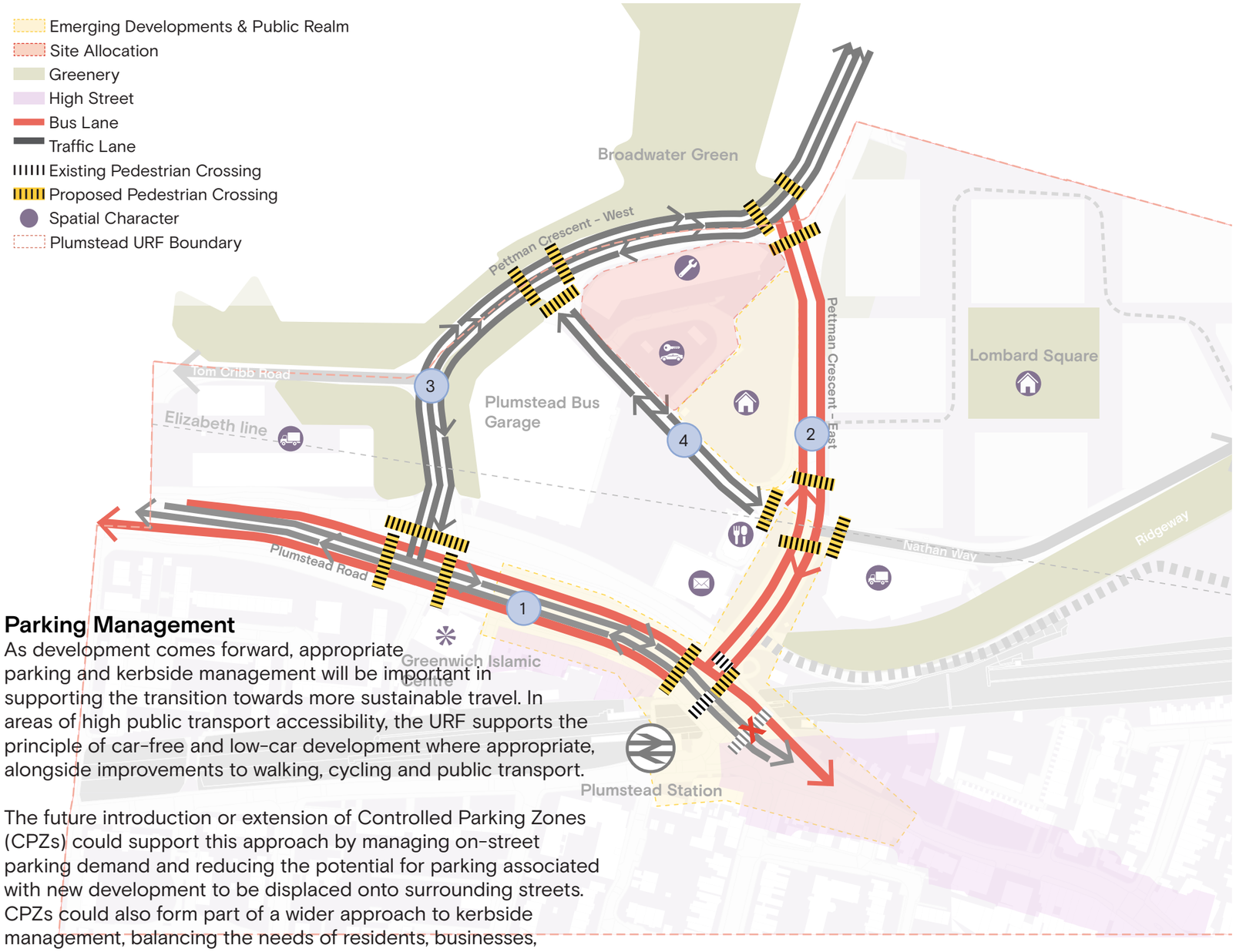
East Pettman Crescent currently functions as a three-lane southbound corridor with constrained public realm. With proposed active travel improvements and the emerging Lombard Square development, it has the potential to become the principal north-south bus corridor, with general traffic limited to necessary local access and appropriate measures introduced to prevent through-traffic between Western Way and Plumstead Road

3. West Pettman Crescent

West Pettman Crescent currently functions as a three-lane northbound corridor with a bus stop and constrained public realm. West Pettman Crescent would become two-way, providing the principle route for general vehicular movement through the area, subject to further transport assessment of the proposed two-way arrangement.

4. Central Pettman Crescent

Currently functions as a one-way westbound route with flared junctions. It has the potential to be transformed into a two-way local street with rationalised junction layouts.



Pettman Crescent Area proposed movement map

Parking Management

As development comes forward, appropriate parking and kerbside management will be important in supporting the transition towards more sustainable travel. In areas of high public transport accessibility, the URF supports the principle of car-free and low-car development where appropriate, alongside improvements to walking, cycling and public transport.

The future introduction or extension of Controlled Parking Zones (CPZs) could support this approach by managing on-street parking demand and reducing the potential for parking associated with new development to be displaced onto surrounding streets. CPZs could also form part of a wider approach to kerbside management, balancing the needs of residents, businesses, servicing, accessible parking and other street users.

The URF does not define or propose specific CPZ boundaries. Any future CPZ would be subject to further assessment and the Council's established consultation and statutory processes before implementation.

Opportunities
Repurposing the Gyratory

Why are we proposing these changes?

To create a more efficient, safer and better-connected highway network that supports regeneration while safeguarding essential strategic movements.

1. A better place

High-quality public realm that reflects the area's emerging town centre character, with safer crossings, improved walking environments and stronger connections to Plumstead Station.

2. A better-connected place

Support TfL's emerging bus improvements, strengthen active travel connections and provide more direct links between Plumstead, Thamesmead and the surrounding neighbourhoods.

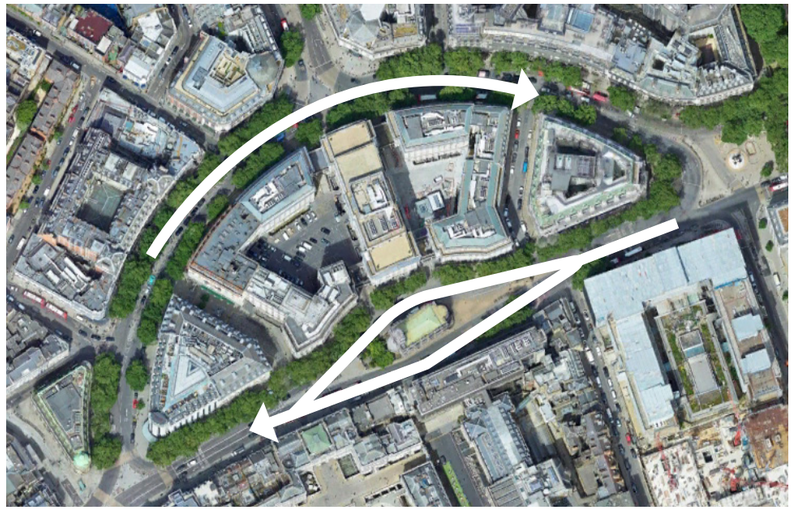
3. A place that continues to function

Maintain essential traffic movements, industrial access and bus reliability, recognising that any highway changes will need to be supported by appropriate technical testing.

Potential benefit	What the URF proposes	RBG policy alignment	TfL / Mayoral policy alignment
1. Rationalised highway network and improved accessibility	Explore opportunities to rationalise the existing gyratory and introduce more direct two-way movements, with the potential to improve local accessibility and reduce unnecessary circulation, subject to further assessment of junction performance, traffic delays and wider network impacts.	Transport Strategy 2022–2032: Theme 4, Economic prosperity for all, including efficient movement of people and goods	Mayor's Transport Strategy (MTS); London Plan T3 (Transport capacity, connectivity and safeguarding) and T4 (Assessing and mitigating transport impacts)
2. Safeguarded strategic traffic movements and access	Investigate alternative highway arrangements that seek to maintain acceptable network performance, protect strategic traffic movements, freight and industrial access, and manage congestion and wider network impacts.	Transport Strategy: Theme 4; Local Plan employment land and transport policies	London Plan T3, T4 and T7 (Deliveries, servicing and construction); TfL Freight and Servicing Action Plan
3. TfL bus network integration	Coordinate proposed highway changes with TfL's Thamesmead bus improvements, seeking to protect bus priority, journey reliability and opportunities for improved public transport connectivity.	Transport Strategy: sustainable travel and economic connectivity; Thamesmead Bus Lane, Walking and Cycling Proposals	MTS: A good public transport experience; TfL Bus Action Plan
4. Safer streets	Explore simplified junction arrangements, improved pedestrian crossings and lower vehicle speeds, including consideration of a 20mph environment where appropriate, to reduce road danger and conflicts between road users.	Road Safety Action Plan (2022); Transport Strategy: Theme 2, A safer Greenwich	TfL Vision Zero Action Plan; Healthy Streets; London Plan T2
5. Improved cycle connectivity and network integration	Review existing level-separated cycle facilities to identify opportunities for more direct, accessible and legible connections through the gyratory, linking Plumstead Station, the High Street, surrounding neighbourhoods and the wider cycle network, while retaining safe segregation from traffic.	Active Travel Action Plan (2022); Transport Strategy; Streetscape Guidance and Asset Plan	TfL Cycling Action Plan; London Cycling Design Standards; London Plan T2 and T5 (Cycling)
6. Improved public realm	Identify opportunities to reallocate suitable highway space to wider footways, street trees, seating, landscaping and an improved gateway to Plumstead, complementing existing and planned public realm investment.	Plumstead Public Realm Improvement Project (PRIP); Transport Strategy: Theme 5, A great place to be; Streetscape Guidance and Asset Plan	Healthy Streets; London Plan D8 (Public realm) and T2
7. Better station connectivity	Explore more direct, accessible and attractive pedestrian connections between Plumstead Station, Lombard Square, the High Street, bus services and surrounding residential neighbourhoods.	PRIP; Plumstead regeneration programme; Transport Strategy: connectivity and accessibility	MTS: A good public transport experience; London Plan T1, T2 and T3
8. Reduced severance	Improve opportunities for north–south walking and cycling connections across Pettman Crescent, addressing the barrier created by the existing gyratory and strengthening links between surrounding communities.	Active Travel Action Plan; Transport Strategy: Theme 5, A great place to be; Plumstead regeneration objectives	TfL Walking and Wheeling Action Plan; Healthy Streets; London Plan T2
9. Supporting regeneration, housing and economic activity	Support existing and future housing development by improving accessibility, strengthening connections to transport and local services, creating more attractive street frontages and supporting Plumstead's regeneration and local economy.	Adopted Local Plan: housing, regeneration and employment objectives; Plumstead regeneration programme; emerging Royal Greenwich 2040 Local Plan	MTS: New homes and jobs; London Plan H1 (Increasing housing supply), SD10 (Strategic and local regeneration) and T1
10. Greener infrastructure and climate resilience	Identify opportunities for rain gardens, SuDS, street trees and urban greening within reallocated highway space, supporting biodiversity and surface water management.	Greener Greenwich; Carbon Neutral Plan 2021–2030; Local Flood Risk Management Strategy	London Plan objectives and Healthy Streets
11. Sustainable travel and reduced car dependency	Improve the convenience and attractiveness of walking, cycling and public transport, encouraging sustainable travel choices and reducing reliance on private vehicles for shorter journeys.	Transport Strategy: Themes 1 and 3; Active Travel Action Plan; Air Quality Action Plan 2023–2027	MTS: Healthy Streets and healthy people; London Plan T1 and T2; sustainable mode share objectives

Opportunities

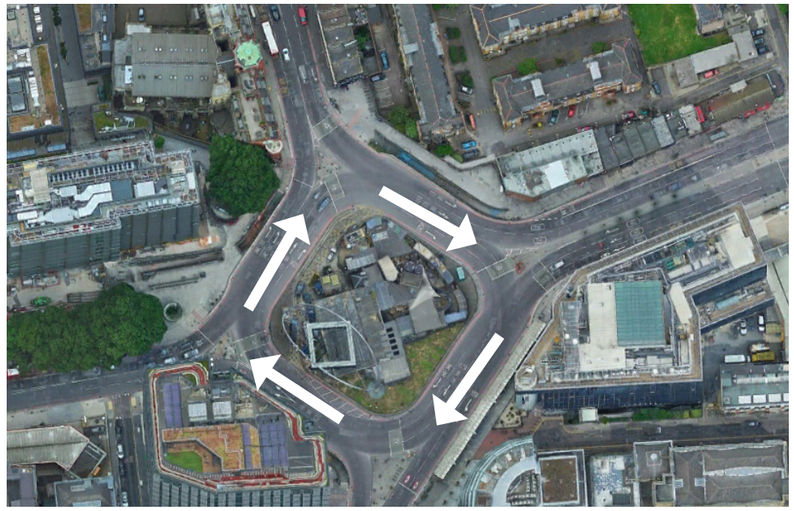
London Examples Repurposing Gyratories



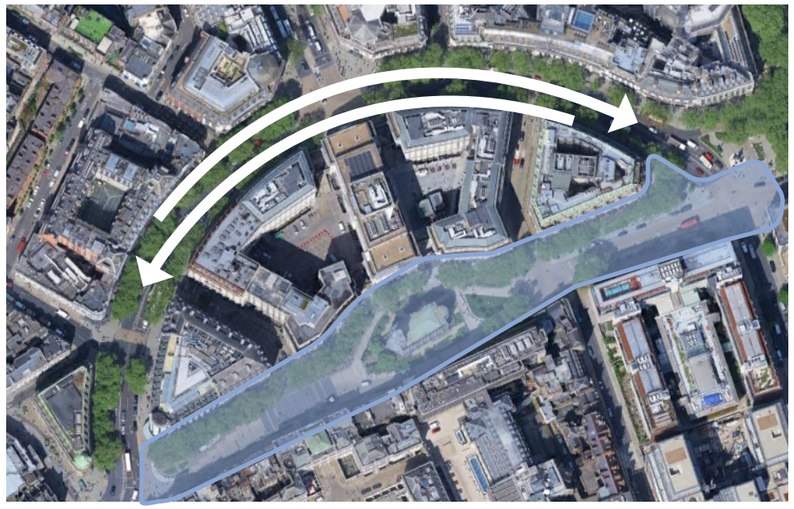
Former One-Way Gyratory



Former One-Way Gyratory



Former One-Way Gyratory



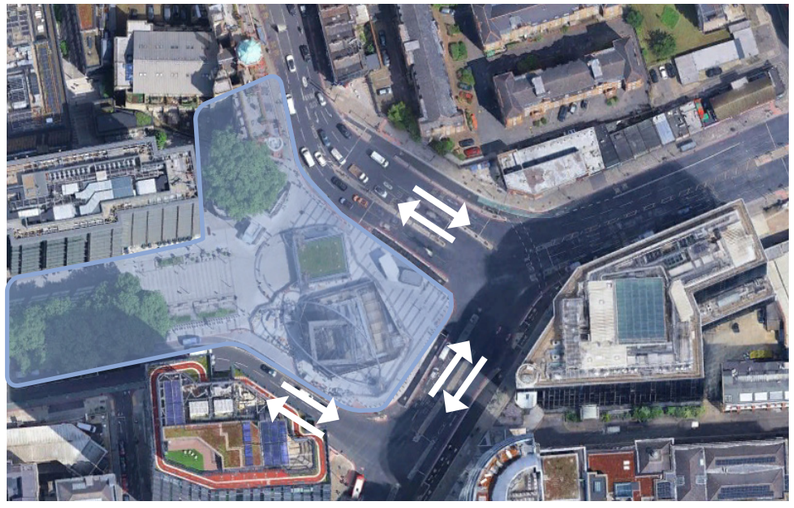
Reconfigured Two-Way Network & Public Space

The **Strand Aldwych** project removed the southern arm of the former one-way gyratory and transformed it into over 7,000m² of new public space, while reconfiguring the northern arm as a two-way street to accommodate traffic. The scheme replaced a traffic-dominated road corridor with a pedestrian-focused civic destination, introducing extensive planting, new seating, improved crossings and enhanced cycling connections.



Reconfigured Two-Way Network & Consolidated Public Space

The **Highbury Corner** project removed a major arm western arm of the former gyratory and replaced it with new public space, transforming one of London's most traffic-dominated junctions into a people-focused two-way network with segregated cycle lanes, improved pedestrian crossings and a redesigned station forecourt.



Reconfigured Two-Way Network & Consolidated Public Space

The **Old Street** project removed the north-western arm of the former roundabout and transformed it into a major new public space, while reconfiguring the remaining junction as a two-way street network. The scheme replaced an outdated, traffic-dominated interchange with a pedestrian- and cycle-focused environment, introducing segregated cycle lanes, new pedestrian crossings, dedicated cycle signals and improved access to Old Street station.

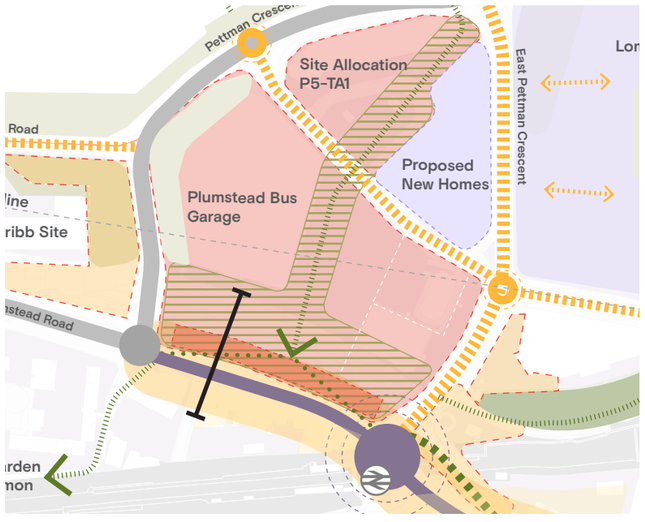
Intervention Principles
Plumstead Road

This section of Plumstead Road has a building-to-building width of over 70 metres. The current street section comprises a single carriageway with five traffic lanes, a westbound gyratory bypass bus lane, cycle lanes, planted buffers and a lower-level cycle route adjacent to the bus garage.

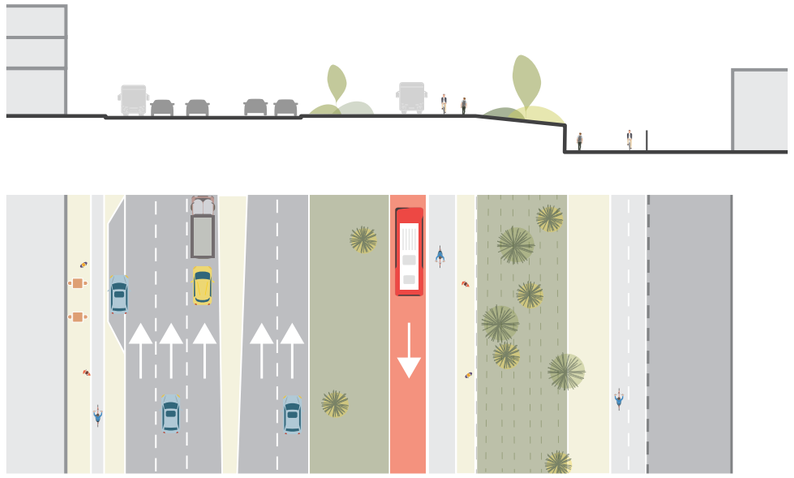
This configuration presents significant potential for the consolidation and rationalisation of traffic movement. At the western end of Plumstead Road, the street already adopts a dual carriageway arrangement with dedicated bus lanes which could be extended eastwards along the gyratory, allowing the overall carriageway width to be reduced while maintaining public transport priority and efficient traffic flow.

Road narrowing would create opportunities to reclaim surplus highway land for public realm improvements, transforming the corridor into a greener, more pedestrian-friendly link. In addition, the reclaimed space could support new development opportunities along the corridor.

The existing High Street frontage is concentrated on the southern side of Plumstead Road, where restaurants actively use the pavement for outdoor seating and spill-out activity. By narrowing the road, a High Street environment could be established along the northern edge through reclaimed highway land, creating a more continuous and cohesive urban frontage.

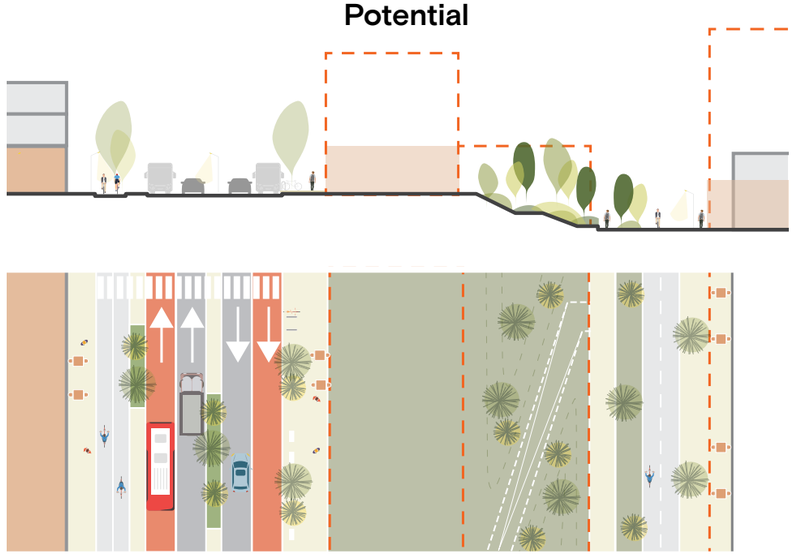


Existing



*Indicative principles

Potential



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Pedestrian friendly High Street with bus traffic, Stamford New Road Altrincham



Bus and cycle priority route, Oxford Road Manchester

Intervention Principles
East Pettman Crescent

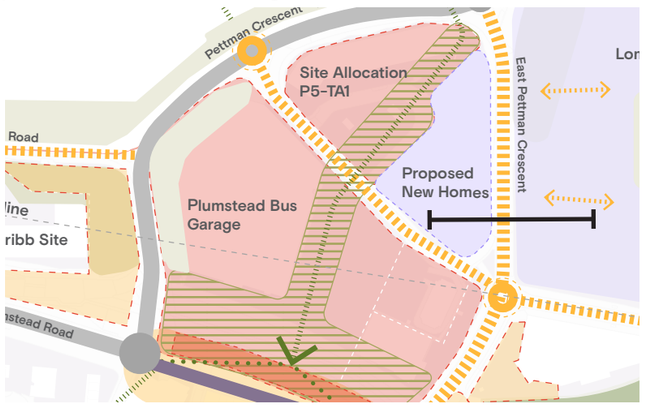
East Pettman Crescent is currently a southbound single carriageway with three traffic lanes. The building-to-building width takes into account the Lombard Square development currently under construction, as well as the approved Plot 1 application with matters reserved.

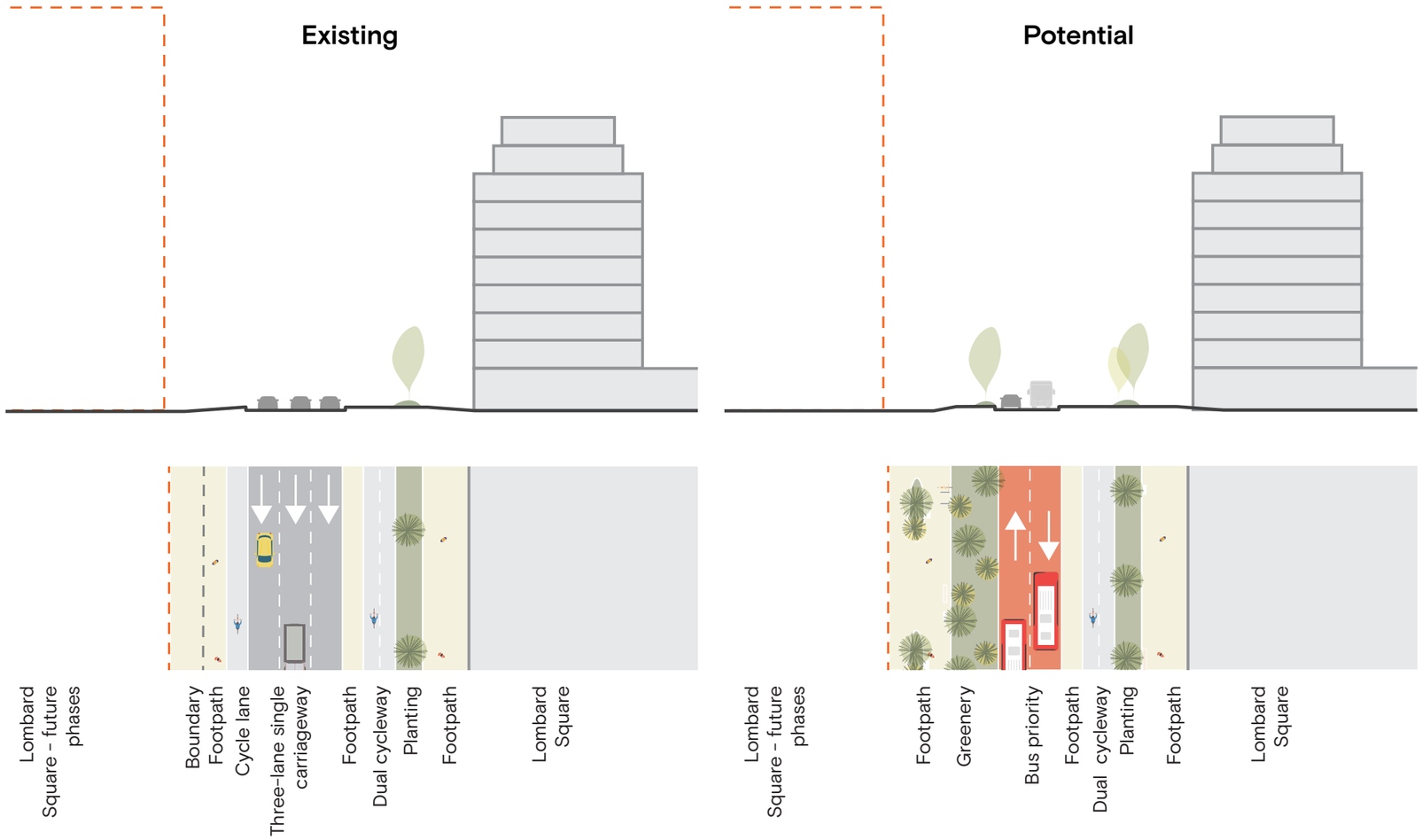
Improvements to the eastern dual cycle path are underway, and the proposals indicate the opportunity to deliver a generous public realm along this corridor.

As part of the wider rationalisation of the gyratory, East Pettman Crescent could be reconfigured as a lower-traffic, bus-priority corridor, providing enhanced space for walking, cycling and public realm alongside existing and emerging residential development. Buses would form the principal through-vehicle movement, with general traffic limited to that required for local access.

Appropriate traffic management measures would be required to prevent East Pettman Crescent becoming an alternative north–south through-route between Western Way and Plumstead Road. These could include turning restrictions, a bus gate or other access controls, subject to further transport assessment and engagement with RBG and TfL.

The adjoining Nathan Way corridor should continue to perform an important access and servicing function for the SIL. Freight, servicing, employee and customer access to businesses should be maintained, with strategic vehicular access focused via Nathan Way and its connections to the wider highway network where practicable. This would reduce the need for general and commercial traffic to use East Pettman Crescent while maintaining appropriate access to existing and future businesses.





*Indicative principles

*Indicative principles

Intervention Principles
West Pettman Crescent

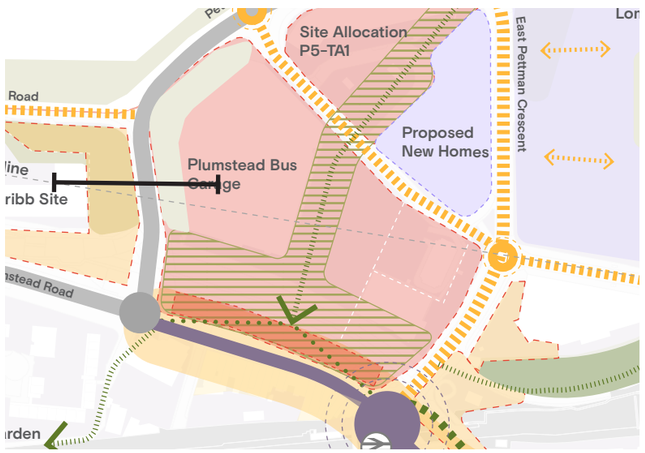
West Pettman Crescent is an important east-west vehicular connection between Plumstead Road and Western Way, both of which function as four-lane dual carriageways.

West Pettman Crescent currently operates as a northbound single carriageway with three traffic lanes. The carriageway widens locally at the bus stop and again at the off-ramp connecting the bus garage to the main road, creating areas of increased highway width.

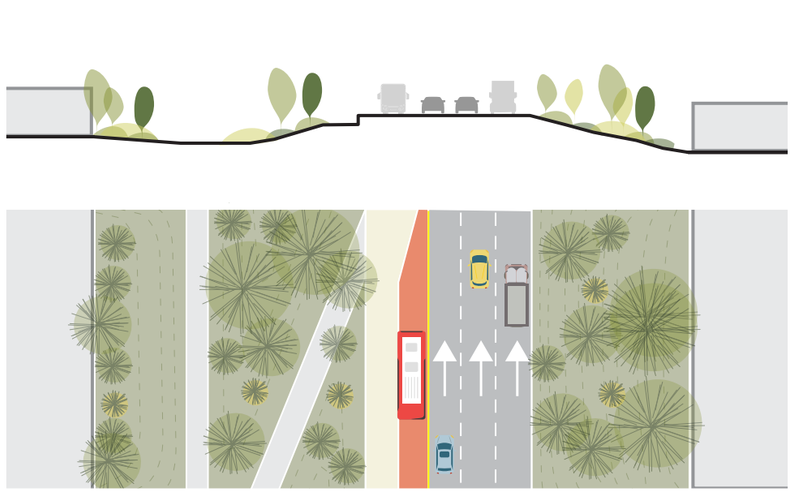
The corridor is characterised by substantial green infrastructure on both sides of the carriageway. The western edge accommodates a split-level cycle path that links the Thames Path through Mallard Path to the Ridgeway and Plumstead High Street through the Pettman underpass. The eastern side is defined by a steep landscaped berm with no formal footpath, with the bus garage directly addressing the highway edge.

Reconfiguring West Pettman Crescent could enable two-way general traffic movement within the existing highway corridor, while primary southbound bus movements would be accommodated via East Pettman Crescent. General traffic on East Pettman Crescent would be limited to necessary local access, with appropriate measures to prevent its use as an alternative through-route to Plumstead Road and the High Street

There is further potential to intensify along Tom Cribb Road and at the Bus Garage site. The existing green infrastructure can be further enhanced with frontage, forecourts or publicly accessible space.

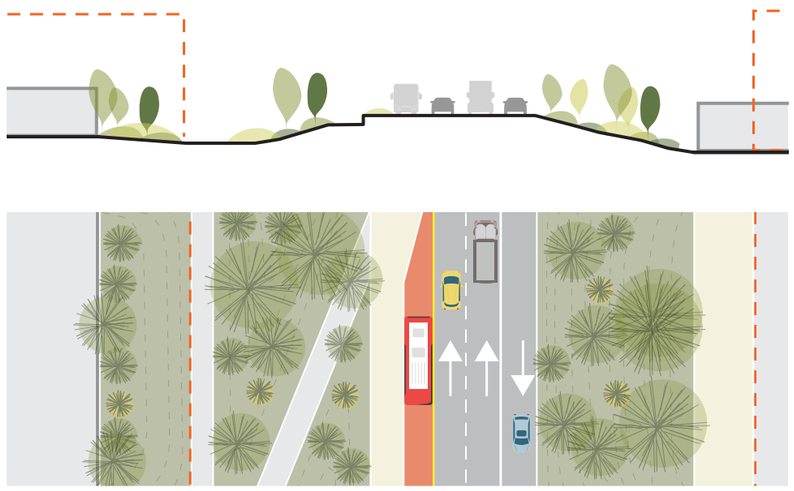


Existing



*Indicative principles

Potential



*Indicative principles

Intervention Principles

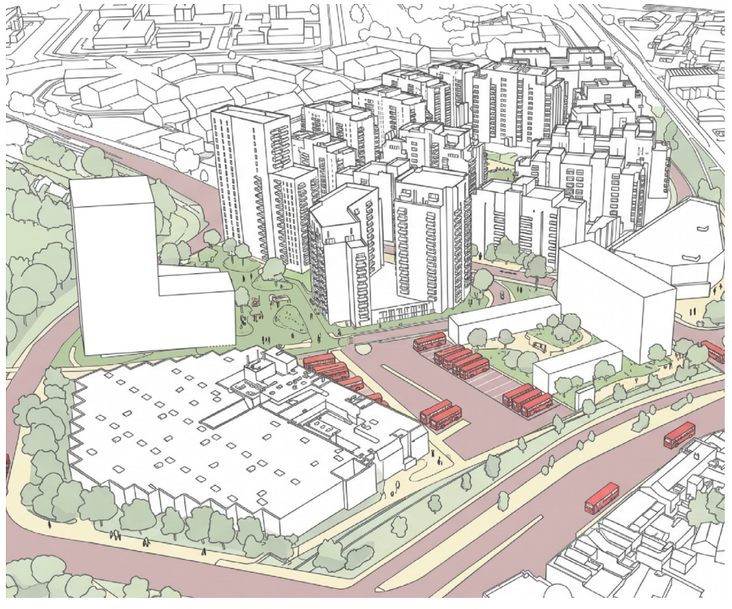
Pettman Crescent – Degrees of Intervention

Introduced here are a series of approaches to regeneration across the Pettman Crescent area, exploring different degrees of intervention. The scales of intervention are defined by the degree to which the gyratory and the multi-level arrangement is reconfigured; and also by the treatment of the bus garage, ranging from retention as either an operational facility or through adaptive re-use landmark destination; through to its relocation and redevelopment of the plot. The scenarios balance deliverability, development capacity and place-shaping objectives, both within the constraints of the existing gyratory system and through its remodelling.

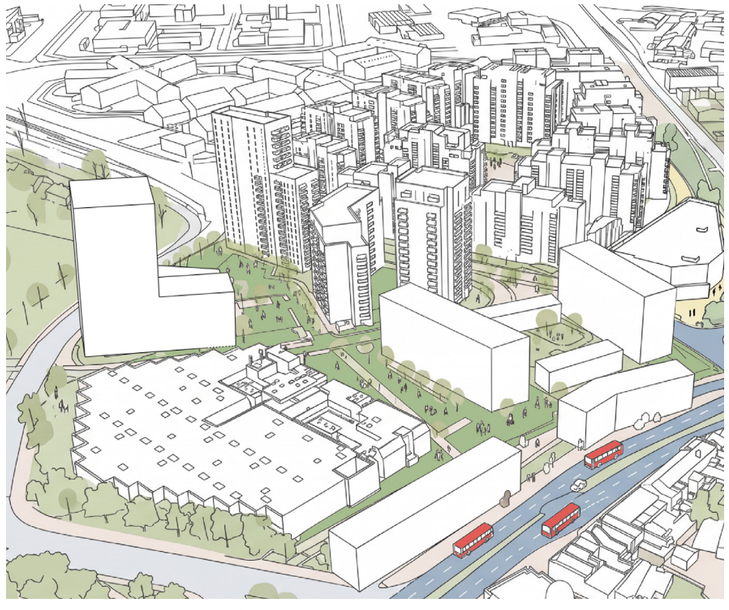
The interventions illustrate both what can be achieved through lower-intensity change and how early phases of investment could unlock further regeneration opportunities over time. Each option seeks to optimise transformation to the existing highway infrastructure, whilst investigating scales of infrastructure works, land assembly and stakeholder coordination.

These scenarios prioritise pragmatic improvements that respond to current issues, promoting enhancing connectivity, public realm and development potential.

These lower scales of intervention demonstrate the limitations of regeneration opportunities within a context of the continued operation of the bus garage and retained gyratory, and the further opportunities available through reworking the gyratory, and the positive influence this has on the public realm environment.



*Indicative spatial principles



*Indicative spatial principles

Low Intensity Intervention:

The Plumstead Bus Garage and the existing gyratory system remain largely unchanged. This configuration continues to constrain development opportunities, restricting activity primarily to standalone uses such as the McDonald's site, Woolwich Delivery Office, and peripheral large-format retail.

The current layout limits the area's capacity to respond to the full regeneration potential generated by the nearby Lombard Square development. The dominance of transport infrastructure and underutilised land prevents the formation of a cohesive urban environment and reduces connectivity across the site.

Public realm improvements are minimal at this stage, with greening interventions largely confined to the northern edge of Pettman Island. As a result, broader environmental and place-shaping benefits remain limited in scope.

Medium Intensity Intervention

Focus on remodelling of the gyratory to improve movement efficiency and unlock development land. The Plumstead Bus Garage is retained but repurposed through adaptive reuse, allowing for a mix of new functions while preserving elements of the existing structure.

Bus garage building utilised for adaptive re-use with partial redevelopment of its parking areas, along with the McDonald's and Woolwich Delivery sites, and the site north of Pettman Crescent island.

The reclaimed highway land along Plumstead Road utised for active frontages, effectively extending the existing High Street along Plumstead Road. This approach mirrors and reinforces the character of the existing character on the opposite side.

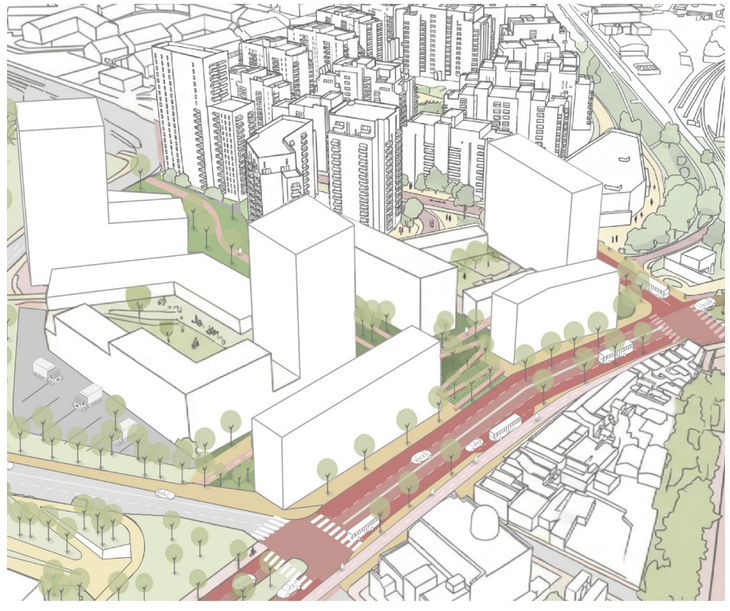
Green infrastructure is enhanced through the introduction of a continuous green connection linking Plumstead Road to Broadwater Green, improving pedestrian permeability and ecological value.

Intervention Principles
Pettman Crescent – Degrees of Intervention

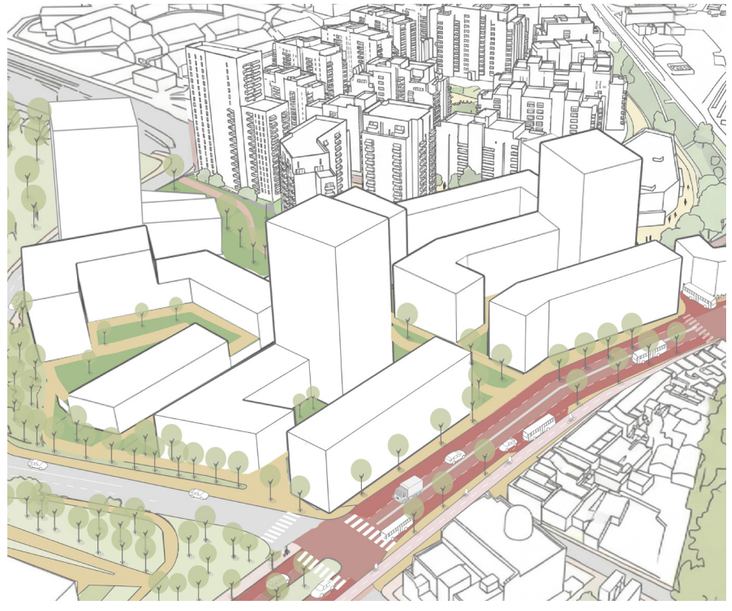
This pair of scenarios explores more transformational regeneration opportunities within the Pettman Crescent area, based on the restructuring of the gyratory into a more coherent and connected street network. The interventions assume a future scenario in which the Plumstead Bus Garage becomes available for redevelopment, enabling a more comprehensive reconfiguration of the area.

As the degree of intervention increases, the transport-dominated environment evolves into a coherent mixed-use neighbourhood. Improved street layouts, enhanced active travel routes and new green connections that help connect surrounding communities while supporting new homes, employment uses and social infrastructure.

These higher-intensity interventions demonstrate the long-term and holistic potential of strategic infrastructure investment to unlock significant regeneration. By creating a more coherent urban structure, they support greater development capacity, stronger green infrastructure networks and improved connectivity across the wider Plumstead area.



*Indicative spatial principles



*Indicative spatial principles

High Intensity Intervention - Split Level

Emphasis on remodelling of the gyratory system to prioritise connectivity, accessibility, and hierarchy of movement. The complete redevelopment of all available sites, including the bus garage, enables a cohesive, high-density mixed-use neighbourhood.

Significant areas of reclaimed highway land are transformed into a continuous High Street, providing active frontages, diverse uses, and a strong sense of place.

A robust green infrastructure network defines the development, with continuous green edges framing former infrastructure sites such as the bus garage and Woolwich Delivery area. A well-defined green corridor connects Plumstead Road directly to Broadwater Green, improving pedestrian permeability and ecological value.

This approach delivers a fully regenerated area aligning with the ambitions of Lombard Square and improving connectivity for broader area.

High Intensity Intervention - At-Grade

Remodelling of the gyratory system to maximise regeneration and development opportunities at Pettman Crescent.

This option would remove the existing split-level active travel between the Pettman underpass and Mallard Path bringing pedestrian and cycle movements to street level, improving accessibility and legibility.

There is potential to unlock additional development capacity along Plumstead Road, supporting a significant scale of development mirroring emerging developments, but remaining sensitive to the existing residential and retail contexts.

This option would also create opportunities for a stronger green infrastructure network and more direct movement through a simplified ramp connection Plumstead Road and the internal road at Pettman Crescent.

Delivery would require significant infrastructure investigations and integrated coordination between multiple stakeholders.

Intervention Principles

Pettman Underpass - Existing Condition

Complex Movement & Access Conditions

At the south-eastern corner of the gyratory, complex movement, level changes, and access constraints combine, presenting a clear opportunity for targeted intervention.

A Strategic Junction in Plumstead

This junction represents a pivotal point in Plumstead, where the High Street, emerging development routes, access to the station, and the Ridgeway converge. With increased station use anticipated, the area has the potential to evolve from a traffic-led space into a defining piece of townscape.

Key Constraints Limiting Place Quality Connections

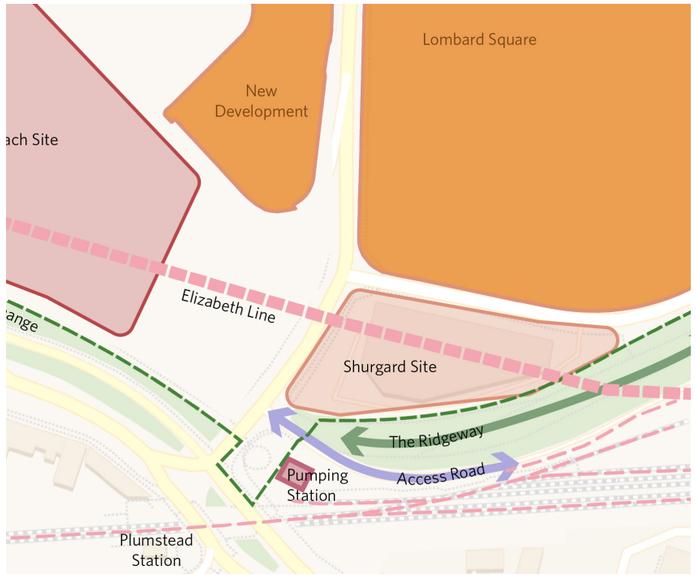
- The Curly Whirly / underpass creates a hostile and unsafe-feeling environment
- The Ridgeway lacks visibility and clear connections
- Car-dominated road design undermines pedestrian comfort and safety
- Cycling and active travel routes are indirect and incomplete
- Active travel routes underneath and on the edges of east Pettman Crescent are constrained and illegible, particularly towards the Shurgard site

Existing Movement Arrangement

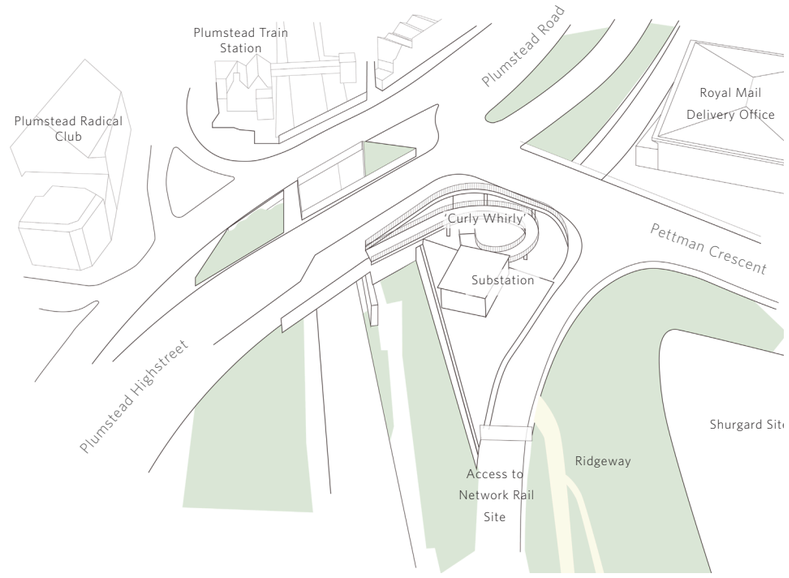
- One-way gyratory system
- Dedicated bus lane
- Access road serving National Rail Site
- Two-way traffic operation along the High Street

Recent Upgrade Works

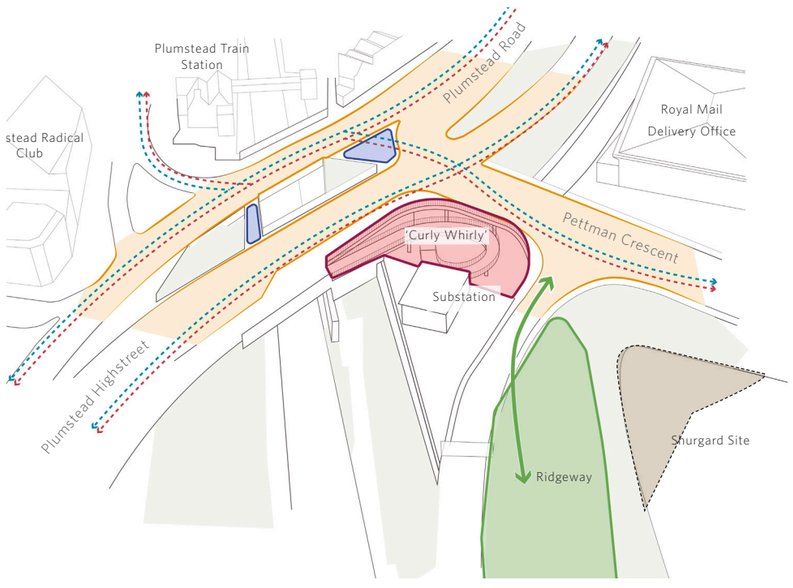
- PRIP works which includes surface-level improvements and localised upgrades, reconfiguring crossings to better accommodate both pedestrians and cyclists, supporting active travel and improvements
- Pettman Crescent underpass upgrades to curb antisocial behaviour and fly-tipping



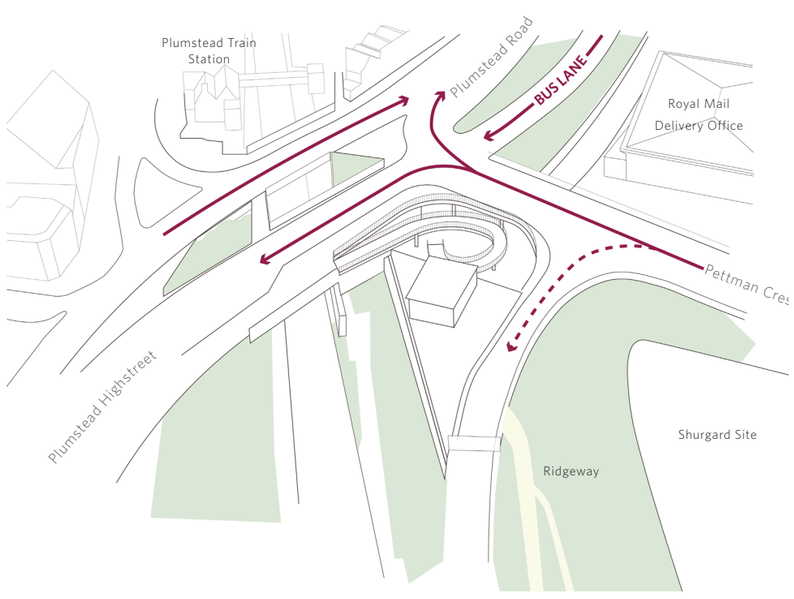
Complex Movement and Access Conditions



A Strategic Junction in Plumstead



Key Constraints Limiting Place Quality Connections



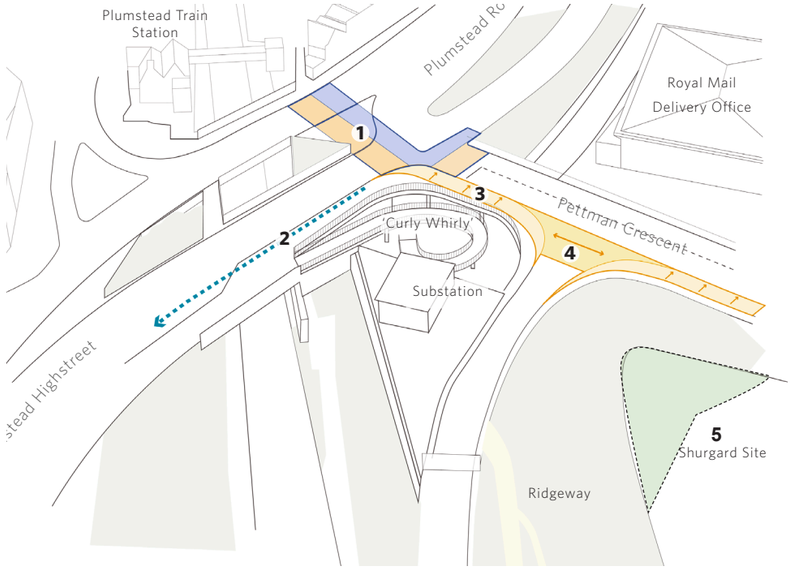
Key Constraints Limiting Place Quality Connections

Intervention Principles

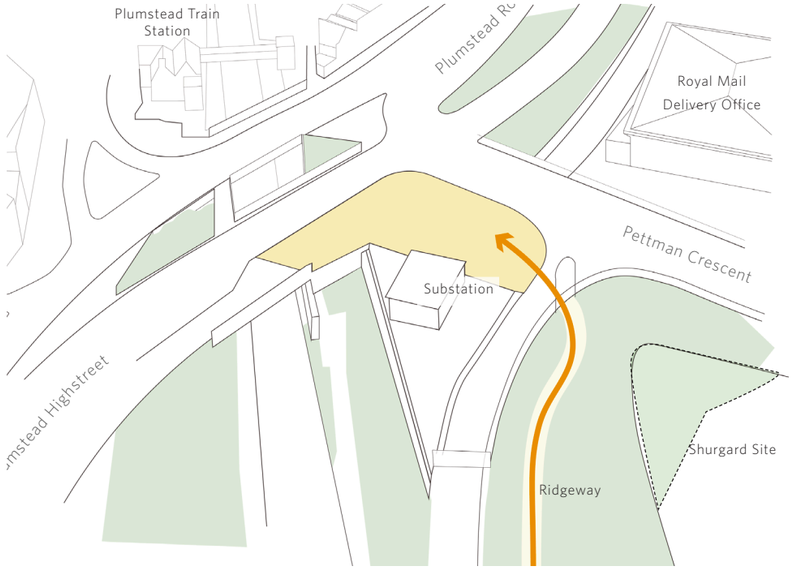
Pettman Underpass - Building on PRIP

The Pettman Crescent Underpass and surrounding public realm are the subject of ongoing and proposed interventions aimed at improving the experience for pedestrians and cyclists through the PRIP programme. The area sits at the convergence of several interrelated projects and constraints, including the Lombard Square redevelopment, PRIP works, the water pumping station, flooding considerations, and its role as a key movement corridor between Plumstead Station and the Ridgeway entrance, existing communities, future residents, and visitors. The site also provides an important connection to the wider walking and cycling network, including the spiral underpass leading north-west via Mallard Path towards the Thames Path.

Given these interconnected factors, a dynamic set of principle interventions are required considering both short and long-term possibilities for the area. Interventions should be scalable and adaptable, responding to varying development scenarios for Pettman Crescent island, whether retained in its current form as a split-level arrangement, or fully integrated into a future redevelopment and at-grade public realm strategy.



*Indicative spatial principles



*Indicative spatial principles

Short Term - Unlocking New Public Space

Building on PRIP work and underpass upgrades to add further activation of the space under Pettman Crescent, and further improve active travel connections, particularly between Lombard Square and the station.

1. Capitalise on PRIP work crossing and widen the crossing to encourage both pedestrian and cyclists, supporting active travel with signage
2. Deliver a protected cycle lane, aligned with the proposed route outside the station entrance, providing a safe connection from Plumstead Road and the spiral Pettman Underpass to the High Street
3. Augment PRIP cycleway and reduce Pettman Crescent to two traffic lanes to create generous, comfortable space for walking and cycling
4. Introduce a raised table crossing to reinforce pedestrian priority and shift away from vehicle-led design
5. Improvement of the lower-level Ridgeway entrance through path widening and landscape enhancements, improving relation of surrounding public realm to Shurgard site.

Longer Term: Unlocking New Public Space

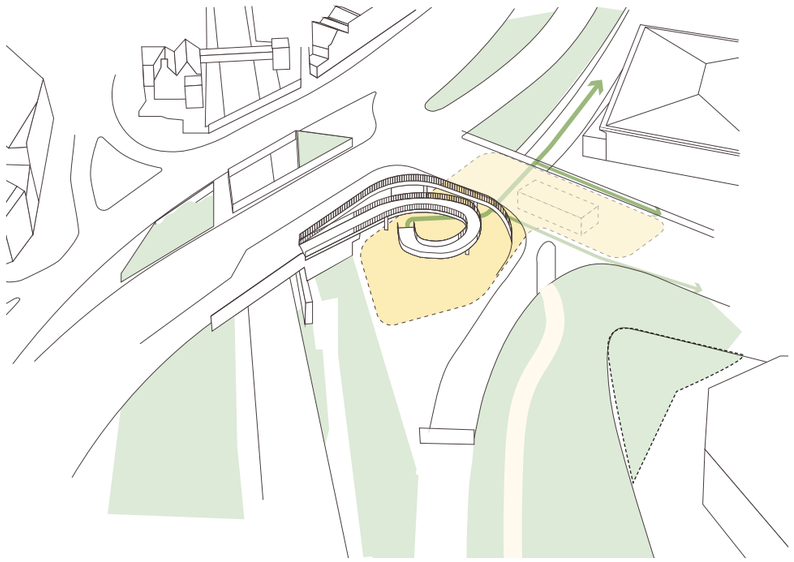
The Pettman Crescent Underpass Spiral is removed and underpass access is rationalised. Redundant infrastructure is infilled to create new, flexible public space. This creates opportunities to support movement, activity, and place-shaping.

The Ridgeway entrance is raised and reconfigured to improve legibility. Visual connections to the High Street and the station are strengthened. This helps create a more inclusive and continuous active travel corridor.

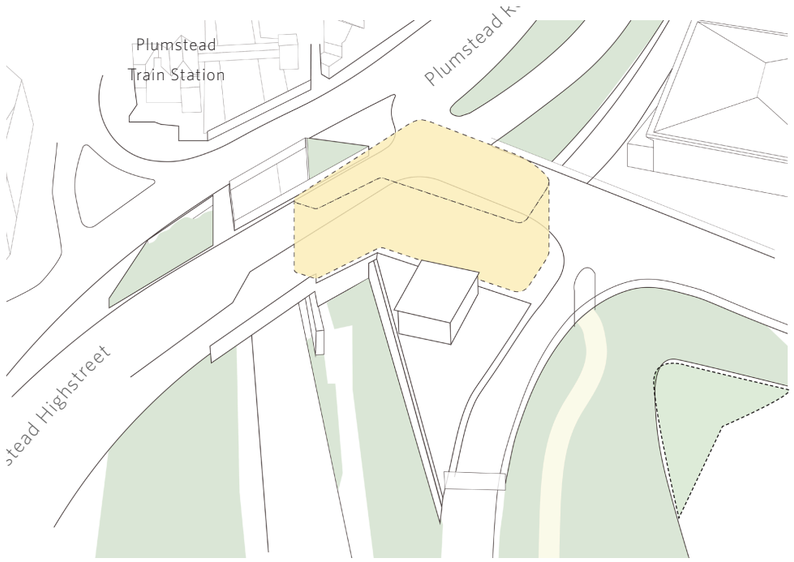
Crossings and pathways for pedestrians and cyclists are upgraded. A primary active travel route is established linking Plumstead Station and Lombard Square. Routes are brought up to street level, reducing reliance on underpasses.

Intervention Principles

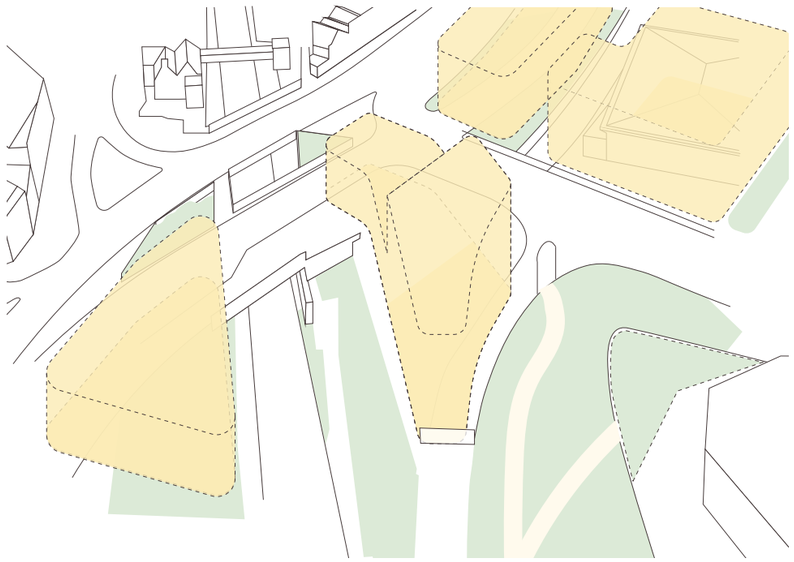
Pettman Underpass - Phased Reworking



*Indicative spatial principles



*Indicative spatial principles



*Indicative spatial principles

Immediate Term: Under-Bridge Activation

The Pettman Crescent underpass spiral is retained, with active commercial or community uses introduced beneath the railway bridge while maintaining the split-level active travel connection. PRIP improvements, including public art, lighting, landscaping and electricity provision, create opportunities for meanwhile uses that activate the site, improve safety and support potential for a future northern entrance to Plumstead Station.

Potential uses could include reuse and recycling cafes, and other social-infrastructural activities. The activation of this currently underutilised space would help address issues of fly-tipping and anti-social behaviour through increased footfall, passive surveillance and regular occupation, while strengthening connections between Plumstead Station, Lombard Square, the Industrial Area and surrounding neighbourhoods.

Early activation would also help establish a stronger identity for the area as regeneration progresses.

Medium Term: Reclaiming Land

The reclaimed underpass footprint could form a new public space for Plumstead. This space would act as a gateway to The Ridgeway and the High Street, while also providing a clear arrival point from new developments along Pettman Crescent. The space would be best supported and activated by new surrounding development.

The reclaimed area could also accommodate new development to reinforce the High Street frontage. A new building could help define the street edge and strengthen the street section, supporting Pettman Crescent's transition towards a more typical and legible street profile.

Long Term: Continuous High Street

The future replacement of the existing bridge presents a major opportunity for Plumstead. A single, consolidated bridge could better support the station, the public realm, and active travel ambitions. Rationalising bridge infrastructure would improve legibility and movement, while consolidation could unlock land currently occupied by fragmented infrastructure, creating opportunities for development.

The area would evolve into a true continuation of the High Street, with two-way traffic passing Plumstead Station on a single, consolidated bridge. The extended High Street would be reinforced by new built form enabled through released development land.

Pettman Crescent would adopt a clear street typology, accommodating two-way traffic and defined by development along both sides of the street. The Ridgeway would become a visible and welcoming part of the area, with access promoted and integrated into the public realm.

PLUMSTEAD HIGH STREET

Existing Condition
Issues & Opportunities

The High Street forms the primary route and commercial hub for Plumstead. It was the focus of the 2016 URF, and upgrades and enhancements to it are ongoing. The following points outline the key themes surrounding the existing condition of the High Street.

1. Building on delivered projects
A number of public realm projects have been recently delivered, and continue to be, to improve the public realm. Poor maintenance of public spaces is a tangible concern. Working to enhance and expand upon these projects will be a key aim of the framework.

2. Bus route & traffic flow:
The high-street acts as a main vehicle corridor and artery for many bus routes. The current environment creates a hostile experience, especially at points of compromised width. There is scope to more equitably support different transport modes, prioritising buses, pedestrians, and servicing.

3. Servicing & parking:
Currently organised by timed single yellow line markings, with small areas of dedicated servicing, a relaxed approach to policing this has resulted in an untidy and uncoordinated carriageway.

4. Signage & Shop Frontage:
Shopfronts are fragmented along the High Street and interrupted by residential uses. Although they generate activity and have low vacancy, they suffer from a hostile environment and inconsistent appearance. Temporary signage adds visual clutter and obstructs pedestrian movement.

5. Materiality & street furniture:
Piecemeal public realm improvements have resulted in an inconsistent approach to materiality and street furniture, which further contributes to an inconsistent and incoherent street scene.

6. Pavements & spill-out:
Pavement width varies along the High Street, and is compromised at many points. There are opportunities for spill-out space and street furniture are not maximised which gives poor definition to the High Street and Lakedale Road, which restricts active uses.

7. Opportunity sites:
A number of potential opportunity sites could catalyse positive growth through new public realm interventions and public realm upgrades.













Existing Condition
Recent & Emerging Projects

A series of enhancement and upgrade works have been completed since the 2016 URF, and further enhancements are planned. A development opportunity at the Old Tramyard has seen a planning application, and a small number of opportunity sites exist elsewhere.

Public realm projects
A number of public realm projects have been delivered in recent years as part of the Plumstead Good Growth Programme - these projects and locations are outlined below:

- Head of Lakedale Road - Additional tree planting within green space and planting against Church of Christ the King Wall.
- Lakedale Road - Kerbside rain garden and widened footway with integrated seating and cycle parking
- Gavin House Green - Additional tree planting, landscaping, paths and seating to create places to pause
- White Hart Road - Rain gardens with grasses between parking, tree planting and climbers to walls approaching underpass.
- Abery Street Car Park - Public realm greening integrated with car park.

Planning applications
There is an approved planning application within the vicinity of the High Street:

- Old Tramyard (21/1189/F) - Demolition of existing buildings and construction of residential dwellings (Use Class C3) and flexible light industrial, offices/workspace and retail floor space (Class E) plus associated car parking, cycle parking, refuse storage, hard and soft landscaping (including private gardens, communal open space and playspace) and other associated works.

Heritage & conservation
A number of listed buildings are located along, and within the vicinity of the High Street:

- Plumstead Fire Station - Grade II listed building (1393508)
- Plumstead Library - Grade II listed building (1430680)
- The Plume of Feathers Public House - Grade II listed building (1358995)

Public realm upgrades



Fire Station Events Room

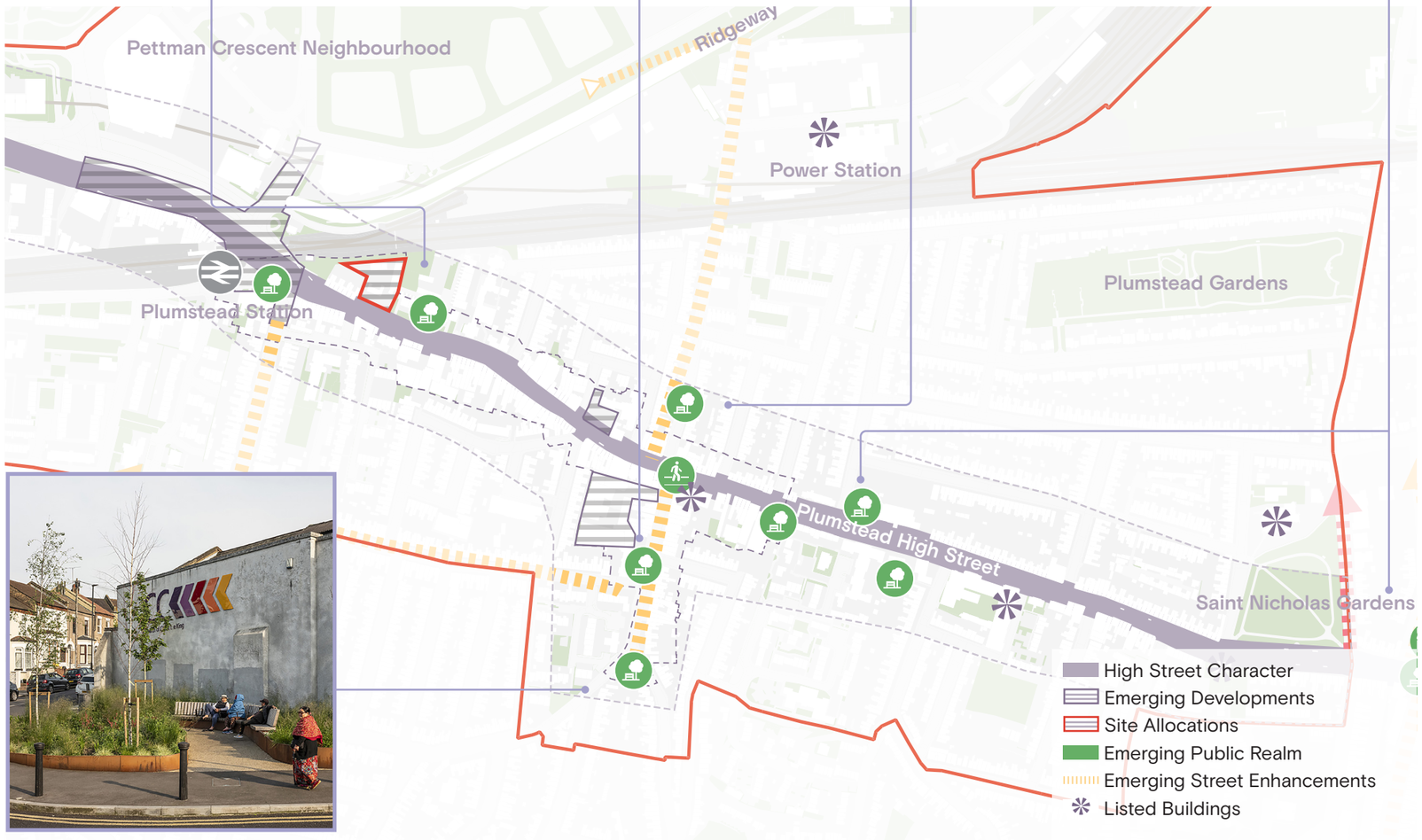


White Hart Road upgrades



Rationalised carriageway





Few seating areas

High Street existing conditions map

Opportunities

There is opportunity to capitalise on the potential of the High Street as a local asset. There is scope to continue and expand the ongoing enhancement work through the following:

1. Role for the community

- Beyond retail - focus on the social and cultural role, in the context of the nearby major centre at Woolwich
- Highway enhancement work to create a rational street scene and optimise space for pedestrians
    - Support GLA Safety in Public Space
    - Support GLA Safe routes to schools
- Targeted seating in coordinated places
- Series of intervention sites that can catalyse community-focused activities and social infrastructure, with 'quick wins' focusing on creating an empty retail unit register with council-landlord coordination to identify temporary uses that support community events and/or businesses

2. Station cluster enhancement

- Capitalise on PRIP work to continue enhancements
- Gyratory recalibration to bring a new character to this strip of High Street
- Potential for development opposite existing shopfronts, on the northern side as part of gyratory recalibration
- Buses and station interface to be smoother
- Link to Ridgeway from station to be rationalised

3. Lakedale Road enhancement

- Heart of the High Street, where it is calmer in character, allowing for dwell areas and spill-out space from cafes
- Capitalise on Fire Station enhancement with 'quick wins' focusing on community programming in the existing community space
- Relationship to the PIA with front of house uses on the High Street

4. High Street enhancement

- Facilitate safe Woolwich to Abbey Wood active travel
- Narrow carriageway to slow traffic and widen pavements
- Introduce central median strip
- Scope to introduce informal raised tables for crossing between signalised junctions
- Formalise on-street parking and servicing zones
- Introduce cycle parking and introduce spill-out space and street furniture where possible

Station Cluster



Role for the community

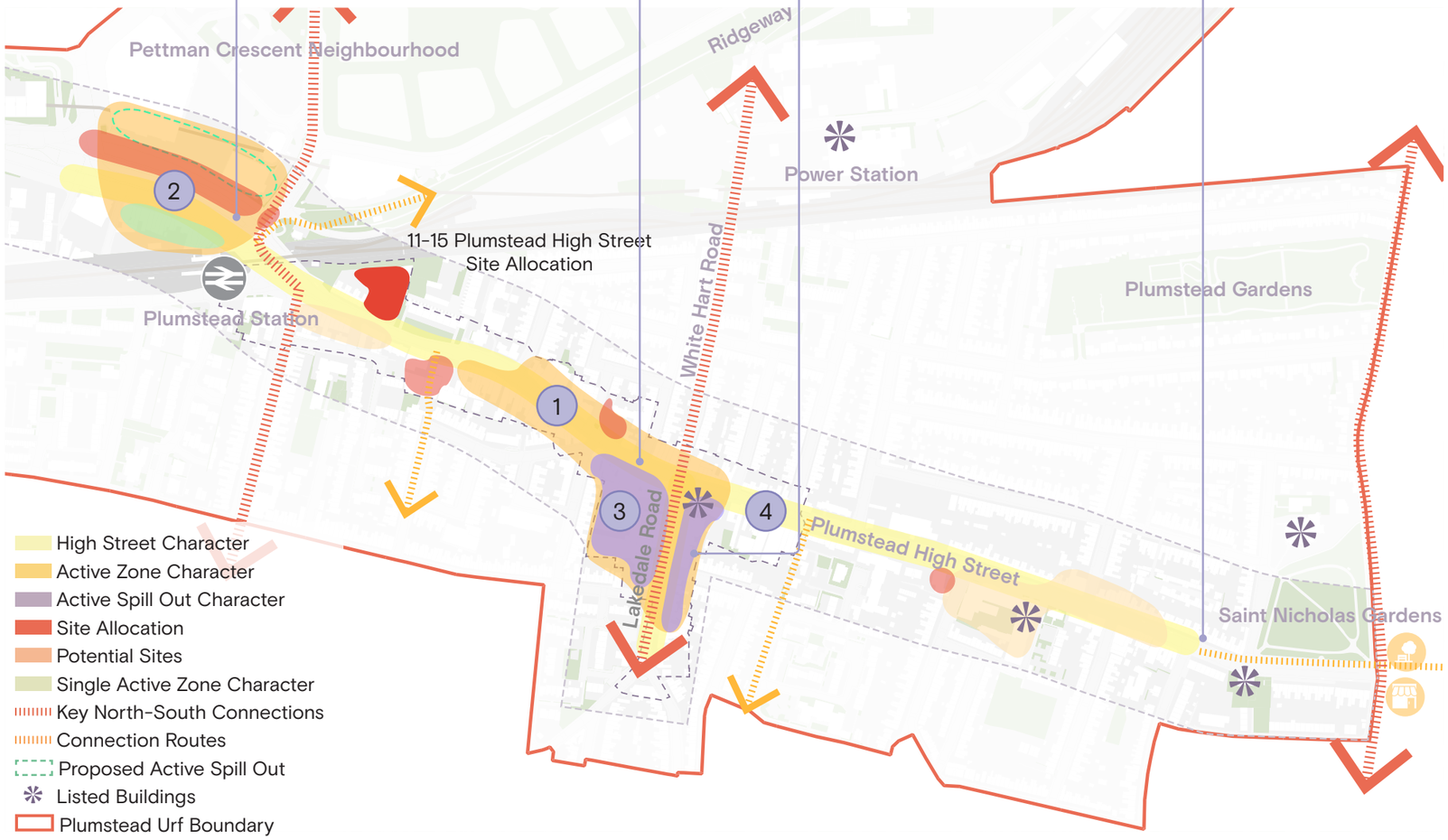


Lakedale Road



High Street Carriageway





High Street opportunities map

Opportunities
Impacts

Borough-wide

- The position of Plumstead Town Centre within the wider ecosystem of Greenwich is clearer, with Woolwich functioning as the main Centre and Plumstead providing a complementary local centre offer.
- The unique character of Plumstead Town Centre expanded and diversified to compliment Woolwich resources.

Local

- Social infrastructure is integrated into emerging developments along the High Street, increasing a sense of community and identity for Plumstead.
- Meanwhile uses activate vacant units and underused sites, bringing activity to overlooked spaces contributing to a more vibrant and community focused High Street.
- Plumstead Station becomes a welcoming gateway into Plumstead, creating a stronger first impression of the town centre. Improved visibility, coherent connections to key destinations and a safer environment for pedestrians, cyclists, public transport users and motorists increase footfall and support local businesses.
- Lakedale Road's existing character as a calm, lower-traffic café and retail destination is enhanced through increased spill-out space, supporting local businesses, events around the Fire Station public space and the emerging Old Tramyard residential and retail offer.
- A balanced and rationalised carriageway making the High Street a safer, greener and more comfortable corridor, creating additional space for pedestrians, planting and stewardship, attracting more footfall and increasing dwell time and local activity.
- Enhanced crossings and clearer pedestrian priority improving safety and accessibility, encouraging more people to walk through, access and spend time in Plumstead Town Centre.
- Improved public realm, greening and activation create a more attractive and welcoming town centre environment, supporting community wellbeing and strengthening local identity.
- Extended High Street, increased footfall, dwell time and visibility support existing businesses, encourage new investment and contribute to the long-term vitality of the High Street.



Opportunities
Role for the Community

Development Potential
There are a number of completed and ongoing developments on the High Street, some of which originated from the Plumstead URF 2016. In addition to these, planning applications have emerged, alongside additional sites identified as part of the vision for this URF.

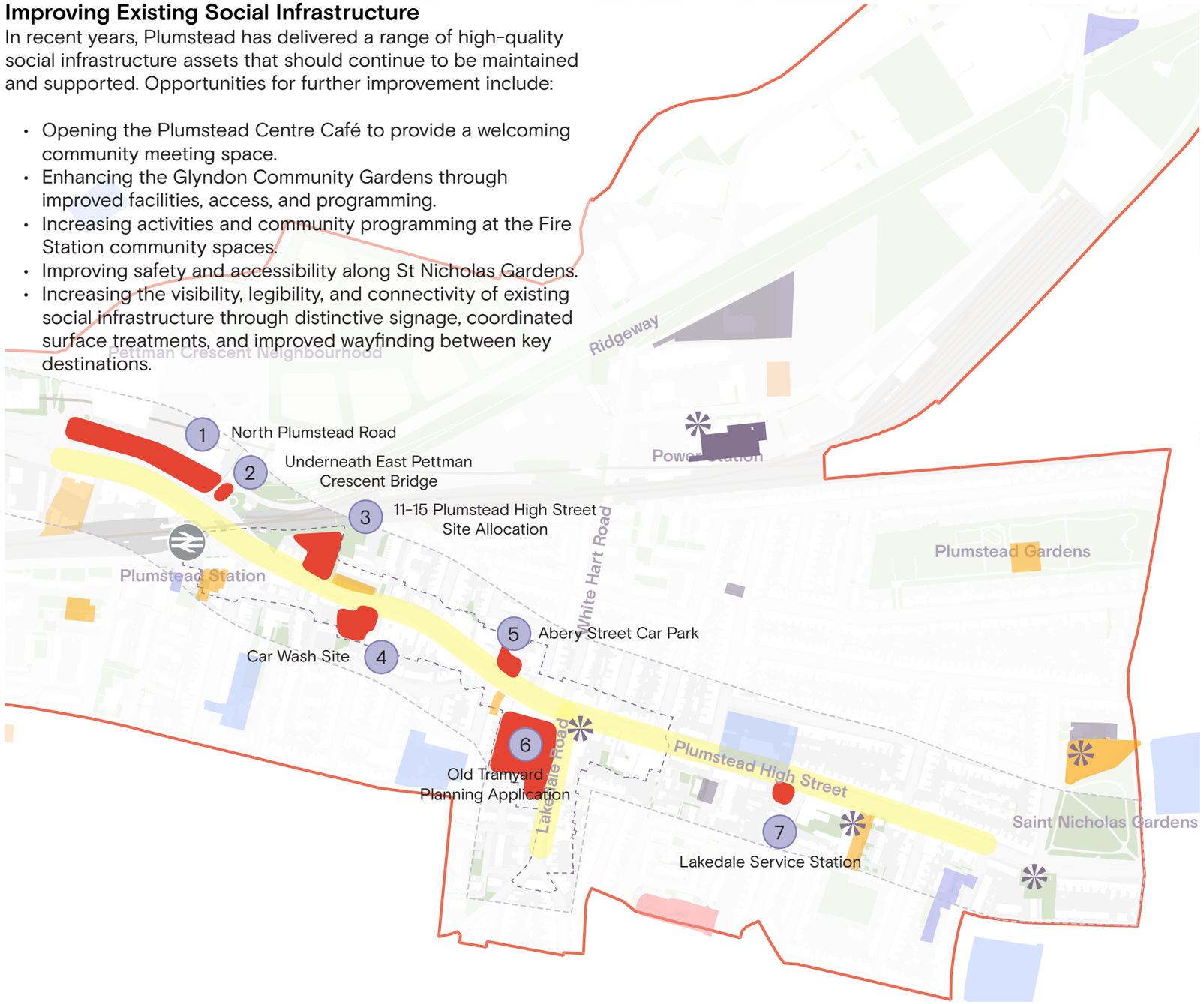
- 3 - 11-15 Plumstead High Street: URF 2016 proposed commercial uses at ground floor with residential above.
- 4 - Car Wash Site: URF 2016 proposed intensified workspace with commercial and active public frontage, with residential above.
- 5 - Abery Street Car Park: URF 2016 proposed commercial uses at ground floor with residential above.

Social and cultural role
The High Street is the natural focus of core activities in Plumstead, and as such has a role to play in providing social and cultural facilities in prime locations. There is potential for social infrastructure in the High Street to be delivered as standalone projects, but this may also form part of emerging development, contributing to a dynamic mixed-use environment along the High Street.

Development Potential with Social Infrastructure Offer
- 1 - Plumstead Road / Pettman Crescent: Development fronting Plumstead Road and mirroring the High Street condition could provide community infrastructure, such as health, community, or cultural facilities.
- 2 - Under East Pettman Crescent Bridge: Following recent power supply provision, this area could be made safer and help tackle fly-tipping through meanwhile and long-term uses, including cafés, station entrance, or flexible spaces that optimise and attract footfall.
- 6 - Old Tramyard: Approved planning application includes retail uses along the ground-floor edge facing Lakedale Road.
- 7 - Lakedale Service Station: Recent public realm improvements, but also opportunity for a future mobility hub.

Improving Existing Social Infrastructure
In recent years, Plumstead has delivered a range of high-quality social infrastructure assets that should continue to be maintained and supported. Opportunities for further improvement include:

- Opening the Plumstead Centre Café to provide a welcoming community meeting space.
- Enhancing the Glyndon Community Gardens through improved facilities, access, and programming.
- Increasing activities and community programming at the Fire Station community spaces.
- Improving safety and accessibility along St Nicholas Gardens.
- Increasing the visibility, legibility, and connectivity of existing social infrastructure through distinctive signage, coordinated surface treatments, and improved wayfinding between key destinations.

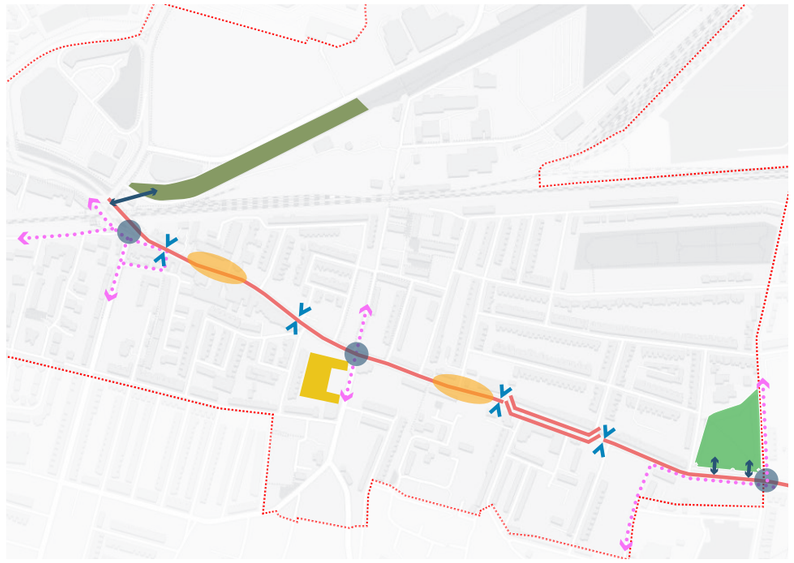


Opportunities

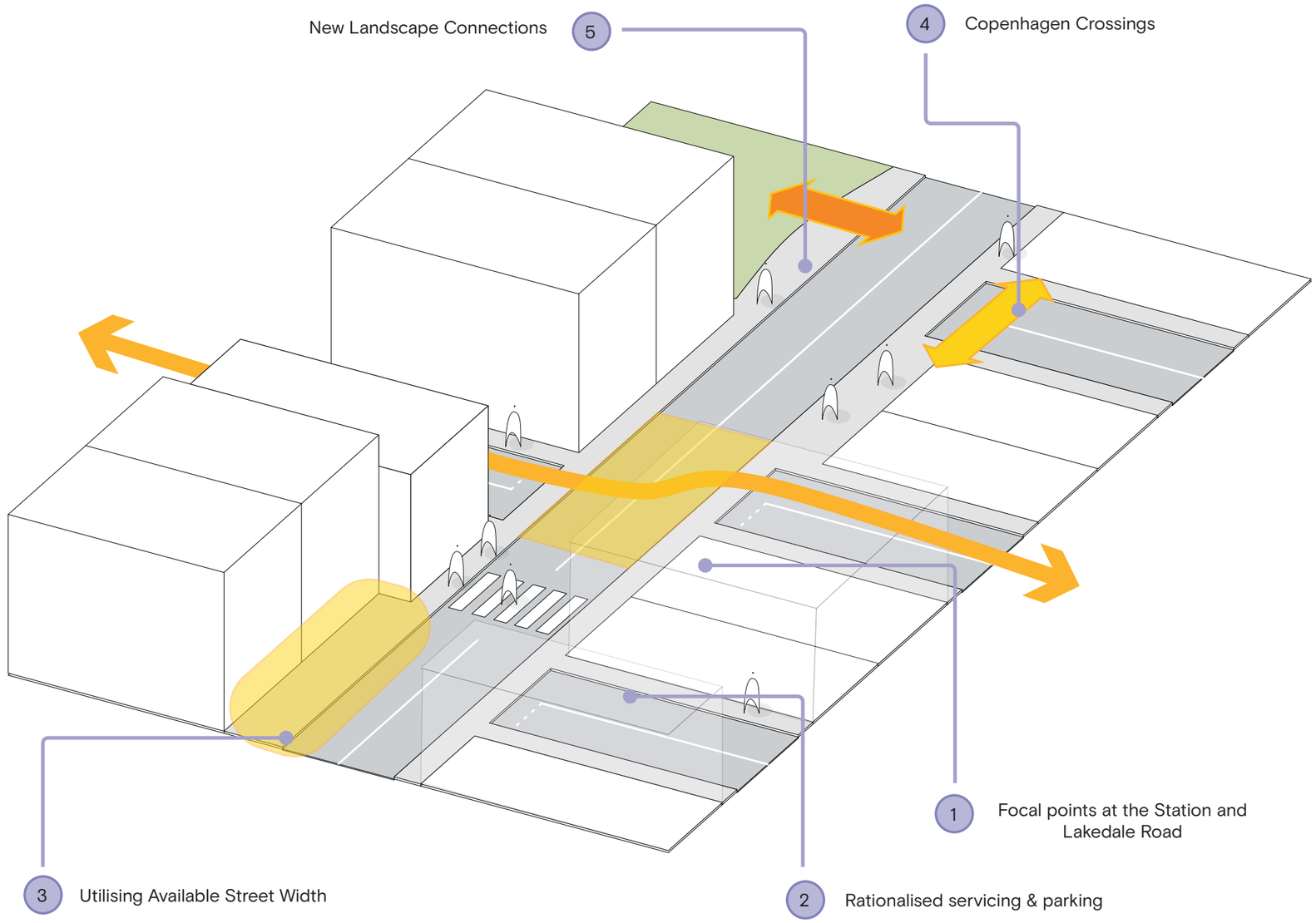
Station Cluster, Lakedale Road, & High Street Enhancement

A number of principles based approaches will help inform the approach to improvements to the High Street, aiming to improve streetscape appearance, pedestrian movement, connectivity and public space.

1. Focal points at the Station and Lakedale Road - Strategically locating spill-out spaces on calmer streets as alternatives to the busy High Street
2. Rationalised servicing & parking - Maximising informal points for pedestrian connectivity
3. Utilising Available Street Width - Maximising space for pedestrians, street furniture and activity
4. Copenhagen / Continuous Crossings - Continuous pavements over junctions strengthen pedestrian flow and High Street identity
5. New Landscape Connections - Increasing access points and unrestricted movement too adjacent parks and public spaces



Utilising Available Road Width
St. Nicholas Gardens Connection
Community Street
High Street
Pinch Point
Public Realm Enhancement
Key Junction
Possible Opportunity
URF Boundary



Opportunities
High Street Enhancement Precedents

Experience and guidance can be drawn from a number of precedent schemes where road carriageways with high volumes of traffic have been remodelled to create pedestrian friendly environments with activated public realm.

Stamford New Road, Altrincham Town Centre
Stamford New Road acts as a key vehicle artery through the centre of the town, which also acts as the main High Street and commercial street, carrying a high volume of pedestrians as well as vehicles.

Streetscapes and public spaces were designed to redress the balance between vehicles and pedestrians, whilst fulfilling operational requirements of the busy markets and town centre retail. The carefully considered design reduced traffic speeds through surface treatments, tree planting, furniture, lighting and removal of kerbs, traffic lights and barriers.

Fountain Place, Poynton
The Fountain Place scheme involved the regeneration of the main shopping street, Park Lane, and the reinstatement of Fountain Place, the historic centre of the town. The streets have been redesigned with greatly extended pedestrian areas. All traffic lights have been removed, and average speeds significantly reduced to create a more responsive and civilised interaction amongst pedestrians, cyclists and drivers.

Shared space principles underpinned the scheme from the outset with radial streetscape changes, visually narrowed carriageways, bold courtesy crossings and widened footways combining to establish a design speed of around 18 mph.

Stamford New Road, Altrincham



Raised table crossings
Raised tables create informal crossing points and encourage traffic to slow and giveway to pedestrians



Cycle parking and bollards
Strategically placed cycle parking near key destinations and bollards that restrict informal parking and servicing



Spill-out space & activation
Areas free of parking and servicing are protected for outdoor seating areas activate the streetscape

Fountain Place, Poynton



Roundabouts & Shared Space
Roundabouts have been adopted, replacing signalised junctions and allowing a more continuous flow of traffic



Narrowed carriageway
Narrowing of the carriageway and the introduction of a central median slows traffic and aids pedestrian connectivity by creating a refuge point during crossing.



Spill-out space & activation
Areas free of parking and servicing are protected for outdoor seating areas activate the streetscape

Intervention Principles

Community & Social Infrastructure Priority Actions

Social infrastructure comprises the physical spaces, services and activities that support human connection, health, education and culture. In the context of Plumstead High Street, and in response to public consultation feedback, this includes community facilities, health and wellbeing services, cultural and educational provision, community programmes and events, as well as a more diverse retail offer that supports everyday social interaction through cafés and flexible workspaces serving multi-generational and diverse communities

The baseline assessment identified a number of challenges relating to health outcomes, community infrastructure provision and access to local services. Whilst Plumstead High Street performs an important role as a local centre, there is an opportunity to strengthen its contribution to health, wellbeing and social resilience by accommodating a broader range of community-focused services and activities.

The reuse of vacant and underutilised premises presents an important opportunity to achieve this. Active monitoring of vacant units should be undertaken to identify opportunities for delivery of health, community and wellbeing uses, whilst providing flexibility for meanwhile and emerging service providers to establish a presence within the high street.

Alongside physical provision, there is a need to better understand existing social infrastructure assets and monitor how local needs change over time. This could include maintaining an up-to-date register of community facilities, services and activities, helping to identify gaps in provision, coordinate service delivery and direct future investment towards identified priorities.

Social infrastructure should also be considered beyond physical buildings. Community programmes, health initiatives, skills training, markets, events and local activities can all contribute to social connectivity, community participation and improved wellbeing outcomes. Public spaces within the High Street should therefore be designed and managed to support a range of community-focused activities, helping to create a more inclusive and welcoming environment.

Together, these measures could help address identified gaps in provision, improve access to services and support the High Street's evolution as both a commercial centre and a focal point for community life.

1. Monitor social infrastructure provision and identify gaps in health, community and wellbeing services.

2. Maintain a live directory of community facilities, services and activities.

3. Monitor vacant and underutilised premises and identify opportunities for community, health and wellbeing uses through a vacant unit register working with landlords and businesses.

4. Encourage the temporary and permanent occupation of vacant units by service providers and community organisations.

5. Support the delivery of community programmes, events and activities within public spaces along the High Street. In addition, existing community spaces such as the room with the Fire Station could be considered for this use.

6. Work with healthcare providers, education organisations, the voluntary sector and community groups to explore opportunities for additional provision within the high street.

Intervention Principles

Community & Social Infrastructure Precedents



Repurpose Landmark Buildings as Community Hubs
Lakeside Centre, London - Formerly a bar, restaurant and entertainment venue, now repurposed as a cultural hub for Thamesmead. Its distinctive architecture and prominent signage create a recognisable landmark and strengthen its presence within the community.



Civic Engagement Network & Space
Croydon Urban Room, London: A council-run civic engagement initiative combining a parent location, temporary pop-ups and a digital platform that supports community participation in town centre recovery through exhibitions, workshops, events and ongoing council-public dialogue.



Activate Space Through Temporary and Flexible Uses
Geroldstrasse 35, Zürich (Frau Gerolds Garten) - A temporary intervention extending beneath bridge using lightweight and modular structures to activate space. The area combines a daytime café, outdoor seating, cultural programming, and event spaces, supporting the surrounding arts and creative community



Increasing Visibility & Accessibility
Luchtsingel, Rotterdam - A network of pedestrian bridges and pathways that reconnect previously fragmented parts of the city around Rotterdam Central Station. The distinctive yellow surface treatment creates a highly visible identity, making routes intuitive and easy to follow.



Reuse Vacant Sites fot Business and Community
The Loop Circularity Hub, Hackney - vacant building temporally transformed into a circular economy hub for material reuse businesses and sustainable manufacturing. The project fosters collaboration, experimentation, research and zero-waste practices, while supporting local enterprise and job creation.



Integrate Community Uses in Mixed-Use Development
Acton Gardens, London - A large-scale mixed-use residential development that combines new homes with community facilities, healthcare provision, open space, and local retail. The phased regeneration approach demonstrates how social infrastructure can be integrated alongside housing delivery

Intervention Principles

Lakedale Road & Station Focal Points

The key intervention areas for enhancing the streetscape and pedestrian experience along the High Street are the focal points at Lakedale Road and the Station. These key nodes act as a gateway to the High Street through to the Ridgeway and are anchored by some key historic buildings that are distinctive to the character of this route. The potential interventions that can be adopted are outlined below:

1. Rationalise servicing zones - Potential opportunity to relocate existing uses to PIA locations, unlocking a central site to better support the High Street.
2. New dwell space and commercial spillout space - Enhancing the setting and creating opportunity for commercial spill out
3. Improve shopfronts - There is an opportunity to introduce a more unified approach to thresholds and access, creating a stronger rhythm and coherence along the High Street.



A Plumstead Station
B Lakedale Road / White Hart Road / High Street Junction



Intervention Principles
Rationalise Servicing & Parking

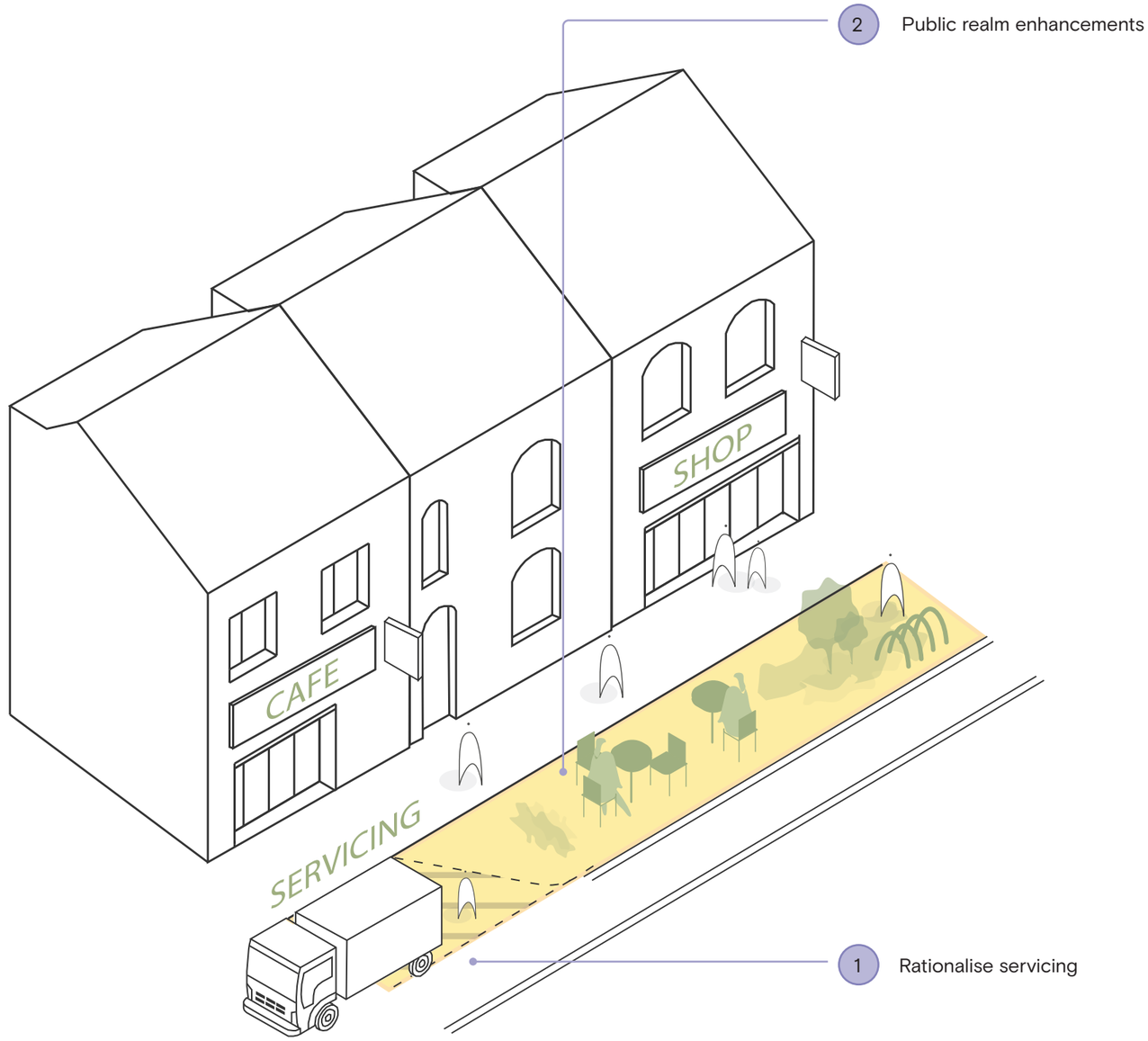
Existing Issues
The High Street currently features a wide and flexible carriageway, which encourages haphazard parking and servicing. This contributes to increased traffic congestion and disrupts the efficient flow of vehicles. Given the already high volume of bus traffic along the corridor, such informal stopping and parking significantly impact public transport reliability and performance.

Rationalising Servicing & Parking
A key intervention is to rationalise servicing and parking arrangements. By narrowing and clearly defining the carriageway, and introducing designated servicing and parking bays, the street can discourage opportunistic on-street stopping, improve traffic flow, and support efficient bus operations potentially releasing surplus road width to pedestrian space.

Public Realm Enhancement
The reconfiguration of the carriageway offers potential to expand and enhance the public realm. Additional space can be used to introduce streetscape elements, such as complementary pause and play features.



A Area around 153 Plumstead Road
B Area around 97 Plumstead High Street
C Area around 156 Plumstead High Street
D Area around 163 Plumstead High Street



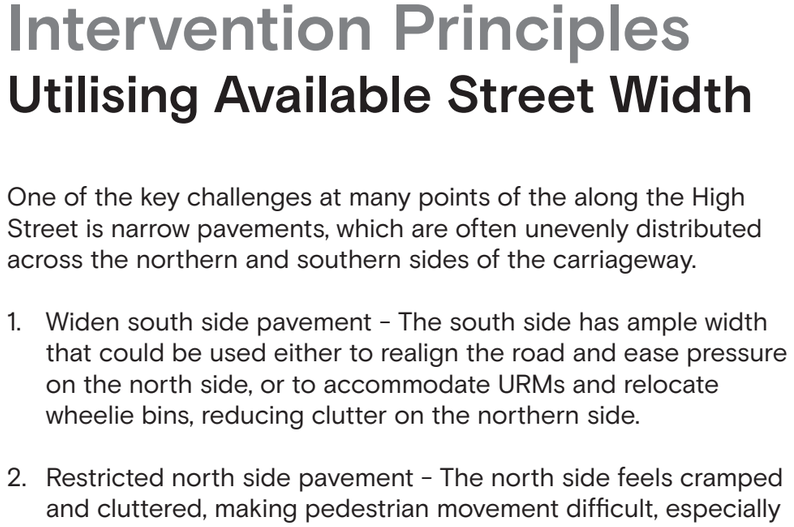
Intervention Principles

Utilising Available Street Width

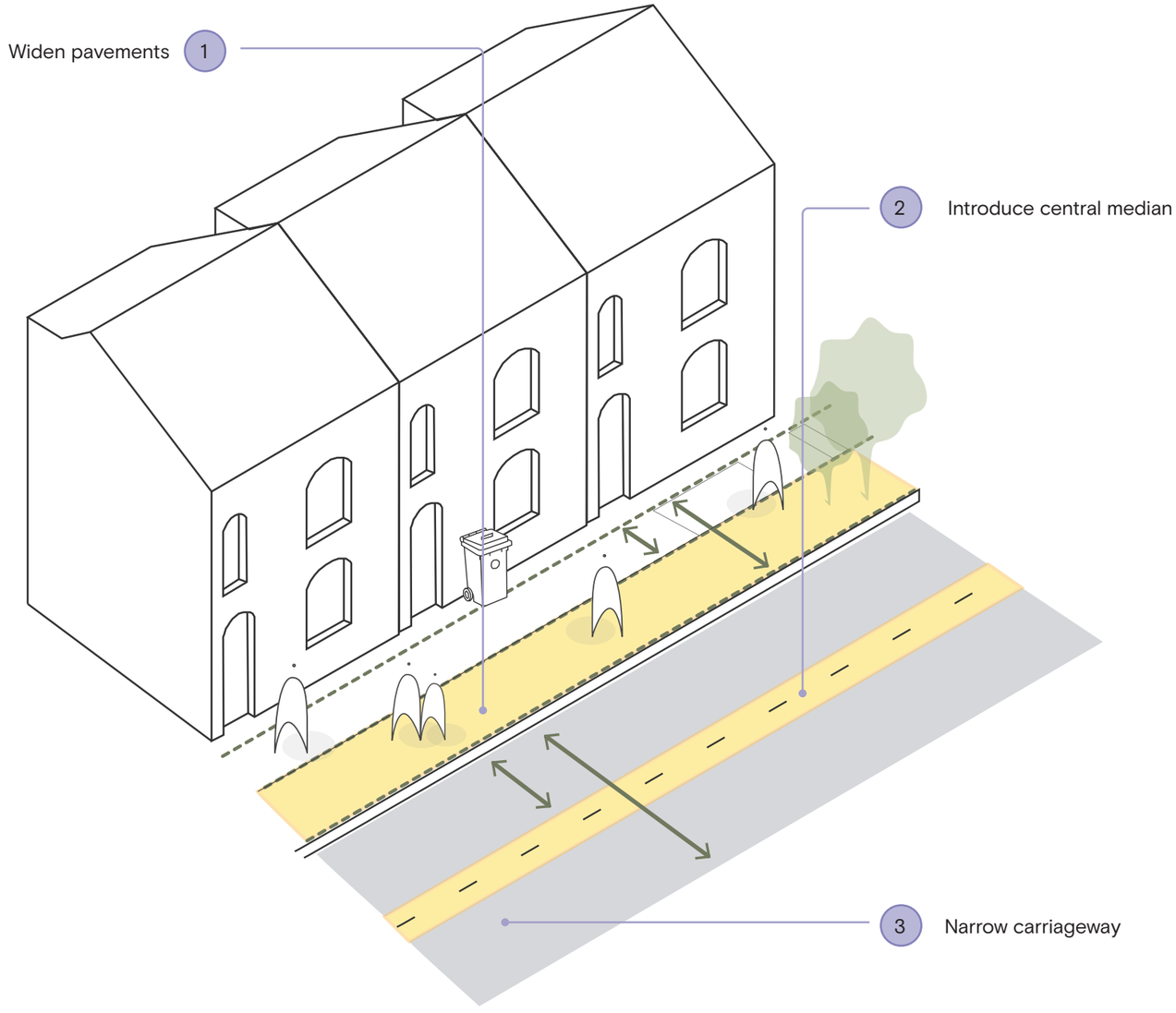
One of the key challenges at many points of the along the High Street is narrow pavements, which are often unevenly distributed across the northern and southern sides of the carriageway.

1. Widen south side pavement - The south side has ample width that could be used either to realign the road and ease pressure on the north side, or to accommodate URMs and relocate wheelie bins, reducing clutter on the northern side.

2. Restricted north side pavement - The north side feels cramped and cluttered, making pedestrian movement difficult, especially during the school run.



A Carriageway around 145 Plumstead Road
B Carriageway around 65 Plumstead High Street
C Carriageway around Bannockburn Primary School
D Carriageway around 201 Plumstead High Street

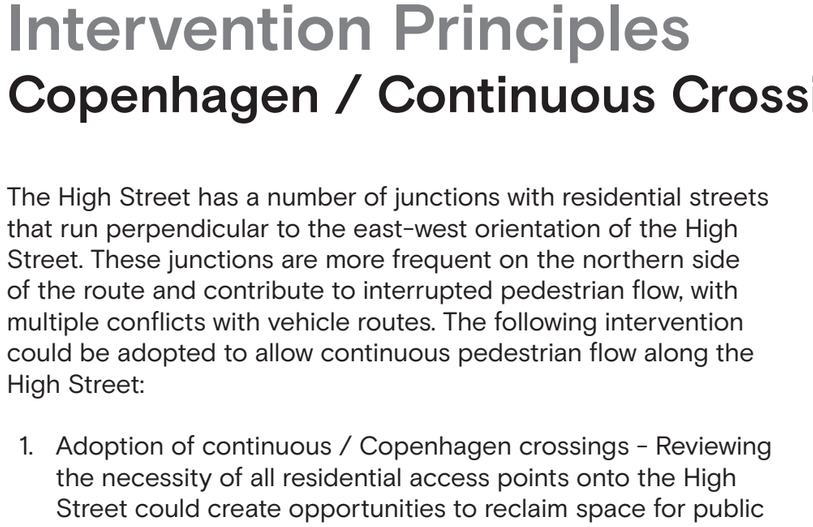


Intervention Principles

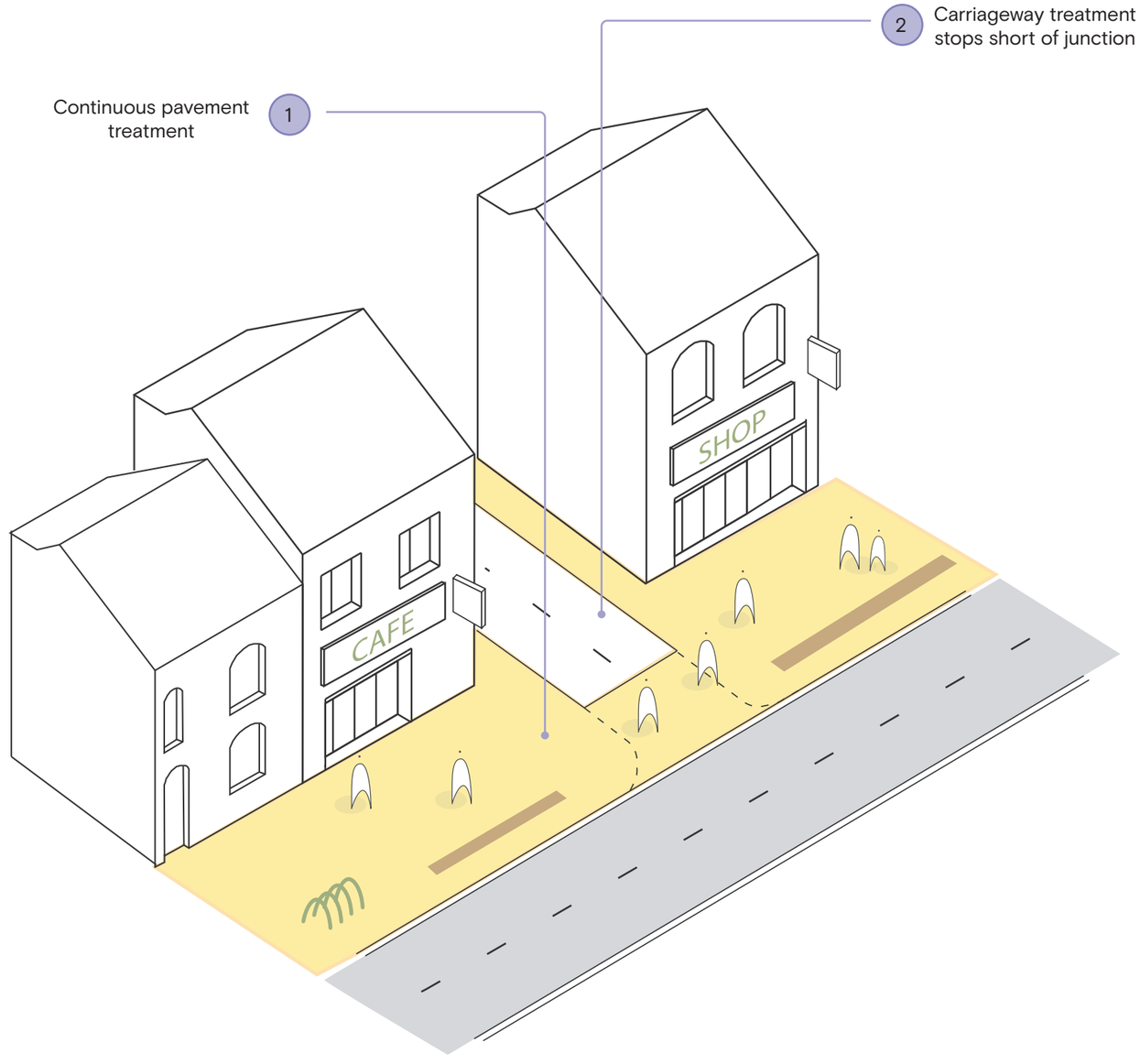
Copenhagen / Continuous Crossings

The High Street has a number of junctions with residential streets that run perpendicular to the east-west orientation of the High Street. These junctions are more frequent on the northern side of the route and contribute to interrupted pedestrian flow, with multiple conflicts with vehicle routes. The following intervention could be adopted to allow continuous pedestrian flow along the High Street:

1. Adoption of continuous / Copenhagen crossings - Reviewing the necessity of all residential access points onto the High Street could create opportunities to reclaim space for public realm enhancements, play, and improved street function



A Junction of High Street / Garibaldi Street
B Junction of High Street / Kentmere Road
C Junction of High Street / Bannockburn Road
D Junction of High Street / Kashgar Road
E Junction of High Street / St Nicholas Road

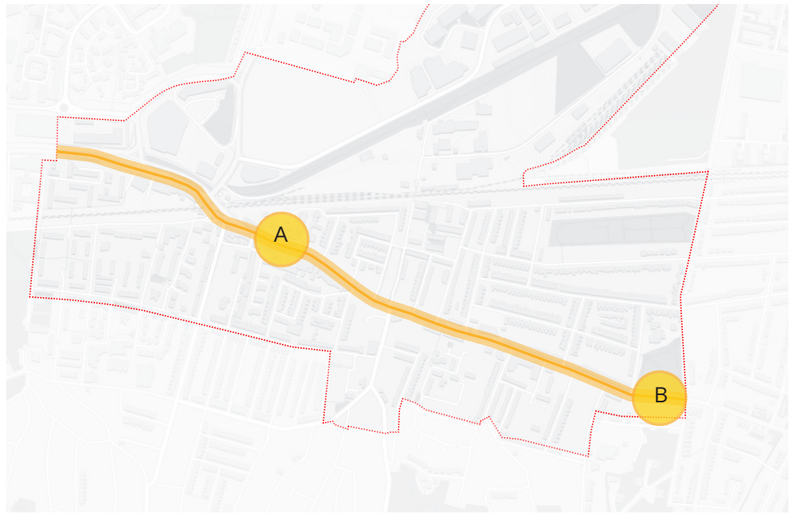


Intervention Principles

New Landscape Connections

Adjacencies with surrounding green spaces give opportunity for improved landscape interfaces with the High Street as well as improved connections from the street into greenspaces, through the adoption of improved crossings, enhanced public realm and wayfinding and new entrances. Some of the specific interventions are outlined below:

- St Nicholas Gardens connection - The interface with Plumstead High Street is currently minimal; while the open edge is positive, it lacks definition, legibility, and a clear sense of arrival
- Enhanced pedestrian crossings - Pedestrian crossing provision should be reviewed in relation to the gardens. While a crossing exists to the west, there may be an opportunity to better align crossing points improving accessibility and connectivity.
- Junction treatment - The south-eastern junction could act as a key gateway, strengthening north-south movement and the connection between the gardens and the High Street.



A Connection between High Street / Gavin House Green
B Connection between High Street / St Nicholas Gardens



RESIDENTIAL NEIGHBOURHOODS

Existing Condition
Character & Spatial Qualities

A large area of the URF is housing, sitting largely either side of the High Street. The existing residential neighbourhoods are characterised by two distinct typologies, varying spatial qualities and two principal open spaces.

- Two distinct residential typologies:
  Early 20th-century terraced housing, forming a consistent and well-defined urban grain
- Post-war housing estates, typically arranged in more open and less structured layouts

Varying spatial qualities:
- Terraced streets providing strong enclosure and active frontages
- Estate layouts often presenting fragmented open space and weaker spatial definition
- Tucked in backyards and in-between spaces are also Low-Threshold Enterprise Spaces (LTES)

Two principal open spaces:
- Plumstead Common
- St Nicholas Gardens

Emerging residential character:
- Lombard Square forming a distinct area of newer, denser residential development north of the railway
- Plumstead Crescent North Site Allocation P5-TA1 - proposes residential-led mixed use development with commercial units
- 11-15 Plumstead High Street Site Allocation P6-PS1 -proposes residential-led mixed use development with a place of worship
- Old Tramyard providing a further development opportunity closer to the High Street, with approved proposals for residential, workspace, retail and associated open space
- Together, these sites indicating an evolving residential character within the URF

Flooding
The northern portion of the URF area falls within Flood Risk Zone 3 and is therefore considered highly susceptible to flooding. To mitigate flood risk and support water management, the incorporation of nature-based Sustainable Urban Drainage Systems (SuDS) across the area should be prioritised, including maintenance strategies for such green infrastructure.



Residential areas existing conditions map

Existing Condition
Residential Streets & Spaces

Three primary typology categories of streets and spaces exist in the area, two of which match the residential typologies.

Terraced street character
Early 20th-century streets are typical in character, with:

- Defined street edges and continuous frontages
- Asphalt carriageways and paved footways
- On-street parking as a dominant feature
- Limited street trees and soft landscaping
- Cluttered footways

These streets are well defined and legible, but the public realm is compromised by a lack of space and greening, with opportunities to enhance greening, amenity, and environmental quality.

Post-War Estate Landscape
Post-war areas, including the Glydon Estate, are characterised by:

- Extensive amenity lawns with limited function or activation
- Defensive elements such as railings and fencing
- Weak definition between public and private space
- Inconsistent or declining landscape condition

These areas present an opportunity to restructure the public realm, improving usability, legibility, and overall environmental quality

Low-Threshold Enterprise Spaces (LTES)
These employment and industrial spaces are characterised by:

- an informal spatial character
- narrow driveways leading to them, rendering them illegible from the street
- flexible short-long term businesses supporting local residents and other businesses
- vulnerable to re-development



Dominant on-street parking and bins, constrained pedestrian space | Source: Google Maps, 2026



Backyard, backland and inbetween plots with industrial or employment uses (Low-Threshold Enterprise Spaces)



Limited street trees and fencing, defensive railings and fencing | Source: Google Maps, 2026

Existing Condition
Post-War Estates

Key Spatial and Public Realm Issues

- Post-war residential areas, including the Glyndon Estate, are arranged as buildings set within open landscape, resulting in a loose and poorly defined spatial structure
- Open space is dominated by large, continuous areas of amenity grass, which provide limited functional or social value and lack clear designation
- The interface between dwellings and the public realm is weakly articulated, with no clear threshold between public and private space and ground floor units directly exposed to open areas without defensible frontage
- The public realm is further fragmented by ad-hoc defensive measures, including railings and fencing, which interrupt movement and reduce visual cohesion
- Pedestrian routes are poorly legible, limiting accessibility and wayfinding
- Landscape treatment is inconsistent and reactive, with limited integration of planting, drainage, or long-term management strategy



Continuous amenity grass | Source: Google Maps, 2026



Unarticulated interface between public realm and private space | Source: Google Maps, 2026



Defensive railings and fencing | Source: Google Maps, 2026



Defensive railings and fencing | Source: Google Maps, 2026

Existing Condition
Issues & Opportunities

Public Realm Challenges
The residential areas have a suite of issues and challenges across them such as:

- Residential areas are dominated by vehicular movement, resulting in poor spatial coherence. Additionally, White Hart Road is characterised by inactive frontages on both sides, unlike other nearby residential streets. The western side is lined by the rear gardens of terraced houses, while, along much of the eastern side, residential blocks are oriented away from the street, particularly towards the northern end. As a result, there is limited natural surveillance and passive overlooking, reducing the perceived level of activity and safety within the street environment.
- Open spaces are fragmented and underutilised, with limited integration of green infrastructure
- Undefined connections between key destinations, including schools, parks, and community facilities, are poorly defined
- Limited legibility and wayfinding to existing green spaces
- Limited street tree cover and green infrastructure
- Flooding risk is a significant constraint, with potential for mitigation through SuDS which can simultaneously provide street greening.

Limited redevelopment opportunities
Development opportunities are limited across the residential neighbourhoods, with those that do exist focused largely along the High Street, with small pockets of opportunities elsewhere.

Low-Threshold Enterprise Spaces
These spaces are often vulnerable to redevelopment due to their perceived poor quality, physical condition and location. However, their value must be considered in relation to their accessibility and proximity to local communities and function as providing lower barrier to entry employment.



Public realm issues and opportunities map

Opportunities

Residential neighbourhoods in Plumstead have the opportunity to better serve the local community through better functioning as corridors that connect key social infrastructure, such as parks and schools. Opportunities include:

1. A community movement corridor linking key destinations in the area including schools, social infrastructure areas and open spaces
2. Improving the quality of residential streets though interventions such as Nature-based SuDS
3. Improve the setting and environment of post-war estates such as the Glyndon Estate by integrating them in wider environment and improving public realm and permeability
4. Build on the strategic role of Plumstead Gardens and St. Nicholas Gardens in providing quality green infrastructure to local area through enhancing their setting and visibility
5. Explore opportunities for infill and backland development, with opportunity to bring improved connections between Plumstead High Street and Mineral Road, whilst recognising the value of Low-Threshold Enterprise Spaces (LTES) to the local socio-economic ecosystem. These spaces provide affordable and flexible accommodation for start-ups, micro-businesses and local enterprises, contributing to a diverse and sufficient supply of employment space.
6. Improve connection between Plumstead High Street and Strandfield Close, exploring opportunities to improve surrounding sites.
7. Explore opportunities for redevelopment within backland and underutilised plots currently accommodating industrial and employment uses, while recognising the economic and community value of these low-threshold enterprise spaces (LTES), finding methods to retain or reprovide where possible.



Residential opportunities map

Opportunities
Impacts

Borough-wide
- A clean and attractive public realm supported by strengthened borough-wide waste management, maintenance and stewardship strategies.
- An integrated SuDS network supporting borough-wide flood mitigation while improving green connectivity and biodiversity across the borough.
- Enhanced biodiversity and ecological resilience across the public realm, strengthening the borough-wide green network.

Local
- A supported, included and invested residential community, fully integrated into the regeneration and growth of Plumstead.
- A safe and well-used movement network encouraging active travel across generations, increasing footfall, reducing reliance on vehicles and improving perceptions of safety throughout the area.
- Local estates that are more permeable and better integrated with their surrounding environment, strengthening community connectivity.
- Improved design and safety of local green assets, creating cherished and well-used public spaces that provide valuable green social infrastructure in a safe and thriving environment.
- Improved connectivity between residential areas and the High Street, making active travel more attractive and safer, supporting health and wellbeing and increasing footfall into the town centre.
- Increased infill development bringing more diverse economic opportunities to the area.
- Safeguarding and supporting existing low-threshold enterprises, ensuring local communities remain connected to the resources they rely on while feeling part of Plumstead's growth.



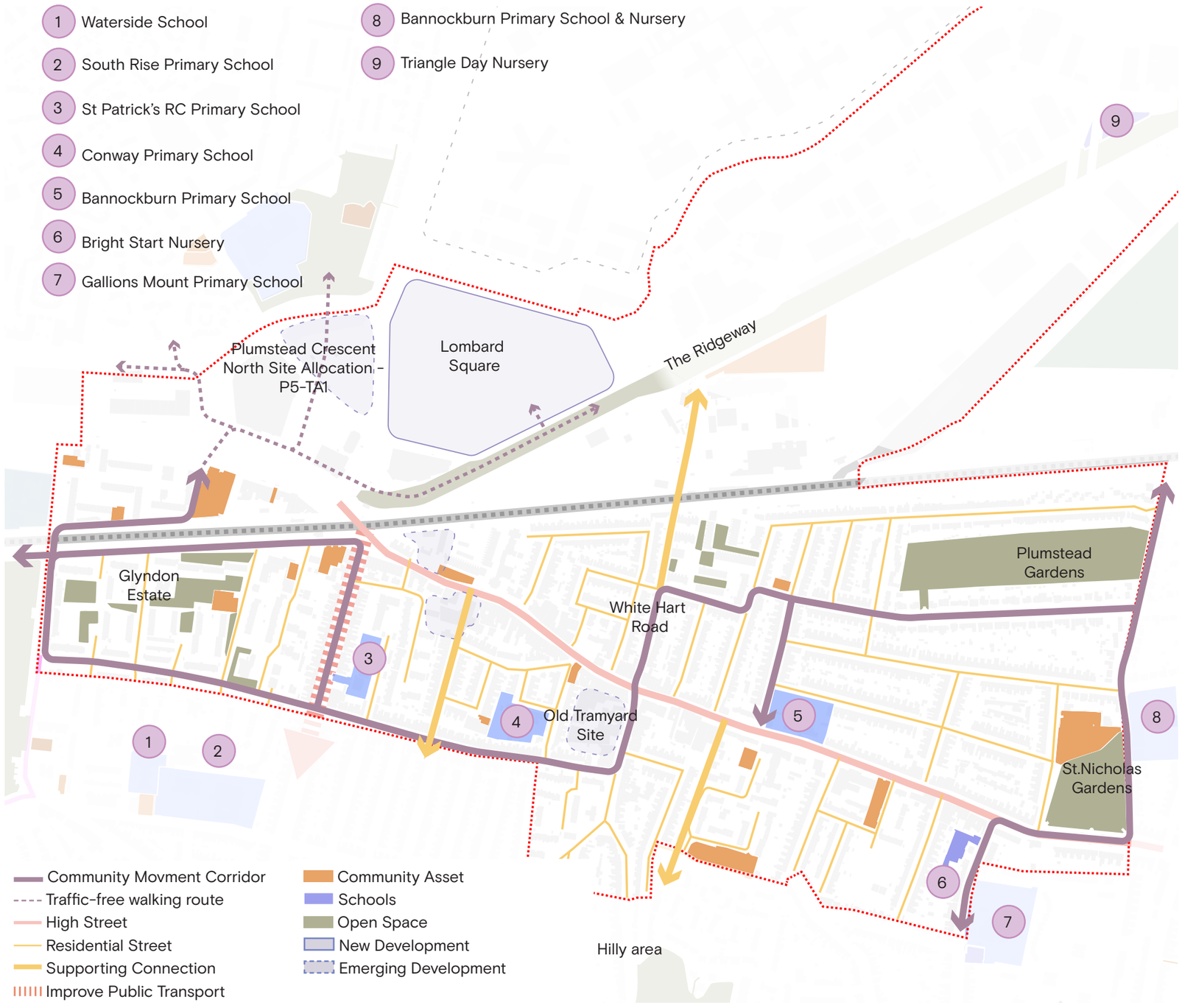
Residential opportunities impact map

Intervention Principles
Community Movement Corridor

A community movement corridor is proposed to link key destinations across the area, including residential streets, schools, and open spaces. The route prioritises walking and cycling, improving accessibility, legibility, and everyday connectivity, and aligns with the principles of the Healthy Streets Approach.

- Strengthen connections between neighbourhoods, schools, parks, and community facilities
- Improve pedestrian and cycle movement through clear, direct, and safe routes
- Enhance the public realm along the corridor through greening, tree planting, and integrated landscape interventions
- Support active frontages and increased overlooking to improve safety and activity
- Establish a legible and continuous route, reinforcing wayfinding across the area
- Improve and create supporting connections between the High Street and surrounding areas, to facilitate more porosity
- Improve bus connectivity, regularity, and reliability to areas with steeper topography

The corridor forms a key component of the wider public realm strategy, structuring movement and connecting existing assets into a more coherent and accessible network.



Community movement corridor map

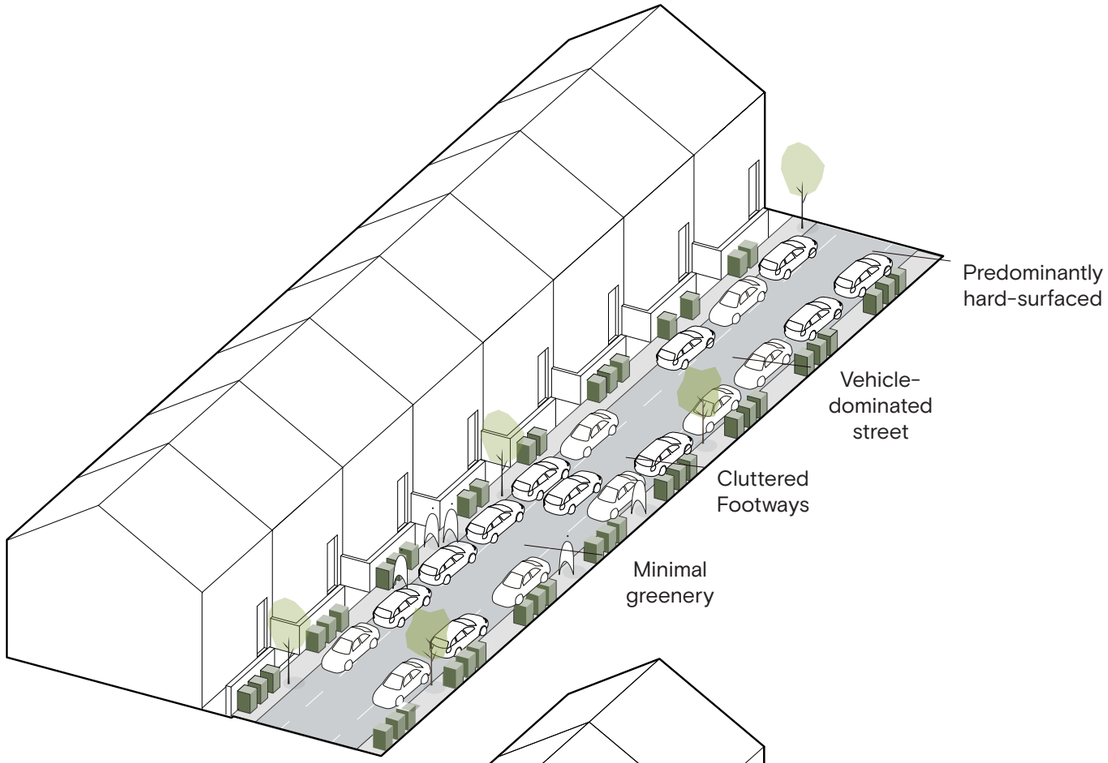
Intervention Principles
Residential Streets

A series of coordinated interventions are proposed to enhance the environmental performance and quality of residential streets.

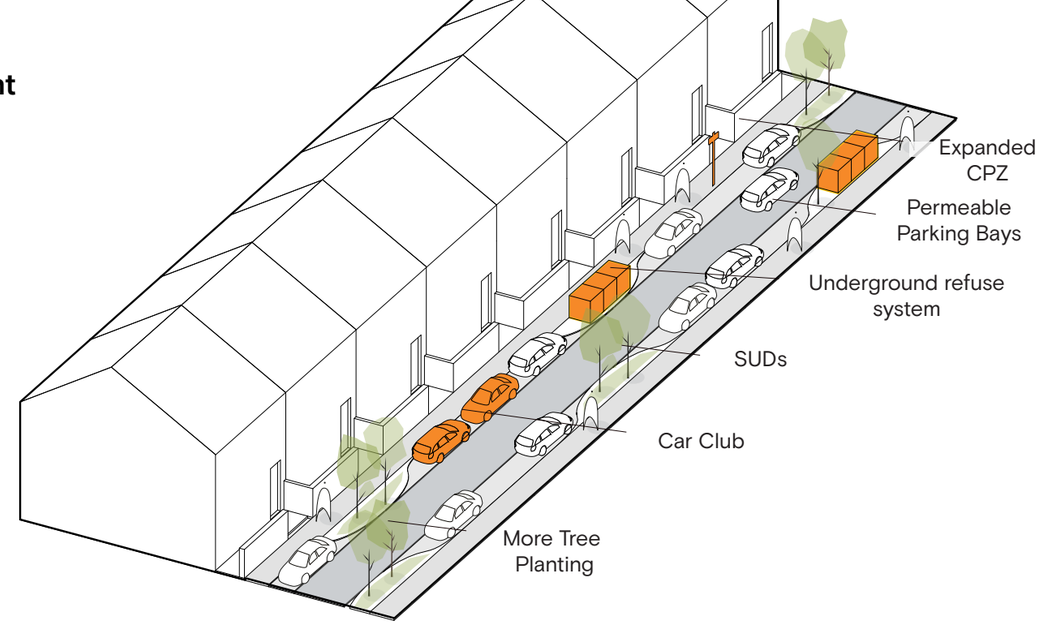
- Introduce permeable parking bays to reduce surface water runoff
- Integrate Sustainable Drainage Systems (SuDS) within the streetscape
- Increase street tree planting to improve canopy cover and amenity
- Explore opportunities to extend or introduce parking controls, including CPZ measures, where appropriate to local demand and conditions.

These measures are not intended to be applied uniformly, but will be implemented where appropriate, informed by detailed design, spatial capacity, and local conditions.

Existing Condition



Indicative Improvement



Intervention Principles
Residential Streets

The following precedents illustrate how residential streets can incorporate sustainable drainage, high-quality materials and permeable surfaces to improve environmental performance and street character

1. Integration of Sustainable Drainage Systems (SuDS) within the street to manage surface water and support urban greening.

2. Replacement of conventional asphalt with high-quality paving to create a calmer, more pedestrian-focused streetscape.

3. Use of permeable parking bays to reduce runoff, support infiltration and improve resilience to heavy rainfall.



Permeable parking with distinct pedestrian paving Coen Street, Lambeth



Permeable and dedicated parking, Mendora Road, London | Source: Google Maps, 2026



SuDS and street greening, Esther Road, Leytonston

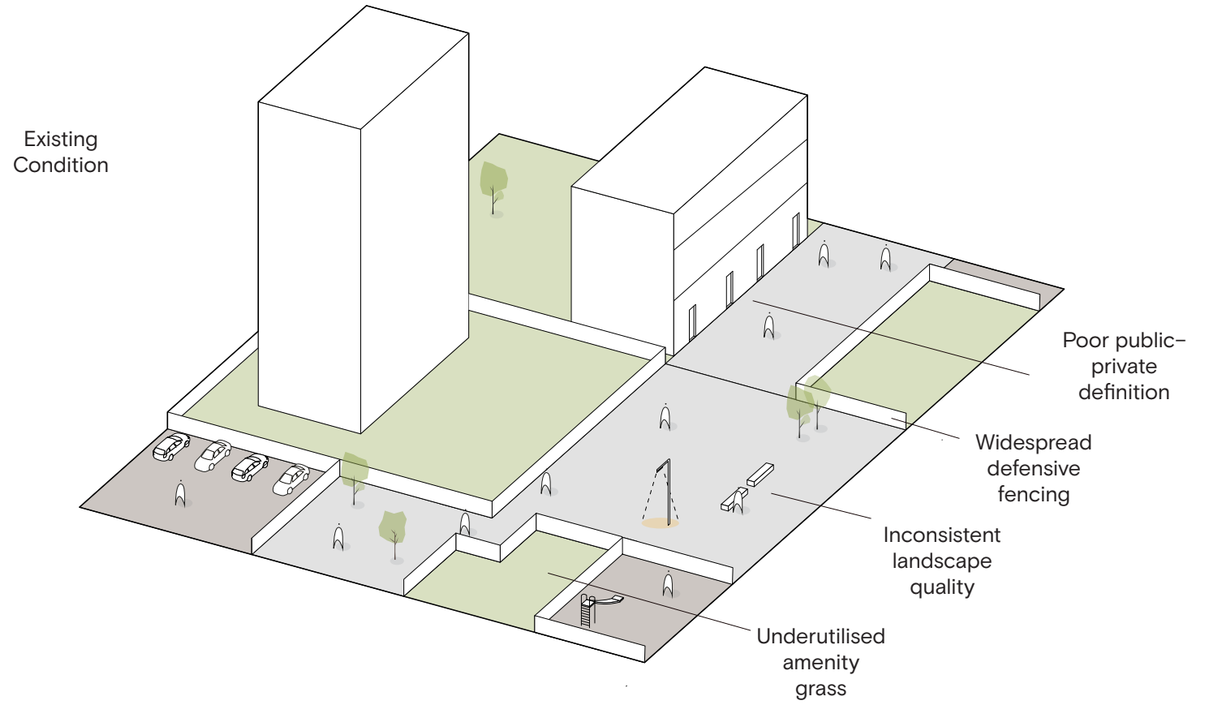
Intervention Principles

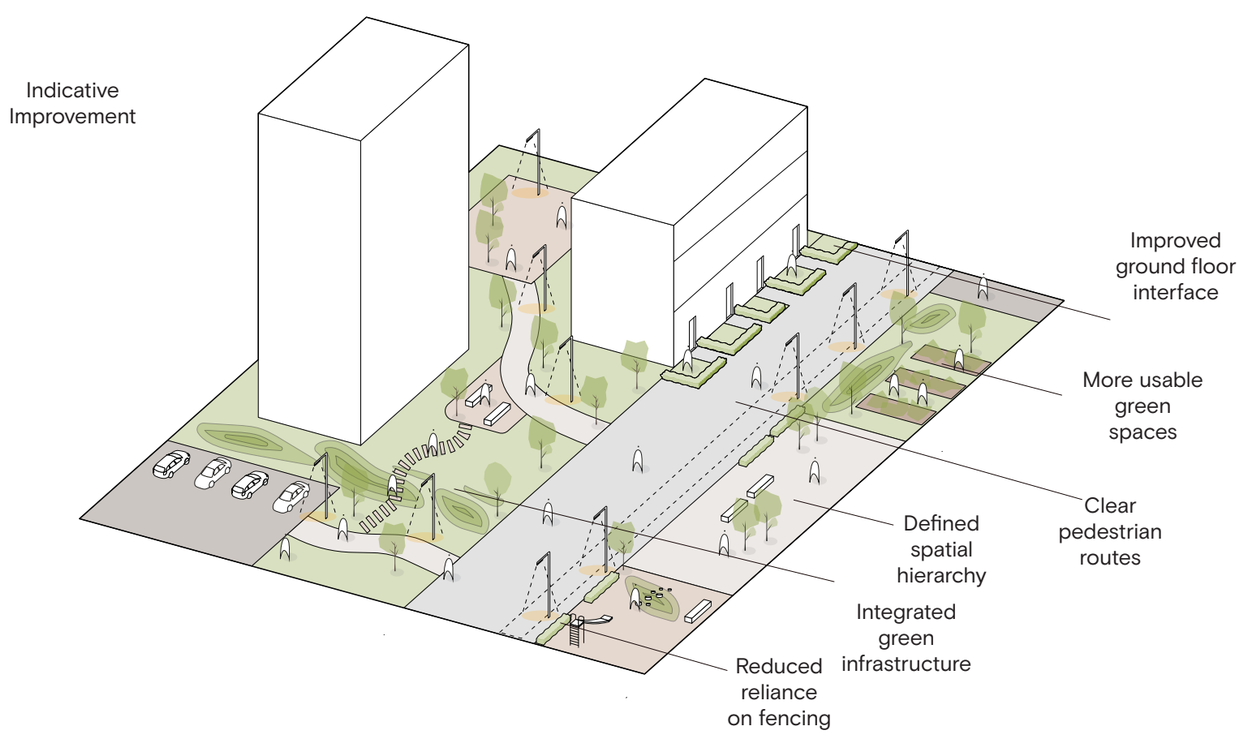
Post-War Estates

A series of coordinated interventions are proposed to improve the structure, usability, and environmental performance of post-war estate landscapes.

- Organise the landscape framework to establish a clear hierarchy of spaces, supporting a range of uses and activities
- Improve the relationship between ground floor dwellings and the public realm
- Reduce the over-reliance on fencing, introducing more integrated and considered boundary treatments
- Strengthen pedestrian connectivity through clear and direct routes
- Embed green infrastructure, including tree planting and Sustainable Drainage Systems (SuDS)

These interventions are indicative and should be applied selectively, responding to site-specific conditions, spatial constraints, and future design development.





Intervention Principles

Plumstead Gardens & St. Nicholas Gardens

The two public gardens in the residential neighbourhoods, Plumstead Gardens and St Nicholas Gardens, are vital assets for the community, and are celebrated and championed. However, there are also issues with perceptions of safety and there is much scope to optimise their potential.

1. Plumstead Gardens

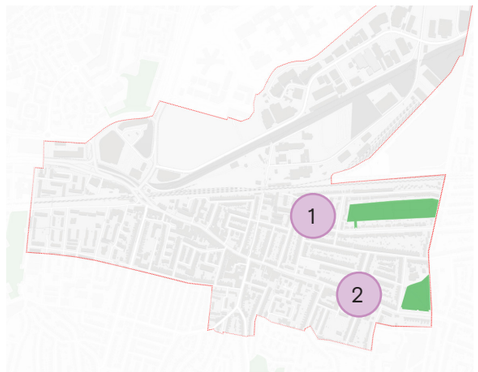
Recently awarded Green Flag status, the Gardens provide a range of facilities, including play equipment, outdoor gym, ball courts, and seating areas. The Gardens are supported by active local stewardship, including groups such as the Friends of Plumstead Gardens, contributing to maintenance and community engagement. Surrounded by residential streets, they play an important role as a local amenity space for families. However, the park is not well integrated with its surroundings, with limited legibility and weak connections to the wider area.

The current layout and character do not fully reflect its identity as a ‘gardens’ space, with scope to enhance its landscape quality and spatial definition.

2. St. Nicholas Gardens

The park is affected by a negative perception, including issues related to antisocial behaviour. It has a rich planting quality, with diverse established mature trees, though is dominated by a large area of amenity grass, which is underutilised and lacks clear programming.

The relationship between the park and surrounding streets is weak, with limited activity and overlooking along key edges, and exacerbated by a split level and fencing in particular near the High Street.





Recent award for Plumstead Gardens



Local stewardship for Plumstead Gardens



St. Nicholas Gardens entrance



St. Nicholas Gardens lawns with mature trees

Intervention Principles
Plumstead Gardens & St. Nicholas Gardens

Principles & Interventions
In order to respond to the opportunities and scope for enhancement of these two Gardens, a series of Principles & Interventions are highlighted:

A. Plumstead Gardens
- Strengthen the role of the park as a community asset, building on existing local stewardship, including groups such as the Friends of Plumstead Gardens
- Support social interaction and wellbeing through spaces that encourage everyday use and help address isolation and loneliness
- Enhance opportunities for active and healthy lifestyles, building on existing recreational provision
- Improve connections to surrounding neighbourhoods, including schools, community facilities, and the wider Plumstead area
- Add addition entrance at north east corner of gardens with extended path along north east edge.
- Complete accessible path loop along western and north western edges of gardens to encourage walking and provide different, connected loops around the gardens.

B. St. Nicholas Gardens
- Enhance the southern edge of the park to improve visibility, activity, and natural surveillance from adjacent streets
- Break up large lawn areas to create more defined and usable spaces
- Support opportunities for community use, including informal play and potential community growing spaces, particularly in relation to the nearby school
- Improve sightlines into and through the park to enhance safety and legibility
- Introduce a coordinated lighting strategy focused on key routes, entrances, and areas of activity
- Ensure consistent and long-term maintenance to support the quality and usability of the space



Gardens strategic role and interventions map

Intervention Principles
Church Manor Way

Church Manor Way is a significant north–south corridor, facilitating both ecological and social connectivity between the High Street, the Ridgeway, and further north to Birchmere Lake. It links a series of key community assets, including St Nicholas Gardens, Plumstead Gardens, Seven Acres Sports and Social Club, Church Manor Way Allotments, Bannockburn Primary School and Nursery, St Paul's Academy, and Triangle Day Nursery.

Despite its strategic importance, the corridor is currently undermined by severance, inactive edges, and poor spatial legibility. These conditions limit its ability to function as a coherent and attractive movement spine, and contribute to congestion, safety concerns, and anti-social behaviour. Crossing points along the route further weaken continuity. Key interventions intended to overcome severance are offset from the primary axis, making pedestrian routes unclear — particularly at the rail corridor and across the Ridgeway. Existing infrastructure is also unwelcoming in character, with the rail bridge constructed from mesh materials and the Ridgeway access points defined by harsh and poorly integrated connections.

Given its importance locally for social connectivity, and more widely to Abbey Wood and Thamesmead, there are opportunities to enhance it:

Key Moves

1. Improve the visibility and coherence of key crossings through consistent materials, clear wayfinding, landscaping and early visual cues that signal access points along the route
2. Address harsh and inactive edges, particularly at St Nicholas Gardens, by replacing defensive boundaries and level changes with more permeable and accessible interfaces
3. Strengthen connections to surrounding uses by improving access to schools, open spaces, and community facilities, ensuring they are well integrated into the movement network
4. Enhance environmental quality by retaining and managing mature trees, with selective pruning to improve sightlines, safety, and visibility
5. Introduce additional greening and SuDS features, including planting and rain gardens, to support biodiversity and improve the streetscape
6. Encourage activation along the corridor by improving frontage and supporting uses that increase natural surveillance
7. Rationalise on-street parking to reduce clutter and free up space for wider pavements, improved movement, and landscaping



Gated access into St. Nicholas Gardens | *Source: Google Maps, 2026*



Harsh edge with retaining wall spanning the entire St. Nicholas Garden's edge | *Source: Google Maps, 2026*



Unconsolidated on-street parking, limited greening and overgrown mature trees | *Source: Google Maps, 2026*



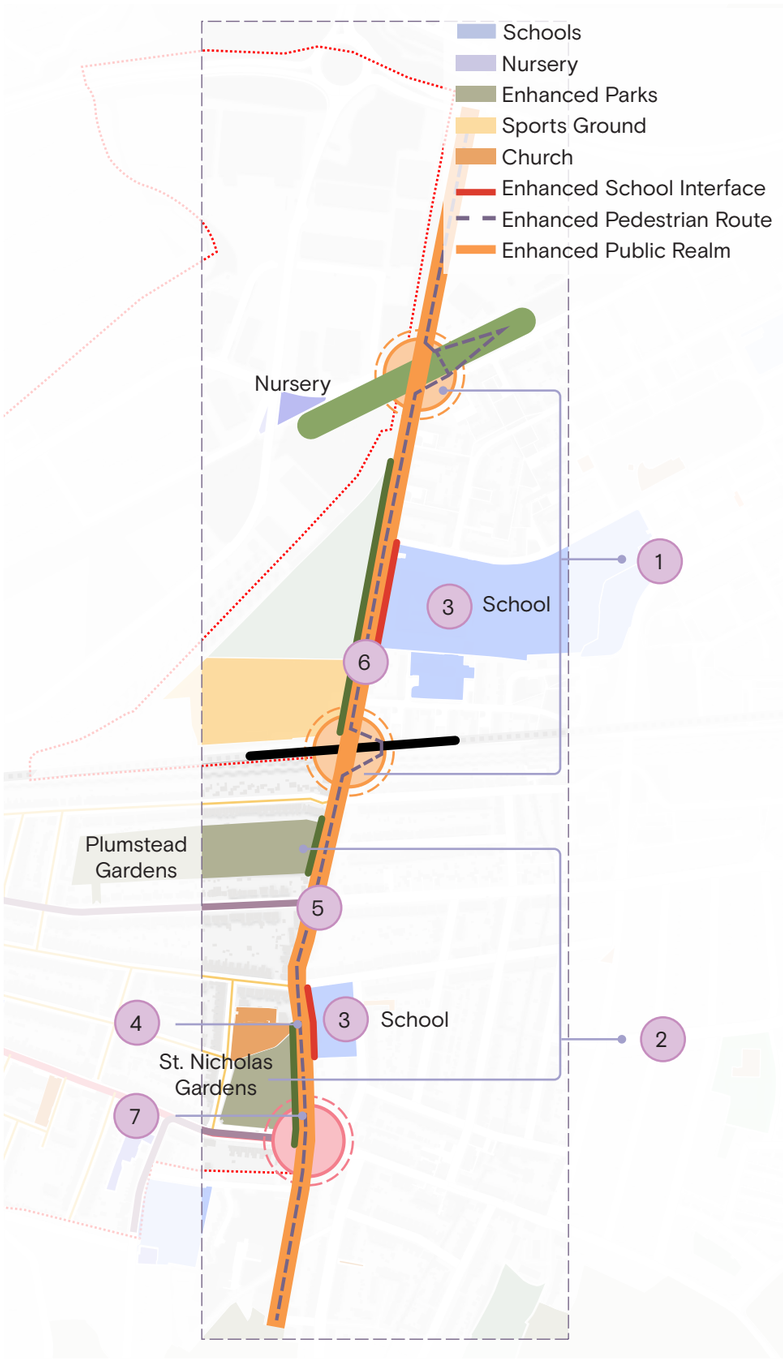
Fly tipping and harsh edge limiting visibility of Seven Acres Sports and Social Club | *Source: Google Maps, 2026*



Lack in interface between park and school and low road safety | *Source: Google Maps, 2026*



Ridgeway access is offset from route axis with no clear way finding | *Source: Google Maps, 2026*



Residential public realm strategy map

THE RIDGEWAY

Existing Condition

The Ridgeway represents a key leisure movement corridor with significant potential to support active travel, biodiversity, improved connections across the wider area, and as a linear green space to enjoy.

Positives Attributes

- Provides a direct, car-free pedestrian and cycle connection to Abbey Wood and Thamesmead
- Offers a peaceful and elevated route, with views across the surrounding area
- Functions as a green corridor, cutting through industrial land and providing a distinct landscape character

Despite its strong strategic role, the Ridgeway currently suffers from a number of accessibility, safety, and maintenance challenges.

Key issues

1. Harsh and uninviting access points, contributing to poor perception of safety and reduced accessibility
2. Lack of seating and rest points in pause spaces, limiting inclusivity for older users and those with reduced mobility
3. Evidence of fly-tipping, contributing to a perception of neglect and reducing overall attractiveness
4. Pathways are narrow and constrained, particularly given increasing use by cyclists and micromobility users. The route is not well integrated with Plumstead, weakening its ability to faciltate key movement
5. Vegetation is largely self-seeded and unmanaged, limiting biodiversity value and landscape coherence
6. Poorly maintained steps and level changes, affecting accessibility and user experience
7. There is a lack of street lighting and a perceived reduction in safety after dark, particularly given that some industrial premises in the surrounding area remain operational into the late evening.

Note on 2010 Ridgeway Masterplan

Relevant principles have been carried forward, particularly around thresholds, inclusive access, path widening, vegetation management, wayfinding, safety and connections to surrounding neighbourhoods. These have been refreshed to align with current public realm, active travel and biodiversity objectives.















Existing Character

The Ridgeway represents a key leisure movement corridor with significant potential to support active travel, biodiversity, improved connections across the wider area, and as a linear green space to enjoy.

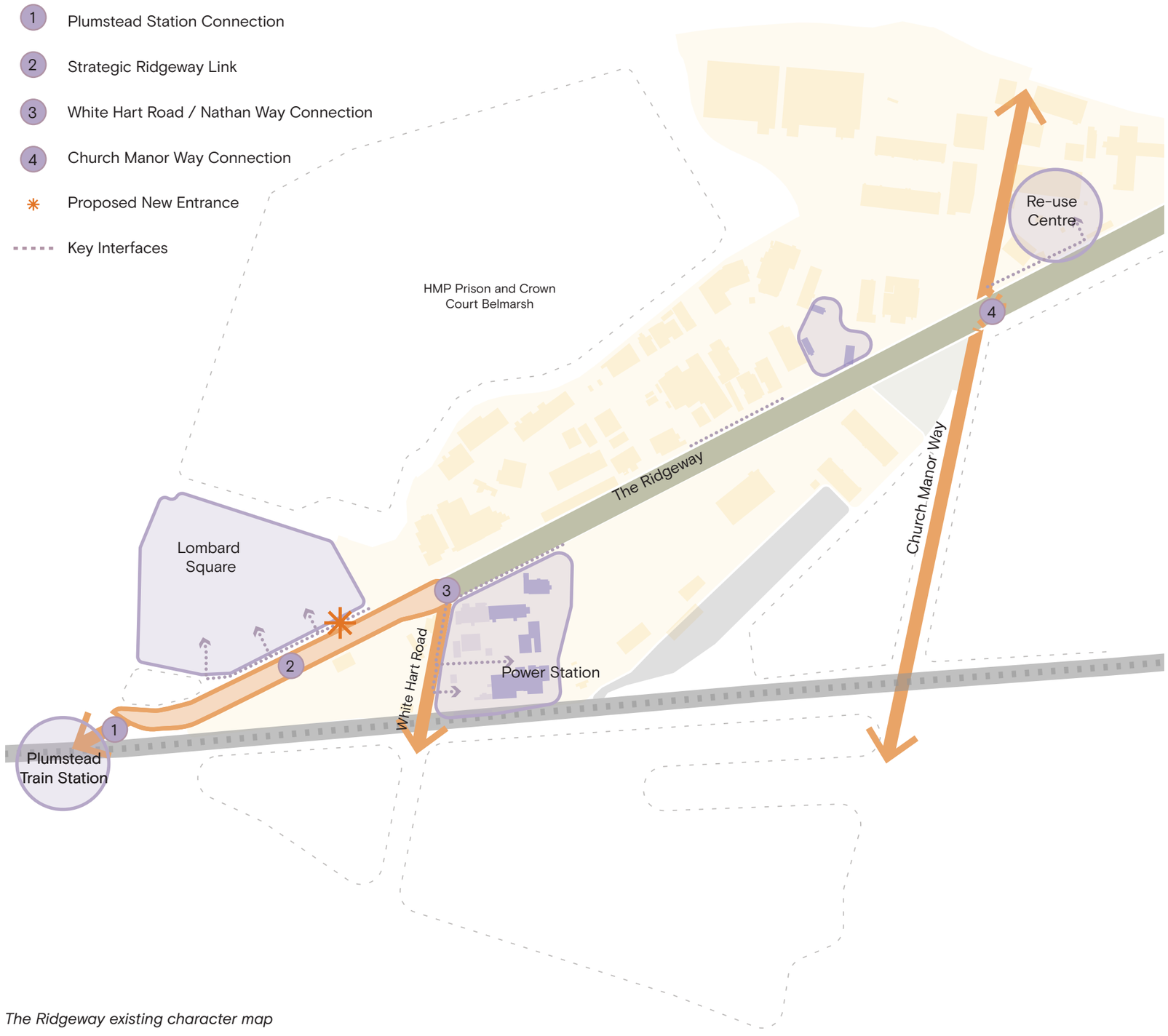
Strategic Ridgeway Link

- The section of the Ridgeway between Plumstead Station and White Hart Road forms a key connection segment. It provides an important link between the station, White Hart Road and the Plumstead Industrial Area, connecting the Ridgeway with surrounding residential and employment areas.

Key Access Points

A series of key access points structure movement along the Ridgeway and connect it to the surrounding street network.

- Plumstead Station Connection marks the western arrival point onto the Ridgeway.
- White Hart Road / Nathan Way Connection is a key strategic link connecting the emerging Lombard Square residential development, the Plumstead Industrial Area and the Ridgeway with White Hart Road and Plumstead High Street. Its importance is reinforced by the existing social infrastructure cluster on White Hart Road, adjacent to the Power Station.
- Church Manor Way Connection is expected to grow in significance as Church Manor Way becomes a key route from the High Street to the emerging Re-use Centre at the Birchmere site. Its junction with the Ridgeway will therefore become an increasingly important connection within the wider movement network.



The Ridgeway existing character map

Opportunities
Ridgeway Community Park

This plan illustrates where indicative landscape and pathway improvements could be implemented along the Ridgeway to enhance accessibility, safety, and environmental quality.

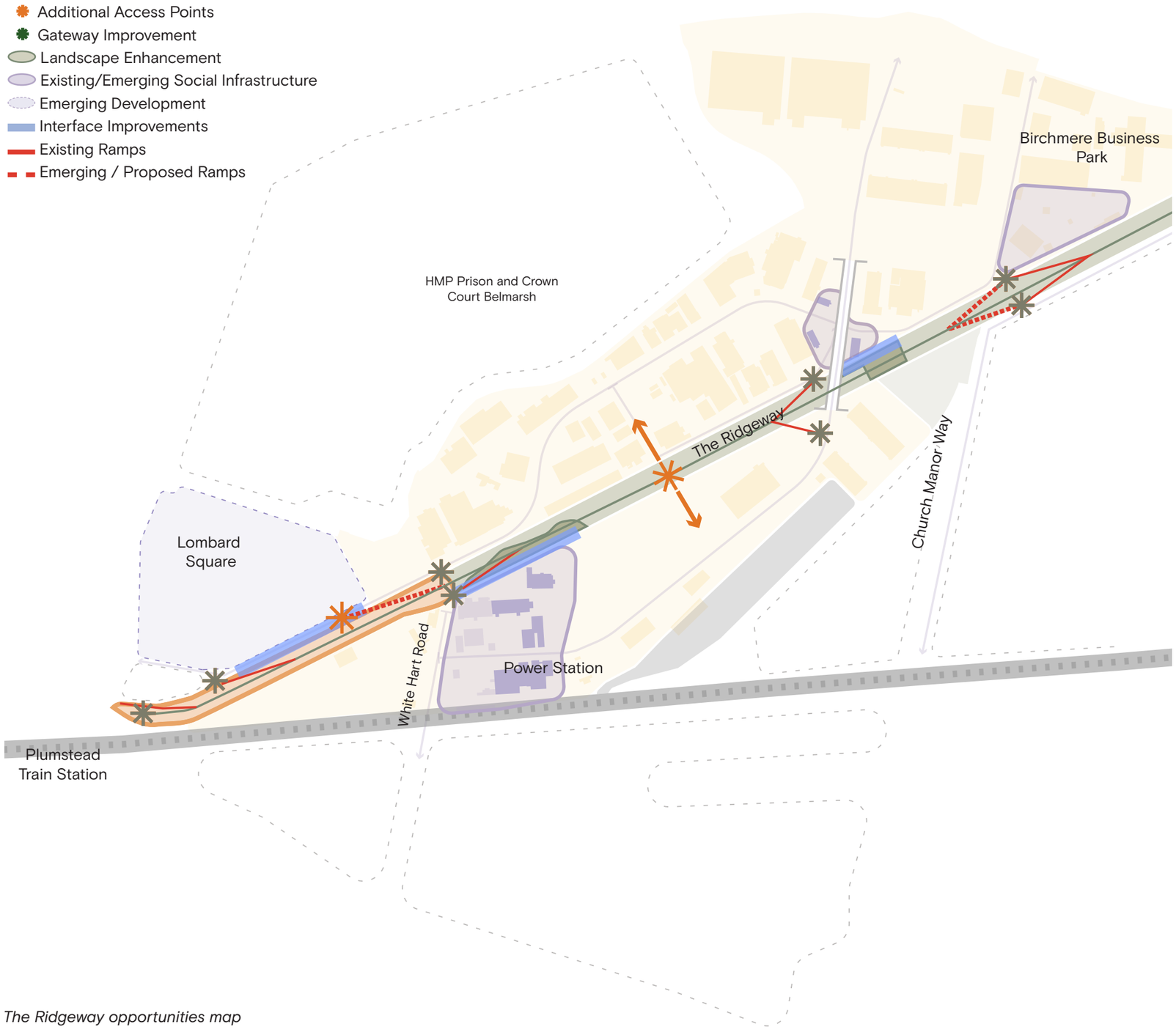
The Ridgeway can capitalise on hosting an active travel route and green connections along its length, though simultaneously needs to positively mitigate issues of severance created by it being raised.

Narrower than the Greenway north of the river, the Ridgeway can still accommodate active travel but cannot provide the same generosity of space. As a result, it is more realistic to envisage it primarily as a leisure route and linear green space rather than a strategic movement corridor.

The section between the Station and White Hart Road, however, has a role to play in connecting the High Street, station, and other key parts of the PIA, and so should facilitate a greater footfall. This stretch should be considered a key movement corridor and prioritised for widening wherever feasible. Improvements could include surface upgrades using self-binding gravel, alongside intentional landscape interventions such as steps, wayfinding, lighting, seating, and stronger interfaces with adjacent areas, including Lombard Square and the Asian Centre.

Further enhancements should focus on improving the experience along its length, including improving perceptions of safety through sight lines and general accessibility. A key feature of this is enhancing and adding access points - both by widened staircases and by new and improved ramps.

The green link potential is key to the broader ecological network and whilst clearing of foliage will be necessary to improve accessibility, its role as a green link must be borne in mind. Designated as SINC so clearing of foliage to improve site lines must be balanced with improvements to biodiversity so no loss of biodiversity value overall.



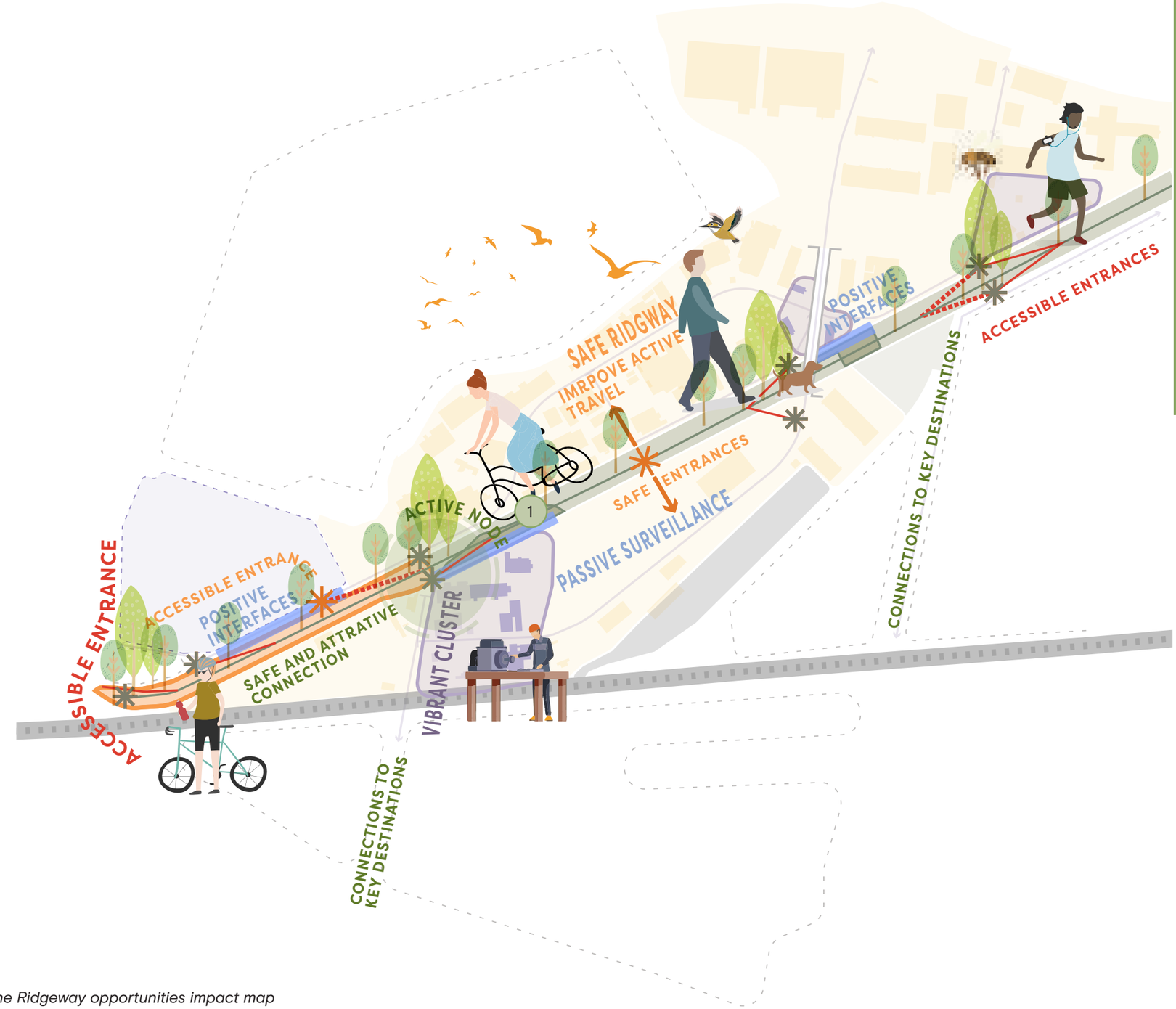
The Ridgeway opportunities map

Opportunities
Impacts

City-Wide
- The Ridgeway as a key leisure and green connectivity asset. Improved biodiversity along the Ridgeway strengthens ecological resilience, supporting the wider green network, the SINC designation, and connections within the All London Green Grid and South East Green Chain.

Borough-wide
- The Ridgeway functioning as a key leisure and active travel route, improving walking and cycling across Plumstead and the wider borough, supporting health and wellbeing while strengthening connections between Plumstead Station, the PIA and Abbey Wood.
- Improved green connectivity, enhanced biodiversity and strengthened ecological resilience across the wider borough through the route.
- An attractive and safe active travel connection between Plumstead Station, the PIA and Abbey Wood.

Local
- The section between Plumstead Station and White Hart Road functioning as a key connection between residential areas, Lombard Square, the High Street and employment areas within the SIL, providing safe, car-free movement options.
- The Ridgeway as an integral east-west green connection, linking surrounding green assets and key destinations while attracting greater footfall to the Power Station.
- Increased active travel through improved sightlines and public realm quality.
- Increased pathway widths through pruning and maintenance, alongside additional entrances and improved access points, enhancing perceptions of safety along the Ridgeway.
- Improved accessibility through additional ramped entrances, enabling a wider range of users to access the route.
- Improved safety perception through passive surveillance, regular activity and positive dwell spaces at key entrances, alongside stronger interfaces with adjacent employment and residential areas, creating a more pleasant, integrated and connected environment.



The Ridgeway opportunities impact map

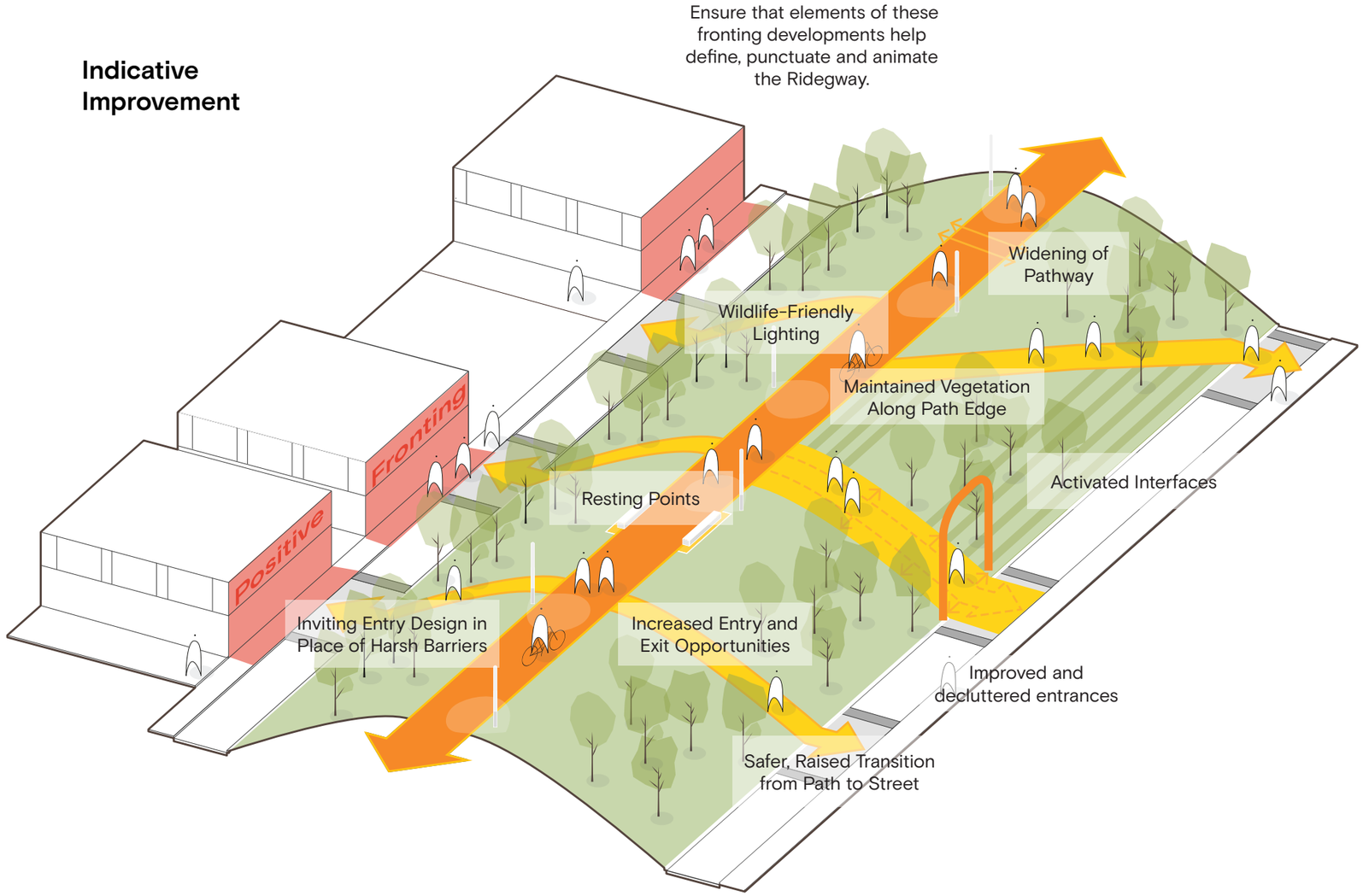
Intervention Principles
Targeted Improvements

Targeted improvements are proposed to strengthen the Ridgeway's role as a safe, accessible, and well-integrated movement corridor.

Indicative Landscape Improvements

- Widen and clearing out the primary route to increase visibility and better accommodate pedestrians, cyclists, and micromobility users, through continuously managing overgrowth
- Introduce managed planting along the route edge, retaining existing greenery while improving biodiversity and visual quality
- Provide seating and rest points at regular intervals and in strategic location such as at key entrances to support a wider range of users
- Remove fencing along The Ridgeway to improve permeability
- Increase the number of access points, improving connectivity and permeability with surrounding streets
- Introduce safe and legible transitions at street crossings, prioritising pedestrian and cycle movement
- Redesign entrances to be more open and welcoming, replacing harsh or defensive elements
- Incorporate wildlife-sensitive lighting, balancing safety with ecological considerations
- Widening and decluttering the steps and ramps up onto The Ridgeway and incorporating resting points
- Activate interfaces with key destinations through interventions such as wider steps and terracing
- Support positive-frontage of buildings adjacent to the Ridgeway

Indicative Improvement



General improvement principles along The Ridgeway

Intervention Principles

Public Realm - Ridgeway Gateways

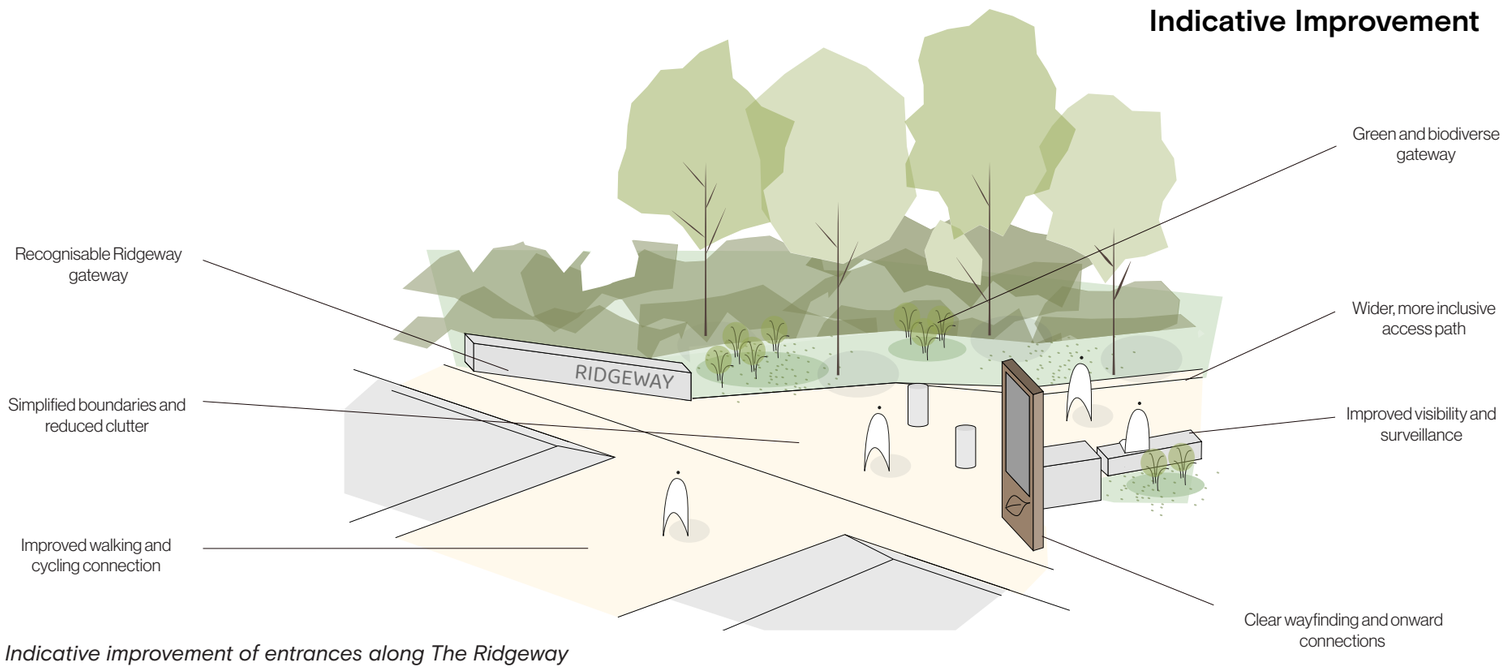
Opportunities exist to strengthen the relationship between the Ridgeway and surrounding streets, employment areas and neighbourhoods by creating positive and recognisable gateways. Targeted public realm, landscape and access improvements should enhance visibility, legibility and inclusive movement while retaining the Ridgeway's informal, ecologically rich character. A coordinated approach to thresholds, wayfinding, planting and adjoining uses can support active travel, strengthen neighbourhood connections and reinforce the Ridgeway as a valued local route and destination.

Key Interventions

- **Create a recognisable family of Ridgeway gateways**, with coordinated threshold treatments, materials and landscape appropriate to the importance of each entrance
- **Improve pedestrian and cycle approaches**, including footway continuity, crossings, cycle connections, ramps and pedestrian priority at adjoining streets and accesses. Widen access paths where reasonably practicable to improve comfort, inclusivity and shared use
- **Introduce integrated wayfinding**, connecting the Ridgeway to Plumstead Station, the SIL, White Hart Road, Plumstead High Street, amenities and wider walking and cycling networks
- **Enhance gateway landscape and biodiversity**, using selective tree planting, habitat-rich planting and SuDS while maintaining clear sightlines. Manage and cut back vegetation along access paths where necessary to improve usable width, visibility and perceived safety
- **Improve surveillance and activation at key entrances**, encouraging overlooking, community-facing or active uses, seating and small public-realm spaces where appropriate
- Rationalise edge conditions and remove clutter, using durable materials and removing fencing where possible to create simpler, more welcoming thresholds.



Existing condition of entrances along The Ridgeway



Indicative improvement of entrances along The Ridgeway

Intervention Principles
Precedents

Lessons can be drawn from existing linear public spaces in London, particularly those with embankments, on how to treat narrow green spaces that can easily attract anti-social behaviour by their linear form and lack of passive surveillance.

Greenway Footpath
The Greenway is a great example of sewage infrastructure that has become a green asset rather than a hindrance to the local community. Although the footpath is narrow, the landscape along its edges is cleared, increasing visibility and the feeling of openness. It has articulated entrances that allow for free flow, along with signage along the path to help orient users.

Queen Elizabeth Olympic Park
This park optimises the use of embankments to generate positive spaces for rest and gathering. Additionally, the steps are intentional and provide areas that make entrances more legible, incorporating seating to further activate these access points.

Walthamstow Wetlands
Walthamstow Wetlands provides a useful precedent for creating clearly defined gateways to a landscape-led destination. Strong entrance identity, coordinated signage, robust boundary treatments and a clear relationship with the adjoining street help make access points feel intentional, welcoming and easy to understand.

Greenway Footpath, London



Cleared overgrowth on pathway sides for increase visibility and spatial quality



Well defined and decluttered entrances

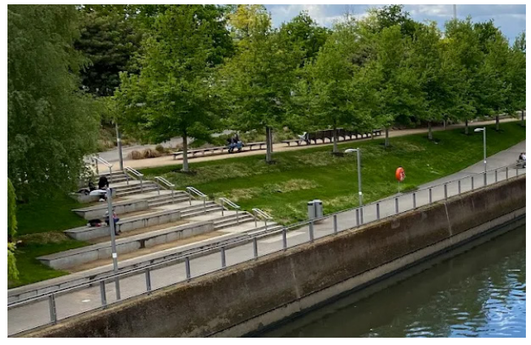


Signage references to local landmarks and key areas

Queen Elizabeth Olympic Park, London



Improved ramps incorporated with terracing to optimise embankment providing resting points in key areas



Increase legibility and widen width of steps

Walthamstow Wetlands, London



Defined and legible entrance with integrated signage



Clear gateway identity integrated with the surrounding public realm

DELIVERY

Turning The Framework Into Action

The URF sets out a ten-year vision for Plumstead. The focus is on turning that vision into action through a programme that combines improvements people can see and experience in the short term with sustained work to unlock Plumstead's larger opportunities.

We know that the transformation of Plumstead will not happen through a single project or all at once. Some interventions can be delivered relatively quickly, while others will require longer-term investment, partnership working and coordination. The approach is therefore to deliver tangible change at every stage, using early investment to build momentum and support the larger projects that can reshape Plumstead over time.

The benefits will also extend beyond individual sites. Some projects will primarily improve everyday life for local communities, while others have the potential to support new homes and jobs, strengthen connections across the borough and contribute to London's wider employment, transport and green infrastructure networks.

Two strategic projects

Two projects have particular potential to shape Plumstead's long-term transformation and will be a focus for Council leadership from the outset.

A - Plumstead Production and Makers District

We want to establish a Plumstead Production and Makers District in the south-western part of the Industrial Area, bringing together the Power Station and surrounding employment, transport and infrastructure sites as part of a stronger and more recognisable employment destination.

The Power Station will be an important anchor, with opportunities to bring the building into greater use over time. However, the ambition extends beyond the Power Station itself. The ambition will be to work with landowners, infrastructure providers and public-sector partners to strengthen the wider area as a place for production, making and other productive employment activity.

The first step is bringing the right partners together around a shared ambition for the District. This can start within the early years of the Framework, creating the foundations for investment and helping to position the area as an employment destination with benefits for Plumstead, the wider borough and London.

B - Pettman Crescent

Pettman Crescent provides a second strategic opportunity. The gyratory and surrounding transport infrastructure currently create significant separation between Plumstead's neighbourhoods, station, High Street, Ridgeway and emerging development.

The longer-term ambition is to create a better connected and more welcoming place, while opening up opportunities for development and supporting the delivery of new homes.

This is a significant project and will take time. But change does not need to wait for comprehensive redevelopment. Improvements to the station arrival, Pettman Underpass, walking and cycling connections and surrounding public realm can progressively improve how the area works, while the Council works with transport bodies, landowners and other partners on the longer-term opportunity.

Delivering change over time

The approach is based on progressive delivery. Each phase of the Framework should bring tangible benefits while preparing the ground for the next.

Delivering the Vision

Years 1 to 3: starting change and building momentum
The initial focus will be on projects that can demonstrate progress while mobilising the two strategic opportunities.

This includes:

- establishing the Plumstead Production and Makers District and bringing partners together around a shared ambition;
- progressing early activation of the Power Station as the anchor for the District;
- establishing Pettman Crescent as a coordinated movement and regeneration project;
- building on improvements around Plumstead Station and Pettman Underpass;
- progressing Lakedale Road as a stronger community focal point;
- bringing vacant and underused High Street spaces into more active use;
- exploring greater use & stewardship of existing community assets;
- improving and stewarding St Nicholas Gardens, Plumstead Gardens and the Glyndon Estate;
- improving access, gateways and wayfinding to the Ridgeway; and
- strengthening stewardship and environmental quality within the Industrial Area.

The aim is for people to see change taking place while the Council is simultaneously building the partnerships and investment propositions needed to unlock the larger opportunities.

To summarise, the following projects have the potential to be progressed or delivered during the first three years of the Framework:

- **Lakedale Road Focal Point and Community Hub.**
- **Plumstead Centre Café activation.**
- **High Street vacant unit and meanwhile-use programme.**
- **Initial Ridgeway gateway improvements.**
- **St Nicholas Gardens improvements.**
- **Glyndon Estate public realm enhancements.**
- **Pettman Underpass public realm and connectivity improvements.**

Years 4 to 7: building on progress
As projects mature, the focus will increasingly move towards implementation and investment.

This could see the Power Station and wider Production and Makers District becoming more active, alongside further investment in employment uses and the working environment. At Pettman Crescent, improvements to the Station Gateway, underpass and movement network can strengthen connections while the longer-term opportunity for the gyratory continues to progress.

Across Plumstead, investment can also continue through the High Street, Lakedale Road, Church Manor Way, neighbourhoods, Ridgeway, parks and community facilities.

By this stage, the cumulative effect of individual projects should become increasingly visible, connecting investment across Plumstead rather than delivering isolated interventions.

Delivering the Vision

Years 8 to 10+: realising longer-term opportunities

The later years provide the opportunity to realise the larger changes made possible by sustained investment and partnership working.

At Pettman Crescent, this could include more fundamental changes to the gyratory and associated development opportunities. Within the Production and Makers District, the longer-term ambition is for the Power Station and surrounding employment area to form a stronger, modern and coordinated employment destination.

Continued investment in Plumstead's High Street, neighbourhoods, green spaces, community infrastructure and connections will ensure that these larger projects form part of a wider transformation of the area.

Local change with wider benefits

The projects within the Framework operate at different scales, and this is one of Plumstead's strengths.

Locally, improvements to parks, streets, community assets, the High Street and everyday walking and cycling connections can make Plumstead safer, greener, more welcoming and easier to move around.

Across the borough, better connections around Pettman Crescent and Plumstead Station, the potential delivery of new homes, stronger community infrastructure, investment in employment areas & improved stewardship strategies can support wider regeneration and growth.

At a London-wide level, the Production and Makers District has the potential to reinforce Plumstead's role as a productive employment location, while existing strategic transport, freight and industrial functions remain important parts of the wider city economy.

This means that smaller local projects and larger strategic projects should not be seen separately. Improvements to streets, green spaces, connections and community facilities help create the conditions for investment, while the larger strategic projects can bring jobs, homes and infrastructure that reinforce Plumstead's longer-term future.

The Council's role in delivery

The Council will provide the leadership needed to maintain the direction of the Framework and bring together the organisations required to deliver it.

Sometimes that will mean delivering improvements directly. Elsewhere, the Council's role will be to bring landowners and public bodies together, support investment, coordinate infrastructure or ensure that new development contributes to the wider vision for Plumstead.

For the Production and Makers District and Pettman Crescent in particular, bringing the right partners together will itself be an important first step in delivery. Neither opportunity can be realised by one organisation acting alone.

The detailed programme of projects, responsibilities, phasing and funding considerations will be maintained separately by the Council. This will allow delivery to adapt as opportunities, funding and partnerships develop, while the URF continues to provide a clear long-term direction.

Moving forward

Plumstead's transformation will be built over time. The important measure of success is therefore not simply whether the largest projects have been completed, but whether each stage of investment is taking Plumstead closer to the vision set out in this Framework.

Early improvements can make a meaningful difference to everyday life. They can also build confidence, strengthen connections and create the conditions for further investment. At the same time, sustained Council leadership can move forward the Production and Makers District and Pettman Crescent as the strategic projects that have the potential to deliver change at a much greater scale.

By combining tangible local improvements with longer-term ambition, the Council can deliver a Plumstead that works better for its existing communities while making a stronger contribution to the future of the borough and London.

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