



Greenwich Peninsula Site GP3

Consultation Draft Planning Brief

June 2017

Contents



1.0
Introduction
1.1 Background to the Planning Brief <i>p.4</i>
1.2 The Site <i>p.5</i>
1.3 Process <i>p.6</i>
1.4 Role of the Planning Brief <i>p.6</i>
1.5 Structure of the Document <i>p.6</i>

2.0
Context
2.1 Regional Context <i>p.7</i>
2.2 Policy Context <i>p.9</i>
2.3 Environmental Context <i>p.10</i>
2.4 Opportunities <i>p.12</i>
2.5 Constraints <i>p.13</i>

3.0
Vision and Objectives
3.1 Vision <i>p.14</i>
3.2 Objectives <i>p.15</i>

4.0
Development Principles
4.1 Land Uses <i>p.16</i>
4.2 Access, Movement, Servicing and Parking <i>p.17</i>
4.3 Open Space and Streetscape <i>p.18</i>
4.4 Scale and Massing <i>p.19</i>
4.5 Design Quality and Character <i>p.20</i>

5.0
Next Steps
5.1 Future Consultation <i>p.21</i>
5.2 Future Planning Applications <i>p.21</i>
Appendix A: Development Scenarios



C

FIGURE C.1 VIEW EAST ACROSS GREENWICH PENINSULA

1.0 Introduction

1.1 Background to the Planning Brief

1.1.1 This Planning Brief sets out the overarching framework for the future development of Site GP3. The Vision, Objectives and Development Principles will be used by the The Royal Borough of Greenwich to promote and manage development proposals for the site.

1.1.2 In response to the economic and employment challenges facing Royal Greenwich, the Royal Borough produced a growth strategy in 2012; setting out the strategy for capitalising on opportunities for economic growth and regeneration. The strategy focused on four key areas that were recognised for their potential to accommodate growth.

1.1.3 Greenwich Peninsula was identified as one of the key growth areas in Royal Greenwich. The Greenwich Peninsula West Masterplan SPD was adopted in April 2012. This forms Supplementary Planning Guidance to support the planning policy framework and sets out a vision to guide the future development of Greenwich Peninsula West.

1.1.4 With the potential decommissioning of the gas holder structure, Site GP3 can accommodate more intensive uses. This Planning Brief has been developed to take into account these changing circumstances and to realise the future potential of the site.

1.1.5 BDP has now been commissioned by the Royal Borough to build on this vision and develop a detailed Planning Brief for Site GP3. The Planning Brief provides a more focused analysis, influenced by the shifting nature of land uses away from industrial functions, and towards mixed-use urban development. This Planning Brief presents the Vision, Objectives and Development Principles for Site GP3.



FIGURE 1.1 AERIAL VIEW OF THE SITE

Not to scale



FIGURE 1.2 BIRD'S EYE VIEW OF THE SITE

Not to scale

1.2 The Site

1.2.1 Site GP3 extends to 5.85 hectares. It is located on the western side of the Greenwich Peninsula, south of North Greenwich Station. It is bounded by Millennium Way to the east and the A102 to the west. The adjacent figure shows the area covered by the Planning Brief.

1.2.2 The existing site comprises predominantly industrial uses including O' Keefe Construction in the south-west of the site, and Remarkable Recycling Solutions adjacent to Boord Street which bisects the site. The original Greenwich Gas Works gas holder structure, built in 1886, remains in the centre of Site GP3. The Horniman Museum Collection Storage is located at the south-west corner of the site and the Evening Standard Distribution Centre is to the east of the site.

1.2.3 Studio 338, a 3000 capacity night club is also located on the site. However, following extensive fire damage a planning application to reinstate the building to its former use (ref: 16/3945/F) was submitted in November 2016. The application is yet to be determined.

1.2.4 A 2,600m² low carbon energy centre is situated directly south of Site GP3 and includes office accommodation, a gas governor house and 49m high flue stack (REF: 13/1372/F). Outline Planning Permission was granted on 15th April 2011 for the Knight Dragon Greenwich Peninsula Masterplan for the redevelopment of the Peninsula to include up to 15,000 new homes, film studios, offices, retail and community facilities. Any future proposals must take these surrounding developments into consideration.

1.2.5 This Planning Brief will be a key consideration in assessing the future development proposals for Site GP3 and to ensure that development responds to the previous and proposed regeneration of the surrounding Greenwich Peninsula.

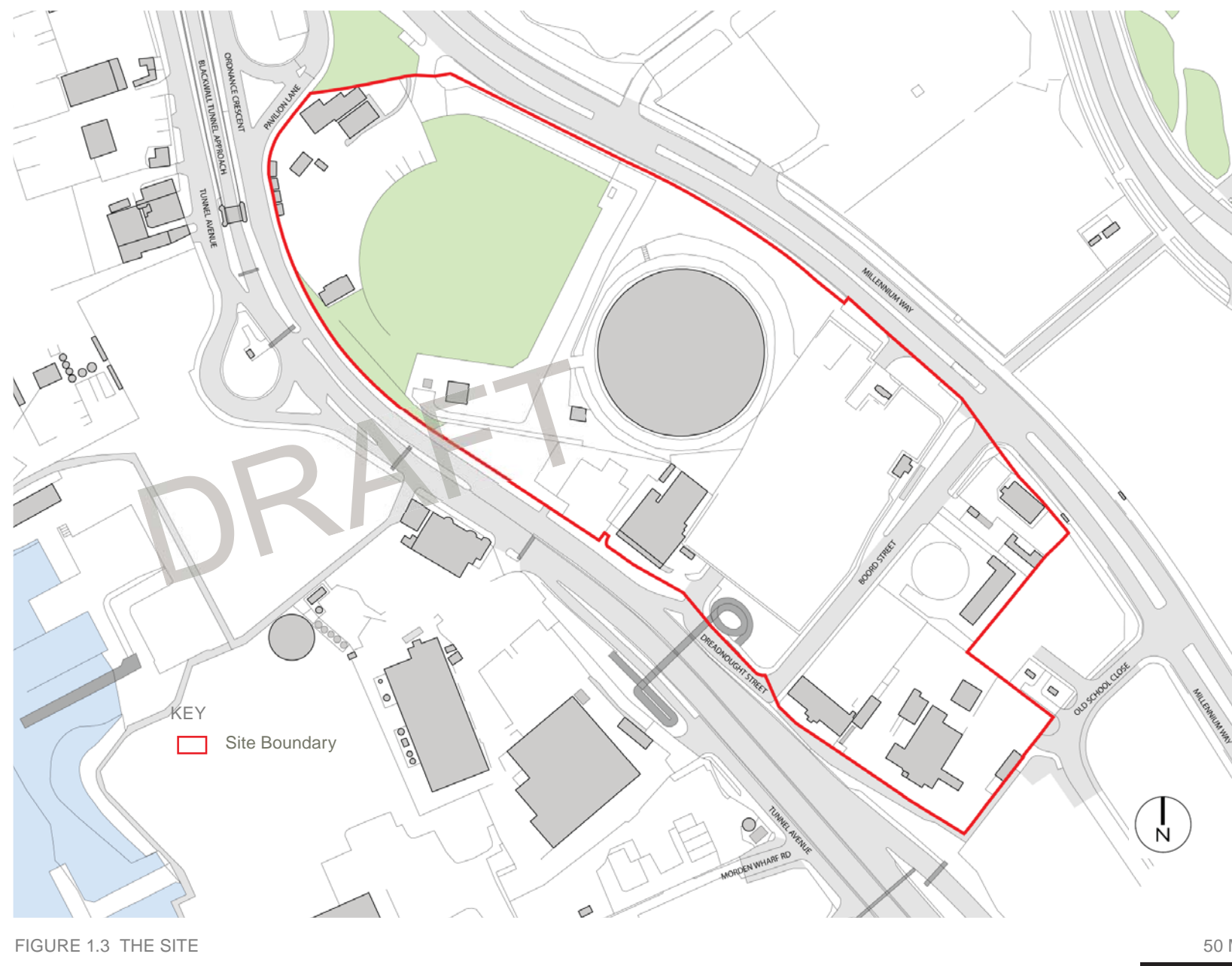


FIGURE 1.3 THE SITE

1.3 Process

1.3.1 The preparation of the Planning Brief comprises the following stages:

1. Baseline Analysis
2. Vision and Scenarios
3. Draft Planning Brief
4. Consultation and Final Planning Brief

Baseline Analysis

1.3.2 The Stage 1 Baseline Report presents a robust analysis of Greenwich Peninsula, and included an assessment of the policy context, site analysis, environmental constraints by Ramboll and property market analysis by GL Hearn. Analysis of environmental constraints identified issues with air quality, high levels of noise pollution and ground contamination as a result of the surrounding infrastructure and industrial land uses. Whilst analysis of the property market helped to build up a clear picture of the current market position in respect of demand, pipeline and achievable values and sales rates for Site GP3. Further understanding of the transport connections and current cultural offer on Greenwich Peninsula identified opportunities for supporting the area's diverse entertainment and leisure function, and contributing to the Peninsula as a world class mixed use district.

Vision and Scenarios

1.3.3 Following the Baseline Analysis, the design team formed Development Principles to respond to the opportunities and constraints relating to the following themes:

- Land Uses
- Access, Movement, Servicing and Parking
- Open Space and Streetscape
- Scale and Massing
- Design Quality and Character

Adhering to the Development Principles, the following three scenarios were formed, presenting

a range of likely outcomes for the site. The scenarios vary in response to a number of variables, which have implications for the amount of developable land and nature of development that could feasibly be delivered on the site. These variables include restrictions on land use imposed by the status of the Brenntag COMAH Zone and the land safeguarded for the possible construction of the Silvertown Tunnel Approach. All scenarios are based on a density of 350 units/hectare. The London Plan density matrix states a range of between 35 and 260 units per hectare is recommended for urban areas with PTAL's of between 1 and 4. However, given the close proximity to the North Greenwich District Centre and the higher densities of the adjacent Knight Dragon development, a higher density of 350 units per hectare has been explored for Site GP3.

1.3.4 Scenario 1 shows the most likely scenario with the Brenntag COMAH Zone remaining in place and the development of the proposed Silvertown Tunnel. This scenario provides 2.28 hectares of developable land, with an indicative capacity of up to 800 residential units with 395 parking spaces, 2,300m² Gross External Area (GEA) office space, 6,500m² GEA mixed-use (office, storage, data centre, archive centre) and 5,000m² green space.

1.3.5 Potential Future Scenario 2 shows the current situation which includes the Brenntag COMAH Zone and omits the Silvertown Tunnel. This scenario provides 3.07 hectares of developable land, with an indicative capacity of up to 1,075 residential units with 475 parking spaces and 10,500m² office space, 6,500m² GEA mixed use (office, storage, data centre, archive centre) and 6,900m² green space.

1.3.6 Potential Future Scenario 3 illustrates a potential future scenario with the Brenntag COMAH Zone

revoked and the Silvertown Tunnel approved. This scenario provides 4.43 hectares of developable land, with an indicative capacity of up to 1,300 residential units with 580 parking spaces, 14,300m² GEA mixed-use (office, storage, data centre, archive centre) and 900m² green space.

1.3.7 The layout, massing and land uses of the three scenarios were tested with regards to transport, viability and environmental constraints, with scenario 1 forming the most appropriate form of development given the site constraints and stakeholder aspirations.

Draft Planning Brief

1.3.8 The Planning Brief builds on these previous stages to present the Vision, Objectives and Development Principles for Site GP3. As the preferred scenario, Scenario 1 forms the basis of the guidance, although the guidance is intended to set a flexible framework that is able to respond to a change in circumstances removing restrictions of development.

Consultation and Final Planning Brief

1.3.9 Initial consultation was carried out in Stage 1 involving one-to-one interviews with land owners and stakeholders in order to better understand the aspirations, issues and opportunities for Site GP3.

1.3.10 At Stage 3, the draft Site GP3 Planning Brief will be subject to a public consultation period of four weeks, to be carried out in June 2017. As part of the public exhibition a drop-in session will be held. During the exhibition, members of the design team will present to answer any questions posed by the public and a questionnaire will be provided to capture feedback. During the four week consultation period the public will be invited to comment

on the proposed document, following which the Planning Brief will be refined in light of the public's views.

1.3.11 The Planning Brief is anticipated to be formally adopted by the Royal Borough in late July 2017.

1.4 Role of the Planning Brief

1.4.1 BDP has prepared this planning brief on behalf of the Royal Borough of Greenwich to promote and manage future development proposals for Site GP3.

1.4.2 The Planning Brief sets a framework to guide the scale of development and mix of uses that will be supported on the site in accordance with the Royal Greenwich Core Strategy. It illustrates how an appropriate mix of residential and office uses can be accommodated on the site as part of a comprehensive redevelopment scheme to support the existing and proposed regeneration of the Greenwich Peninsula. It also demonstrates the necessary densities, scale and layout of development in order to manage the environmental constraints such as noise and air quality.

1.4.3 Whilst the guidance in this Planning Brief is based on Scenario 1, other forms of development will be considered where it can be demonstrated that they satisfy the Vision, Objectives and Development Principles set out in this Planning Brief.

1.5 Structure of the Document

1.5.1 This document comprises the following sections:

- **Section 2:** sets out the context of the Greenwich Peninsula
- **Section 3:** sets out the Vision and Objectives for Site GP3
- **Section 4:** outlines the Development Principles for Site GP3
- **Section 5:** sets out the next steps

2.0 Context

2.0.1 This section outlines the contextual analysis for Site GP3, providing an overview of the relevant policy, environmental context, and opportunities and constraints.

2.1 Regional Context

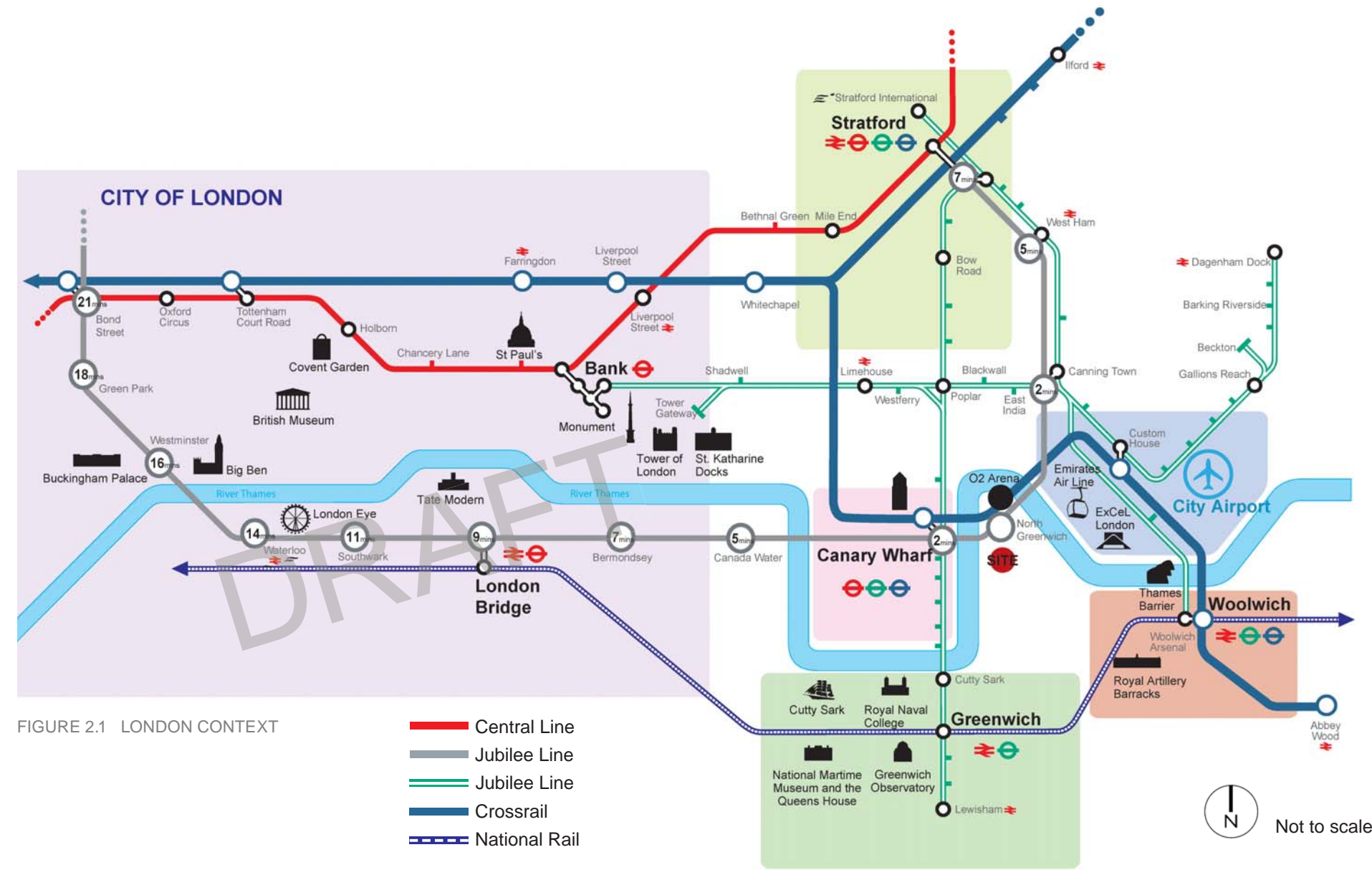
LONDON

2.1.1 London is a bustling city of international importance, a dynamic and ever-changing city, driven by a rich culture of innovation, entertainment and business. London is on the cusp of an exciting new future with the population expected to grow from 8.2 million in 2011 to 10.11 million by 2036 (Minor Alterations to the London Plan, 2016). London is experiencing a vibrant transformation with a recovering economy, and an increasingly socially and economically mobile population, London’s continually evolving context of reinvention and discovery is what makes London great; as people seek new places to live, work, spend their leisure time and invest.

ROYAL GREENWICH

2.1.2 Royal Greenwich has experienced unprecedented change in recent years, growing in strategic importance as an area of regeneration and uniquely positioning itself to benefit from London’s growth. This position is strengthened by Royal Greenwich’s distinct environmental, social and economic characteristics, which are outlined below:

- Located between the London Boroughs of Tower Hamlets, Newham and Barking and Dagenham to the north, Bexley to the east, Bromley to the south and Lewisham to the west, Royal Greenwich balances the functions of inner and outer London, benefiting from significant spatial advantages, such as its proximity to central London, the Docklands and London City Airport.
- Royal Greenwich’s strategic location is



- complemented by outstanding transport connections, including the Docklands Light Railway, National Rail services, the Thames Clipper and the future arrival of Crossrail, which will bring the City and West End within easy reach.
- The proposed Silvertown Tunnel which lies partially within Site GP3 will also provide increased connectivity to the north and east of London.
- Royal Greenwich has an accessible and inclusive community, contributing to a rich ethnic and cultural diversity.

- An increasing population with significant growth in young people.
- An environment of distinction, with a large amount of public open space (Greenwich Open Space Study, 2008) and built heritage, including: the Maritime World Heritage Site, 20 conservation areas and nearly 1,000 listed buildings.
- A considerable capacity for growth, with a large number of major development sites across Royal Greenwich.

2.1.3 These characteristics are important drivers of growth but also contribute to the character of the

GREENWICH PENINSULA

2.1.4 Greenwich Peninsula forms the north-western tip of the Royal Borough of Greenwich, surrounded on three sides by the Thames. The historic centre of Greenwich, is just over one mile west of the Peninsula. However, by the end of the last century, the Peninsula was one of the last major inner London sites still awaiting redevelopment. Although development has started in the south, and has now been completed, the greater part of the Peninsula

is still undeveloped. As London revives and regenerates to the east along the river, the Peninsula will become a key part of London's growth. This is already visible with the O2 Arena, Ravensbourne College and the large residentially-led mixed use developments, which are transforming the nature of the Peninsula from industrial towards a more creative, leisure and media focused district.

2

LOCAL CONTEXT

2.1.5 There are a series of important existing features on the Peninsula and in its wider context; these features give an interesting insight into the area's evolution over time.

2.1.6 Across the Thames, to the north on the Isle of Dogs, sits the business district of Canary Wharf. The distinctive office buildings began construction in the late 1980s, on a grid alignment with the docks. One Canada Square was completed in 1992. The development is continuing and recent consents and applications, including Wood Wharf, Blackwall and South Quay Plaza will increase the quantum of all these uses in the immediate surrounding area. The regeneration of the surrounding area looks set to continue with development spreading south on the Isle of Dogs and north into Poplar.

2.1.7 Immediately to the north of the Peninsula across the river is Leamouth, another area where historic dockland uses are being replaced by residential developments. To the east of the Peninsula is Silvertown, another traditional Docklands area where mixed use development is taking place. To the south-west of Greenwich Peninsula lies Greenwich Park, which was obtained by Henry VI in the 15th Century. Today, it covers a total of 74 acres and commands panoramic views over London, due to its elevated height. The Royal Observatory is located centrally within the park, commissioned in 1675.

2.1.8 The Old Royal Naval College, located north of the park on the river front, is one of the most recognisable features of the Maritime Greenwich World Heritage Site. Established as a training base for the Royal Navy in 1873, today the Grade I listed buildings provide a home for the Greenwich Foundation with the whole site open to visitors since 2002. The Cutty Sark lies adjacent to the College and has been on public display in Greenwich as a museum ship since the 1950s.

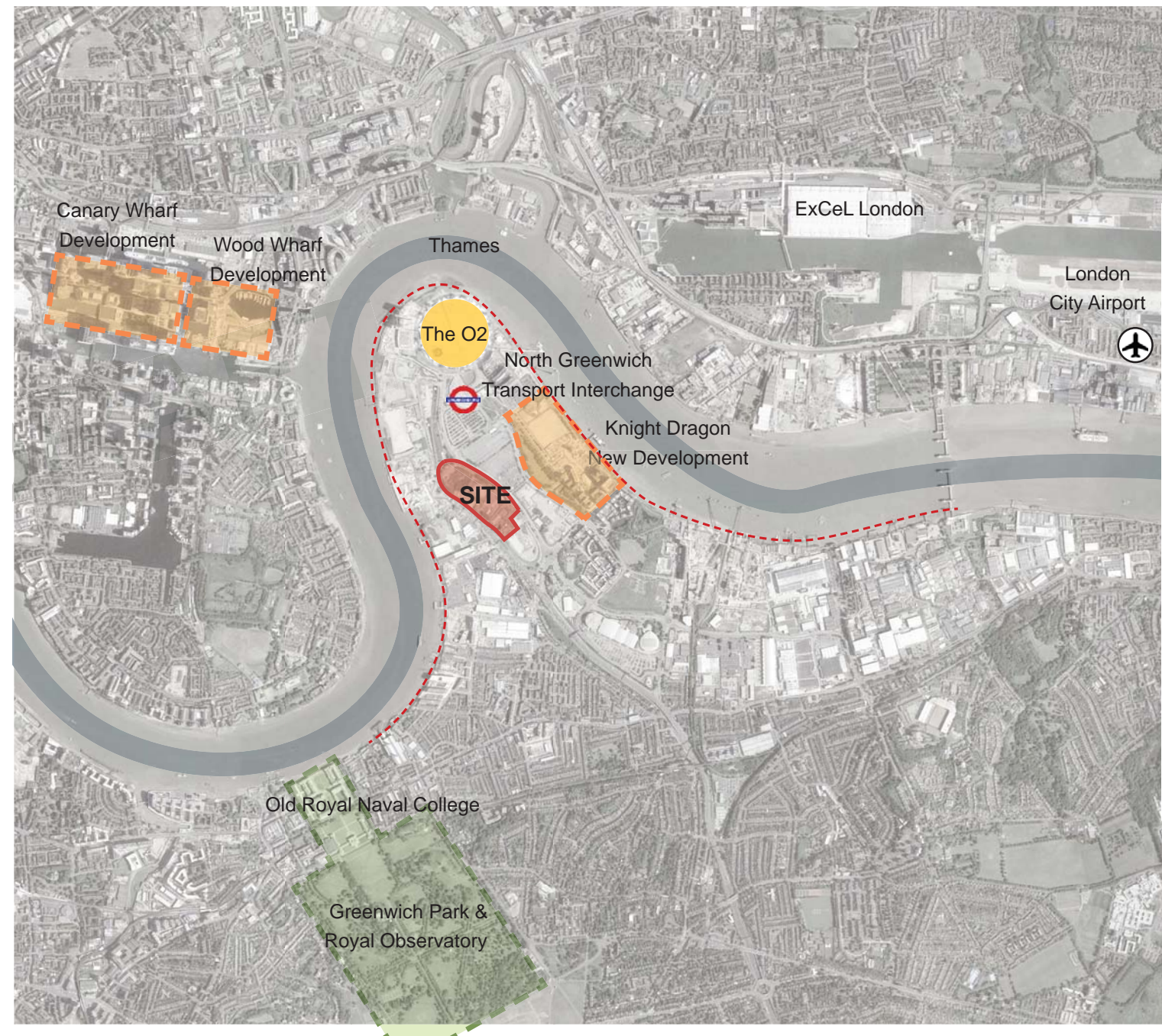


FIGURE 2.2 LOCAL CONTEXT OF THE SITE

Not to scale

2.2 Policy Context

2.2.1 The policy review provides a high-level overview of the key themes which inform the Site GP3 Planning Brief. The review does not form an exhaustive catalogue of policies but focuses on policies most relevant to the development of Site GP3.

ADOPTED PLANNING POLICY FRAMEWORK

2.2.2 The adopted planning policy framework of relevance to the Site GP3 Planning Brief consists of three tiers. At the national level the National Planning Policy Framework (NPPF) (March, 2012) and the National Planning Practice Guidance (NPPG) (December, 2016) set out the overarching national planning policy. At the regional level the London Plan (MALP) (March, 2016) sets out the Londonwide policy framework. Whilst the Royal Greenwich Local Plan: Core Strategy with Detailed Policies (July, 2014) provides an up-to-date local plan for the area. The Core Strategy includes the Greenwich Unitary Development Plan (UDP) Site Proposal Schedules (July, 2006) as an addendum indicating the overall site allocations and land use designations for Royal Greenwich. The UDP Site Allocations are still considered relevant until The Royal Greenwich Local Plan: Site Allocations has been adopted. The Site Allocations Issues and Options has been considered in this review as it will eventually supersede the UDP Site Proposal Schedules.

KEY THEMES

Going for Growth

2.2.3 The London Plan recognises the Greenwich Peninsula as an area to focus growth, and identifies the two strategic roles of the Greenwich Peninsula Opportunity Area as: “an internationally significant leisure attraction and as a major

contributor to meeting London’s need for additional housing.” (March, 2016). Within this, Greenwich Peninsula Opportunity Area is given an indicative employment capacity of 7,000 and a housing capacity of 13,500 homes between 2011 and 2031 (London Plan, 2011).

2.2.4 Furthermore, the Site Allocations, Issues and Options Consultation Draft (February, 2016) reflects the London Plan’s aspirations to boost the area and provide 20,000 new homes across the two strategic locations of Greenwich Peninsula and Greenwich Peninsula West.

Greenwich Peninsula West: A New Mixed-Use Urban District

2.2.5 Core Strategy Policy EA3 Greenwich Peninsula West suggests the development of a new urban district to further support the London Plan Opportunity Area designation, stating:

“A new mixed use urban quarter would provide a more effective use of the land and would accompany the redevelopment that is taking place on the rest of the Peninsula.” (p.66)

2.2.6 Core Strategy Policy H2 Housing Mix encourages a mix of housing types and sizes, with the Affordable Housing Policy H3 requiring developments over 0.5 hectares or 10 units to provide at least 35% affordable housing, consisting of 70% social/affordable rented and 30% intermediate.

2.2.7 Leisure, entertainment and tourism uses are recognised in Policy EA1 Economic Development, EA5 Tourism and EA3 Greenwich Peninsula West as key drivers of healthy urban quarters with a vibrant daytime and evening economy.

2.2.8 Core Strategy Policy IM3 Critical Physical Infrastructure safeguards part of Site GP3 for the

Silvertown Tunnel.

Supporting a Healthy Community

2.2.9 Paragraph 69 of the NPPF highlights the important role development plays in facilitating social interaction and creating healthy communities. London Plan policy 7.2 An Inclusive Environment and local policy CH1 Cohesive Communities further address this issue, requiring the highest standards of accessible design and outlining development contributions for community facilities.

2.2.10 Greenwich Peninsula West lies within an Open Space Deficiency Area as defined in the Core Strategy Policy OS(c), suffering from poor local park access. All residential developments over 50 units will be required to provide public open space with a standard provision of 3.8ha per 1000 population.

2.2.11 London Plan Policy 3.6 and the GLA’s Play and Informal Recreation SPG sets the standard requirement of 10m² of playspace per child.

2.2.12 Core Strategy Policy DH1 Design seeks to ensure that Royal Greenwich’s heritage assets and environment are conserved and enhanced, and that all development promotes a high quality of design.

2.2.13 Core Strategy Policy DH2 Tall Buildings identifies Greenwich Peninsula West as a location that may be appropriate for tall buildings. Core Strategy Policy IM (d) London City Airport indicates the Site GP3 sits within the outer boundary safeguarding zone, whereby tall buildings are required to face review from the Civil Aviation Authority. All proposals will also be required to consider impacts on the character of the surrounding area.

2.2.14 Core Strategy Policy DH(g) designates local

views which should be considered in any future development proposals.

Protecting and Enhancing the Environment

2.2.15 The London Plan Policy 5.21 Contaminated Land supports the remediation of contaminated land where it does not cause significant harm to human health or the environment.

2.2.16 Core Strategy Policy E1 Carbon Emissions outlines the requirement for all development with a floor area greater than 500m² or proposals with 5 or more residential units to connect to an existing decentralised energy network, and all major developments require an energy assessment.

2.2.17 Policy DH1 Design requires non-residential buildings in major developments to acquire a BREEAM excellent rating.

2.2.18 Site GP3 lies within a Flood Risk Zone 3a which is defined in NPPG as land that has a high probability of flooding (March, 2014). Core Strategy Policy E2 Flood Risk requires development to demonstrate that the probability of flooding will be reduced where possible. Whilst Policy E3 Residual Flood Risk states Site GP3 lies within a residual flood risk area, with developments being required to provide a flood risk assessment and flood plan demonstrating evacuation measures.

2.2.19 Site GP3 lies within an Area of High Archaeological Priority with Core Strategy Policy DH9 (m) Archaeology requiring assessment of archaeological remains and the plan for their retention.

2.3 Environmental Context

2.3.1 There are a number of environmental constraints facing Site GP3, namely land contamination, air quality and noise pollution. These are a result of the nearby Victoria Deep Water Terminal, highly trafficked roads and the area's industry functions, which will be discussed further in this section.

COMAH ZONES

2.3.2 Site GP3 comprises two Control of Major Accidents Hazards (COMAH) Zones, one for the existing gas holder structure and one for the Brenntag Ltd chemical facility. The below table illustrates the HSE recommendation for development within and around Site GP3, where the adjacent figure shows the zone perimeters.

TABLE 2.1 PADHI DEVELOPMENT TYPE SENSITIVITY MATRIX

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

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

2.3.3 As the intentions of SGN are to decommission the remaining gas holder structure and revoke the COMAH Zone licence, the related COMAH Zones have not been considered as an environmental constraint.

2.3.4 Discussions with Brenntag Ltd have indicated no immediate future plans to remove the COMAH Zone license. The zone therefore remains a key constraint to the development of Site GP3.

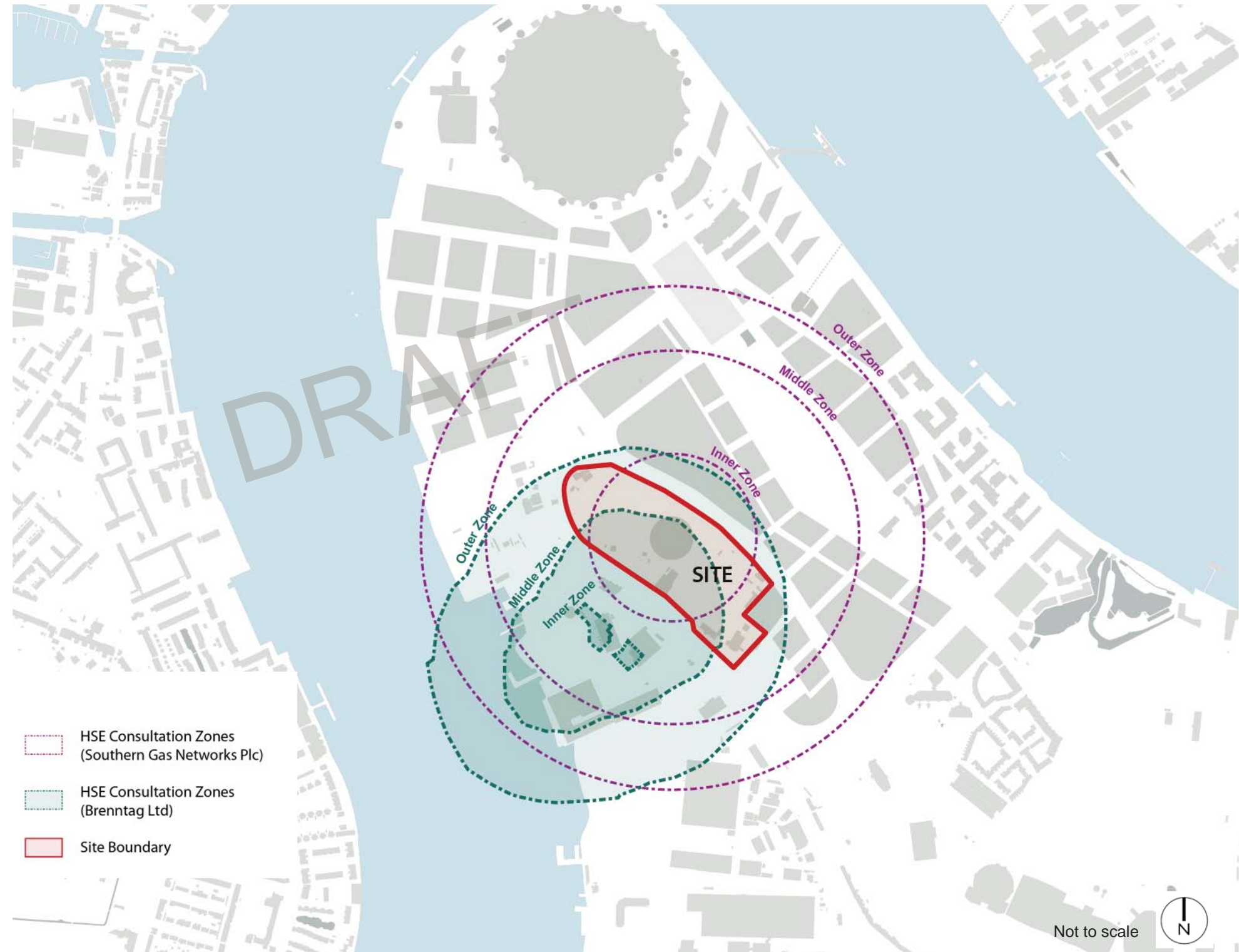


FIGURE 2.4 HSE CONSULTATION ZONES

AIR QUALITY

2.3.5 Site GP3 is bounded to the west by the A102 which is the main north-south link providing a route to and from London’s major arteries the M25, A12, A2 and North and South Circulars. The Millennium Way dual carriageway bounds the site to the east, which leads towards the O2 and North Greenwich Transport Interchange.

2.3.6 This concentration of traffic in such close proximity to the site is likely to create intensified air quality conditions, which will be further impacted by the proposed Silvertown Tunnel. With the Royal Borough located in an Air Quality

Management Area (AQMA), the potential impacts of development on air quality should be mitigated through sensitive design and must be demonstrated from an early design stage.

NOISE POLLUTION

2.3.7 The figures below show the measured and predicted noise levels on Site GP3 during the daytime (Figure 2.5) and night-time (Figure 2.6). As Site GP3 is enclosed by two major roads, the area is exposed to high noise levels, with the western side witnessing severe noise from the adjacent A102.

2.3.8 The high noise levels identified at Site GP3 represent a significant environmental constraint. Future development of the site will need to consider the sensitive design and layout of buildings, looking in particular at density, acoustic glazing, mechanical ventilation and the specifications of residential units.

Noise Mitigation

2.3.9 The following building massing considerations could provide the necessary noise screening from road traffic:

- Tall buildings (ie. > 4 storeys) running parallel to the site boundary forming a noise barrier,

effectively creating quiet courtyards within the centre of Site GP3.

- A podium level with retail/commercial uses at lower floors and residential uses raised up significantly above road level.
- Staggered buildings to provide some site permeability, but with no direct avenue for noise from the roads to reach the centre of the site.
- Specification of residential units to include mechanical ventilation, acoustic glazing and inward facing facades.

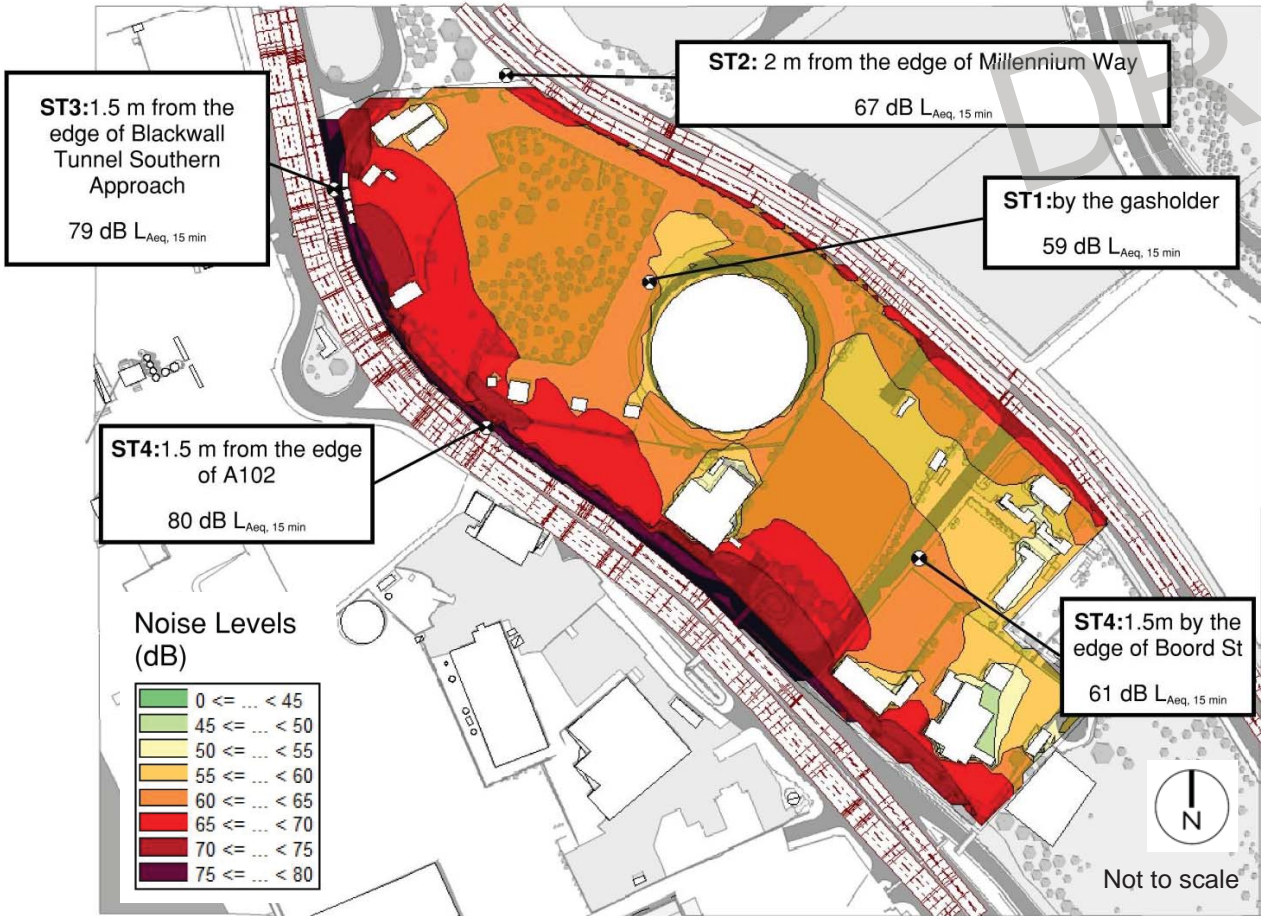


FIGURE 2.5 MEASURED AND PREDICTED DAYTIME NOISE LEVELS

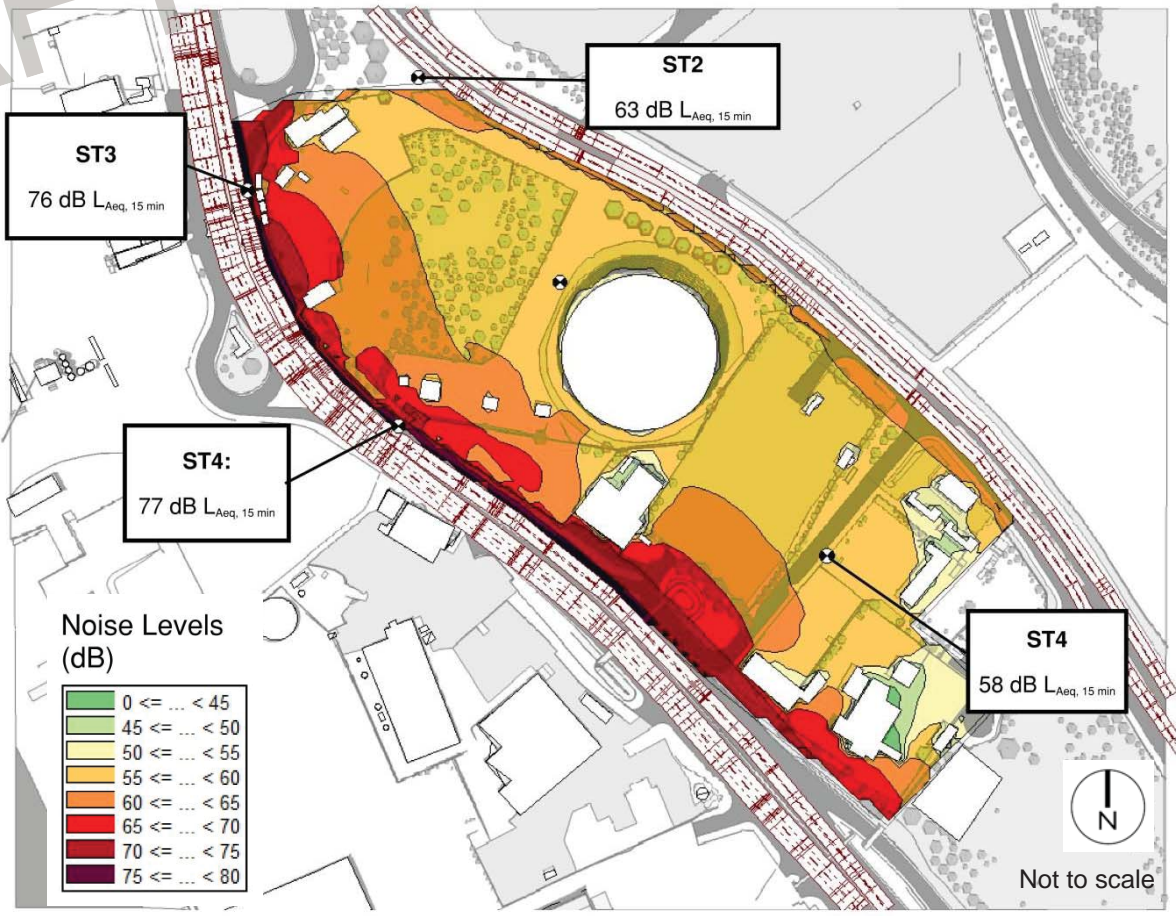


FIGURE 2.6 MEASURED AND PREDICTED NIGHT-TIME NOISE LEVELS

2.4 Opportunities

2.4.1 Linkages - existing and proposed

There are opportunities for improving connections to existing and proposed public transport, including:

- The stations to the north (North Greenwich Jubilee line and the bus station);
- The Emirates Airline (cable car);
- The Thames Clipper and other river based transport to the west.

The proposed Silvertown Tunnel will improve accessibility by car to the site.

2.4.2 River Frontages

Opportunity exists to enhance the cycle and pedestrian routes to the Thames Riverfront, further connecting proposed and existing development as a result.

2.4.3 Cultural District

The O2 Arena is one of the world's most popular indoor entertainment venues, which alongside Ravensbourne College and future film studios proposed as part of the Knight Dragon masterplan, provides opportunity to enhance the Peninsula's creative urban character, encouraging further leisure attractions and associated uses.

2.4.4 Historic Greenwich

The proximity of the Maritime Greenwich World Heritage Site as a key tourist attraction is of great benefit to the site, in regards to views and potential for uses which complement the tourist industry.

2.4.5 Key Views and Vistas

With the riverfront immediately to the west, the site has unobstructed views towards Canary Wharf and Historic Greenwich, and possible views towards central London.



FIGURE 2.7 OPPORTUNITIES OF THE SITE

2.5 Constraints

2.5.1 Pedestrian and Cycle Movement

Pedestrian and cycle linkages to the north, east and west across the major roads are limited.

2.5.2 Noise

The site is bounded by two major roads, the Blackwall Tunnel Southern Approach (A102) and Millennium Way. The O2 Arena located to the north of the site is also a major noise source. If retention of Studio 338 night club is permitted, it would also be a noise source. The noise levels associated with these sources pose a significant constraint on future development within Site GP3, and will define land use and building massing in the worst affected areas.

2.5.3 Air Quality

The site is located in an AQMA, therefore future development will have to consider mitigation measures to this regard.

2.5.4 Land use

Greenwich Peninsula West is designated as a Strategic Industrial Location within Greater London which therefore conflicts with potential residential uses, acting as a land use constraint.

2.5.5 Silvertown Tunnel

The proposed Silvertown Tunnel ventilation shaft and control building are likely to occupy the northern part of the site creating a land constraint.

2.5.6 Brenntag COMAH Zone

The HSE Consultation Zone policies associated with Brenntag act as major constraint for the site's land use.

2.5.7 London City Airport Safeguarded Zone

Site GP3 lies within the outer boundary of the London City Airport Safeguarded Zone, requiring future proposals for tall buildings to be reviewed by the Civil Aviation Authority.

2.5.8 Gas Holder

It is likely limited gas infrastructure will need to remain on site. Ongoing engagement with SGN is required to understand future implications.

2.5.9 Safeguarded Wharves

Presently there are two safeguarded wharves near the site, Tunnel Wharf and Victoria Deep Water Terminal. Victoria Deep Water Terminal is the only one currently in operation as an aggregate grading facility, with proposals for its redevelopment to remain in operation as a terminal.

2.5.10 Flood Risk

Site GP3 sits within Flood Zone 3 and is recognised as a residual flood risk area. High quality design which is sensitive to the site's location will be encouraged.

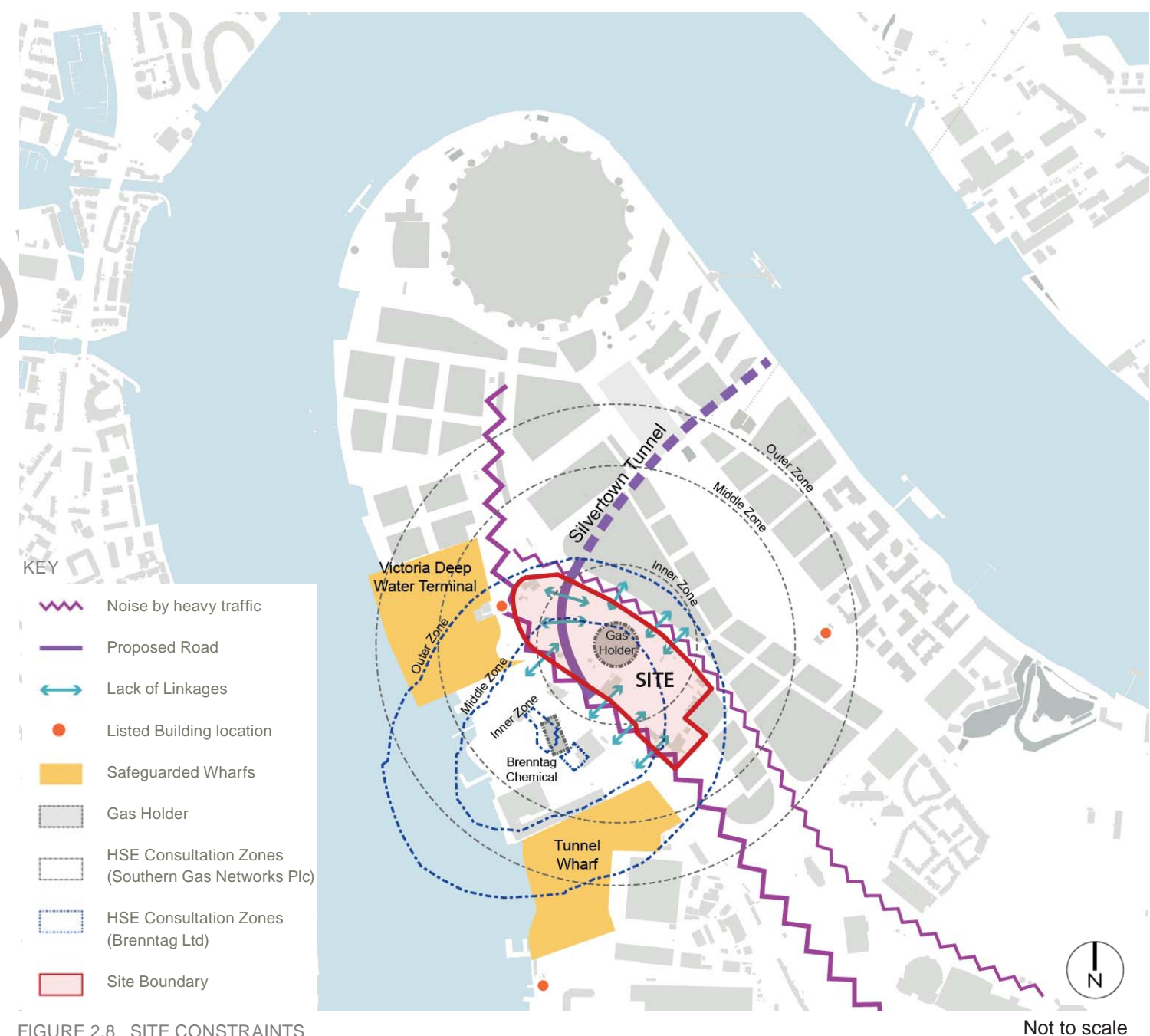
2.5.11 Listed Buildings

The entrance to Blackwall Tunnel, a Grade II Listed structure, is adjacent to the

site. This, alongside other listed buildings on the Peninsula, will need to be carefully considered.

2.5.12 Ecology and Trees

There are a number of mature trees and vegetation present across the site, which contribute positively to biodiversity and should be retained or re-provided within future development.



3.0 Vision and Objectives

3.1 Vision

3.1.1 The Development Brief consists of a number of parts:

- Vision: sets out the overall intent for the future development of the Greenwich Peninsula GP3 Site
- Objectives: set out the main drivers behind the development brief, and what should be achieved once the site has been developed
- Development Principles: provide an overarching framework to guide the nature and form of development

3

Vision

The GP3 site will be redeveloped to address existing environmental constraints and create a high quality residential-led mixed use neighbourhood to provide for the community of Greenwich and play an integral role in the development of Greenwich Peninsula as a world class district for London.

Well considered and sensitive design will respond to the site context and ensure the delivery of a healthy new neighbourhood, which is appropriate to its setting and capitalises on the opportunities to connect to and support development across the peninsula, including the O2 Arena, cultural district and adjacent developments.

The GP3 Site will benefit from an environment of distinction, where buildings relate positively to one another and are integrated within a high quality public realm including streets and public open spaces that support a range of activities. Development will comprise the highest sustainability credentials, maximising on-site renewable energy and encouraging walking and cycling, and the use of public transport.

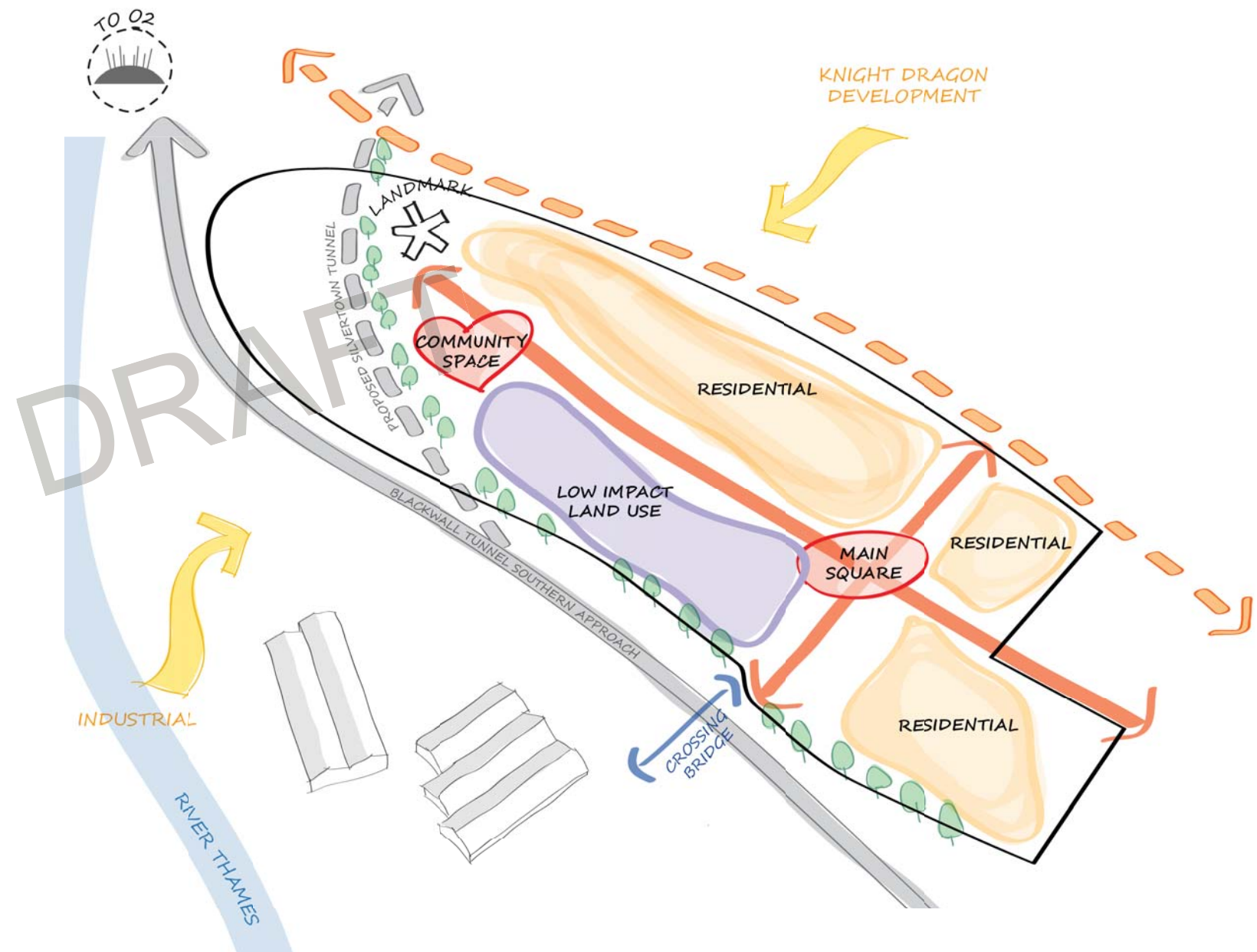


FIGURE 3.1 VISION DIAGRAM

3.2 Objectives

3.2.1 The following overarching objectives must be achieved in order to deliver the vision:

- Objective 1** - Deliver a residential-led mixed use development, which increases and diversifies housing provision, including a range of tenures and typologies to support mixed communities, whilst creating opportunities for employment.
- Objective 2** - Create a place which responds to and complements neighbouring development, including existing development of Greenwich Peninsula, Greenwich Millennium Village, North Greenwich and the planned Silvertown Tunnel, and helps to elevate the profile of the Peninsula and the Royal Borough.
- Objective 3** - Adopt a pragmatic approach to redevelopment, which encourages an efficient use of land and ensures an appropriate balance between providing viable development and maximising community benefit.
- Objective 4** - Create a high quality movement network which connects to existing areas of activity and transport hubs to ensure the site is an integral part of the Peninsula, whilst prioritising pedestrian and sustainable travel and limiting the use of the private vehicle.
- Objective 5** - Manage environmental constraints arising from existing and neighbouring land uses and infrastructure, including noise, air pollution and safety zones associated with the storage of hazardous substances.
- Objective 6** - Improve the built and environmental quality of the GP3 Site, including a high quality network of streets and open spaces and an appropriate scale and massing.
- Objective 7** - Ensure individual developments are planned in a comprehensive manner and contribute to the redevelopment of the site as a whole.



4.0 Development Principles

4.1 Land Uses

4.1.1 Development will form an integral part of Greenwich Peninsula and contribute to its growth as a world class district for London. This will be achieved by remediating the industrial nature of the site and providing an upgraded environment to provide for the needs of existing and future communities to support a viable and successful development.

4.1.2 Provide a comprehensive residential-led mixed use development. Based on planning policy, an assessment of viable land uses, transport impacts and stakeholder aspirations, the mix of land uses could include:

- Up to 800 residential units, including one, two, three and three+ bedroom apartments and 35% affordable housing in accordance with Core Strategy Policy H3. A higher quantum of residential development could be considered appropriate subject to the removal of the Brenntag COMAH Zone and delivery of the Silvertown Tunnel;
- Public open space;
- 2,500m² to 10,500m² of business and office spaces;
- Local cafes and restaurants;
- Community uses;
- Data centre; and
- Storage/archive centre.

4.1.3 Focus land uses sensitive to noise and air quality, Environment Agency Flood Zone 3 and Health and Safety Executive Safety Zones, such as residential development in the east of the site with no habitable rooms permitted on the ground floor, and less sensitive uses such as leisure/sports use, an archive centre or a data centre to the west, providing a buffer from the A102 and industrial uses to the west.

4.1.4 The density and quantum of development, including residential development will be optimised within the constraints of the site, including the delivery of the Silvertown Tunnel and the status of the Health and Safety Executive Safety Zones associated with the chemical distribution centre to the west. There is potential to expand the area suitable for residential development to the west subject to the removal or management of environmental constraints and the sensitive design of development along the western boundary of the site (see 4.5 Design Quality and Character).

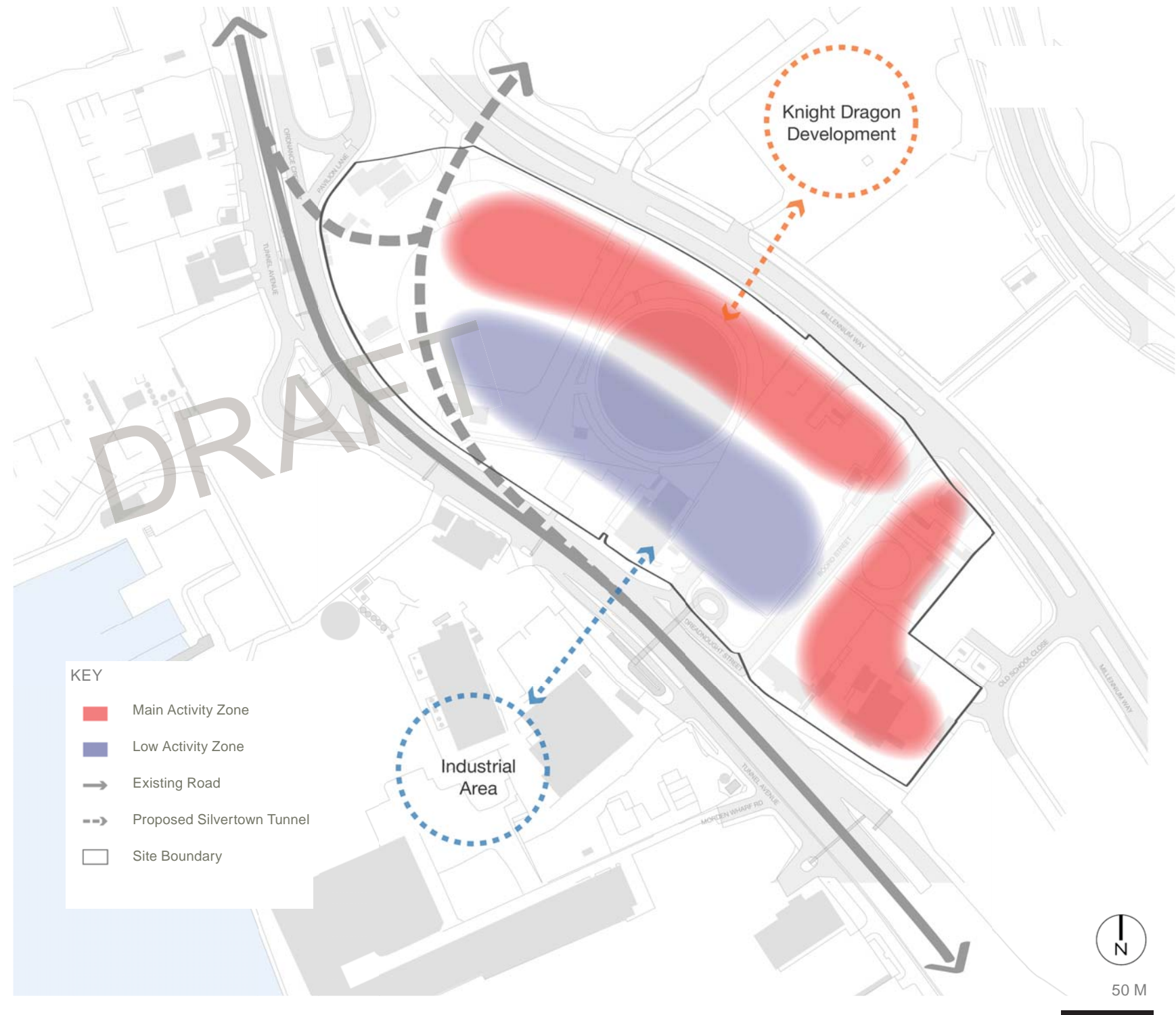


FIGURE 4.1 LAND USES DIAGRAM

4.2 Access, Movement, Servicing and Parking

- 4.2.1 In order to create a welcoming environment, the overall approach to movement will maximise attractive and safe routes through the site for pedestrian and cycle access, whilst limiting vehicle access to parking and servicing where possible.
- 4.2.2 Permeability through the site should be focused on a shared surface pedestrian, cycle and vehicle route running north west to south east through the site, connecting to Millennium Way and Old School Close. Detailed design of the route should connect to and encourage movement to North Greenwich Station, the Thames Clipper and the Emirates Air Line Cable Car.
- 4.2.3 Limit permeability to the west and the A102 and industrial uses, with the exception of the Boord Street Pedestrian and Cycle Bridge. Development should incorporate the planned improvements to the Bridge, to be delivered through the Silvertown Tunnel proposals, including retaining visibility from Millennium Way. Additionally, development should create a positive relationship with the Silvertown Tunnel south portal in terms of accessibility, design, massing and scale.
- 4.2.4 Encourage the use of existing local cycle routes, notably the National Cycle Route 1 and the Thames Path.
- 4.2.5 Bus access and use should be encouraged through the alignment of pedestrian routes through the site, connecting to existing bus stops on Millennium Way and Dreadnaught Street.
- 4.2.6 Development should respond to the constraints of the local road network, including complementary land uses, the maximisation of sustainable travel modes and minimising private vehicle use where feasible. The traffic and transport impacts of the development proposals will need to be robustly assessed and mitigation reviewed.
- 4.2.7 Cycle parking should be in accordance with the London Plan cycle parking standards. Proposals should also reflect site specific parking demand with flexibility to increase provision in relation to monitored cycle parking uptake.
- 4.2.8 Cycle parking facilities should be conveniently sited and distributed through the site to provide parking at all key arrival points and destinations.
- 4.2.9 Vehicle parking should support the proposed uses with sustainable levels of parking commensurate to the Public Transport Accessibility Levels (PTAL) for the site, whilst recognising the need to provide a high quality public realm through undercroft residential parking. Accessible parking should be provided in accordance with London Plan Policy 6.2.

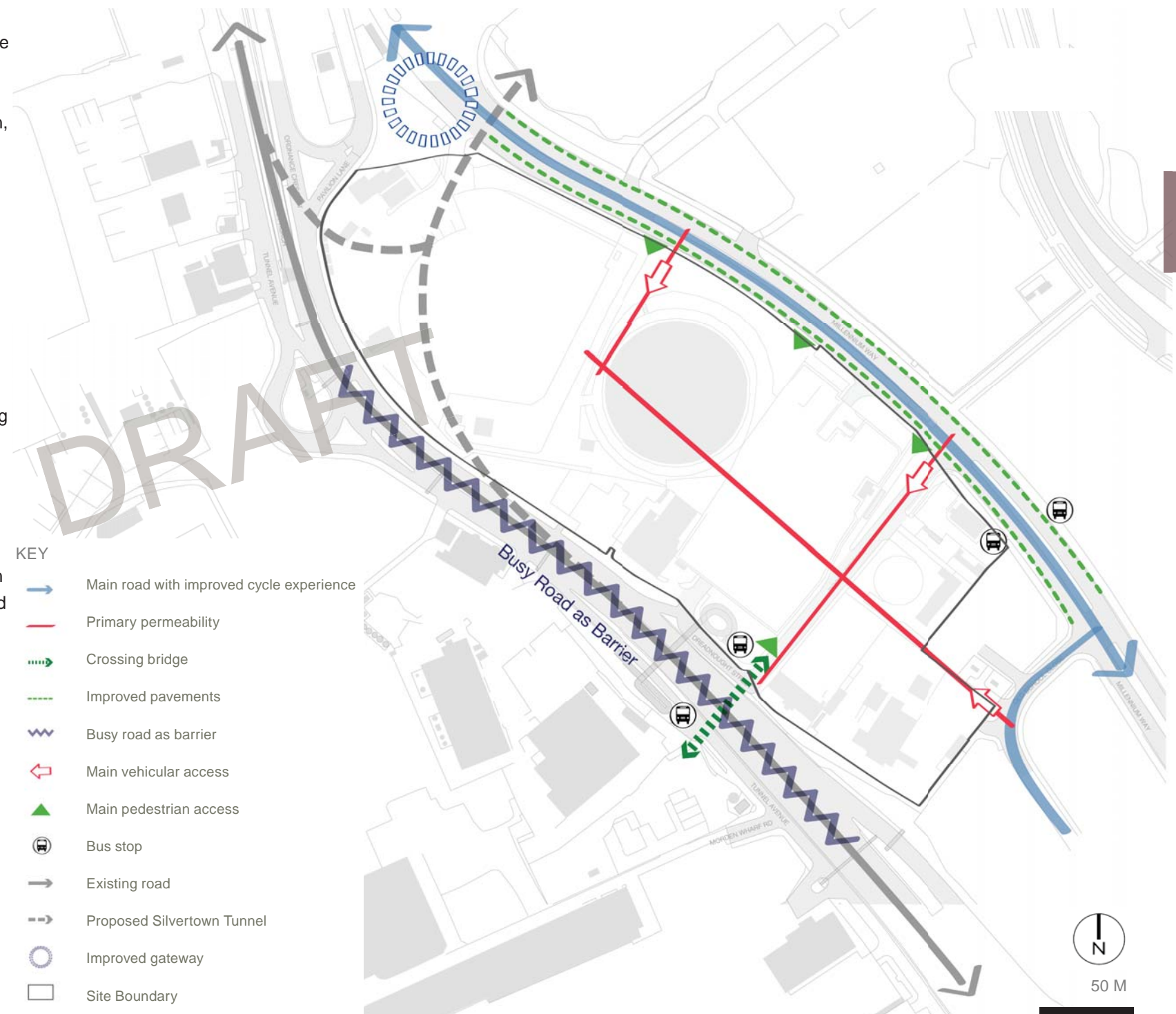


FIGURE 4.2 ACCESS, MOVEMENT, SERVICING AND PARKING DIAGRAM

4

4.3 Open Space and Streetscape

- 4.3.1 Provide a series of public open spaces varied in character to form the 'heart' of the development, and encourage a range of activities including play space and informal and formal seating.
- 4.3.2 A unified and cohesive design language should be applied throughout the public realm within the site and extending along Millennium Way.
- 4.3.3 Public open space should be provided to the north west of the site and benefit from mature planting to enhance the buffer between the site and the A102.
- 4.3.4 Development should retain existing mature trees where possible and enhance green infrastructure through a net increase in trees and planting, and green landscape elements such as permeable paving and green roofs.
- 4.3.5 Public open spaces should be proportioned to be human in scale and take into consideration solar orientation to avoid overshadowing.
- 4.3.6 Public open space should relate well to the surrounding context, including building heights, in order to form a sense of enclosure whilst retaining permeability.
- 4.3.7 A scheme of public realm enhancements should be delivered along Boord Street connecting Millennium Way to the pedestrian and cycle bridge to the west. These improvements should include: shared surface treatment, passive traffic calming measures, tree planting and soft landscaping, and connect to a green open space to the north of Boord Street.
- 4.3.8 Residential private amenity space should be provided in accordance with London Plan Housing Supplementary Housing Guidance.
- 4.3.9 Development should incorporate Sustainable Urban Drainage (SUDs).

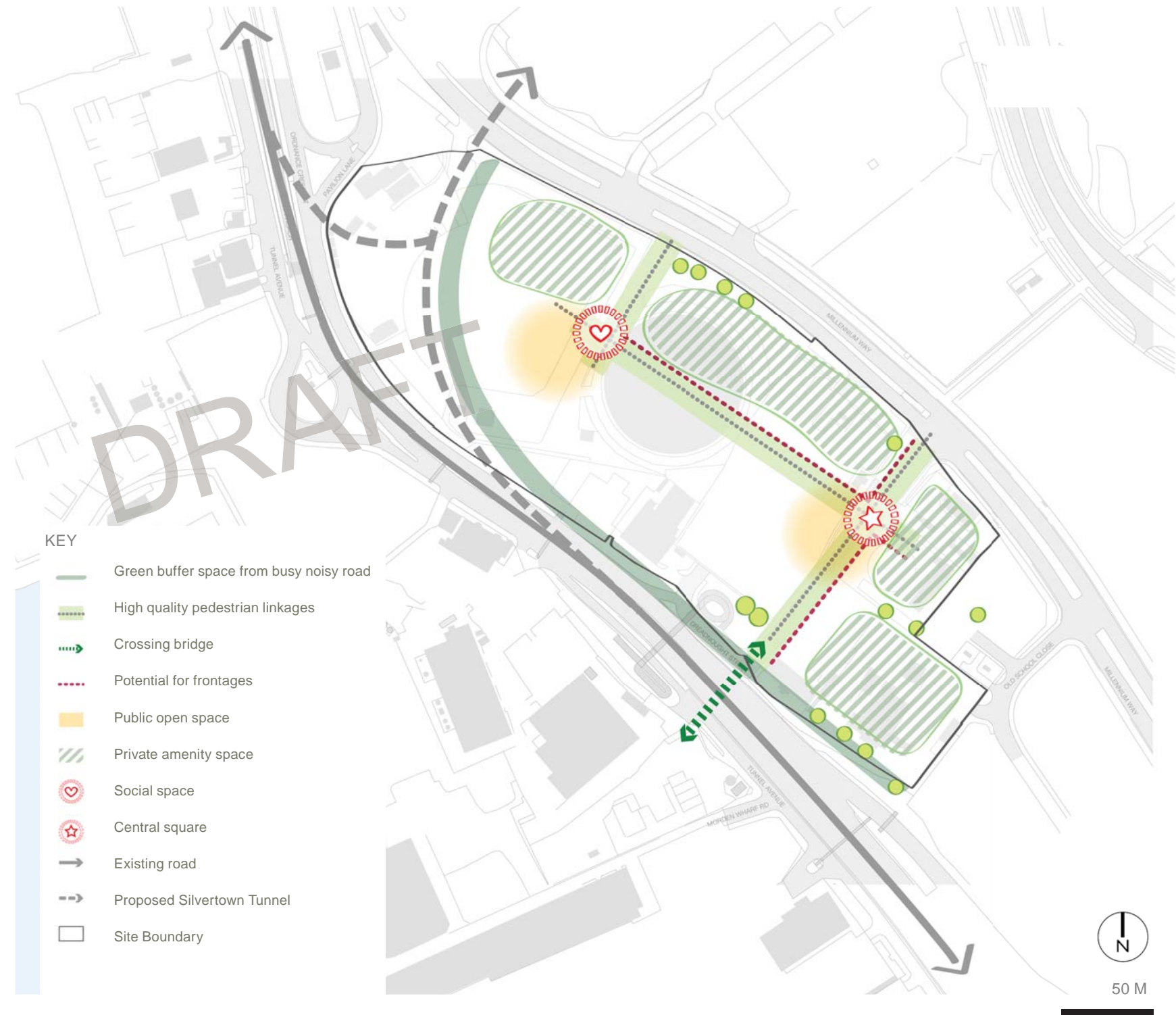


FIGURE 4.3 OPEN SPACE AND STREETSCAPE

4.4 Scale and Massing

4.4.1 Development should respond to the existing scale and massing of the site and surrounding area as stated in Core Strategy Policy DH1 Design and DH2 Tall Buildings (July, 2014).

4.4.2 A framework for heights has been established through consideration of urban design principles, environmental context, local views, the surrounding context and visual gateways outwards from Site GP3. The framework identifies areas suitable for taller buildings and ranges down to a lower scale in areas with more sensitive uses as indicated on the Scale and Massing Diagram. The final building heights are subject to further townscape analysis and the detailed building designs meeting all of the relevant Development Principles contained within Section 4.4 Scale and Massing and 4.5 Design Quality and Character in order to achieve a development of the highest quality. Particular attention should be paid to the London City Airport Safeguarded Zone, the relationship between the 49m high flue of the energy centre adjacent to Site GP3 and the proposed Silvertown Tunnel ventilation shaft and control building.

4.4.3 The north-east corner of the site should form a visual landmark that invites people into the site and creates a positive first impression. This could be achieved through a high quality taller building with distinctive architecture.

4.4.4 Core Strategy Policy DH2 Tall Buildings identifies Greenwich Peninsula West as a location which may be suitable for tall buildings. Future proposals for tall buildings will be required to consider the impact on the surrounding area and demonstrate the suitability of tall buildings through the submission of a Townscape and Visual Impact Assessment.

4.4.5 The design of buildings along the western boundary of the site, and to a lesser degree the east, should be sensitively designed to mitigate against any potential noise and air quality impacts. This should include minimum building heights of four storeys along the site boundaries, locating sensitive uses in podium development set back from the building line, and minimising breaks in building mass below four storeys.

4.4.6 Key views from Site GP3 towards the River Thames, Canary Wharf and central London should be maximised through site layout and scale, including a graduation of building heights from the west to the east of the site.

4.4.7 Development should include a mix of building forms, and buildings should break up massing, to avoid the creation of large or overbearing single volumes and ensure a varied and visually interesting roofscape.

4.4.8 Scale and massing of development should consider effects on surrounding development, specifically overshadowing of public spaces, sunlight and daylight impacts, wind micro-climate and residential amenity.

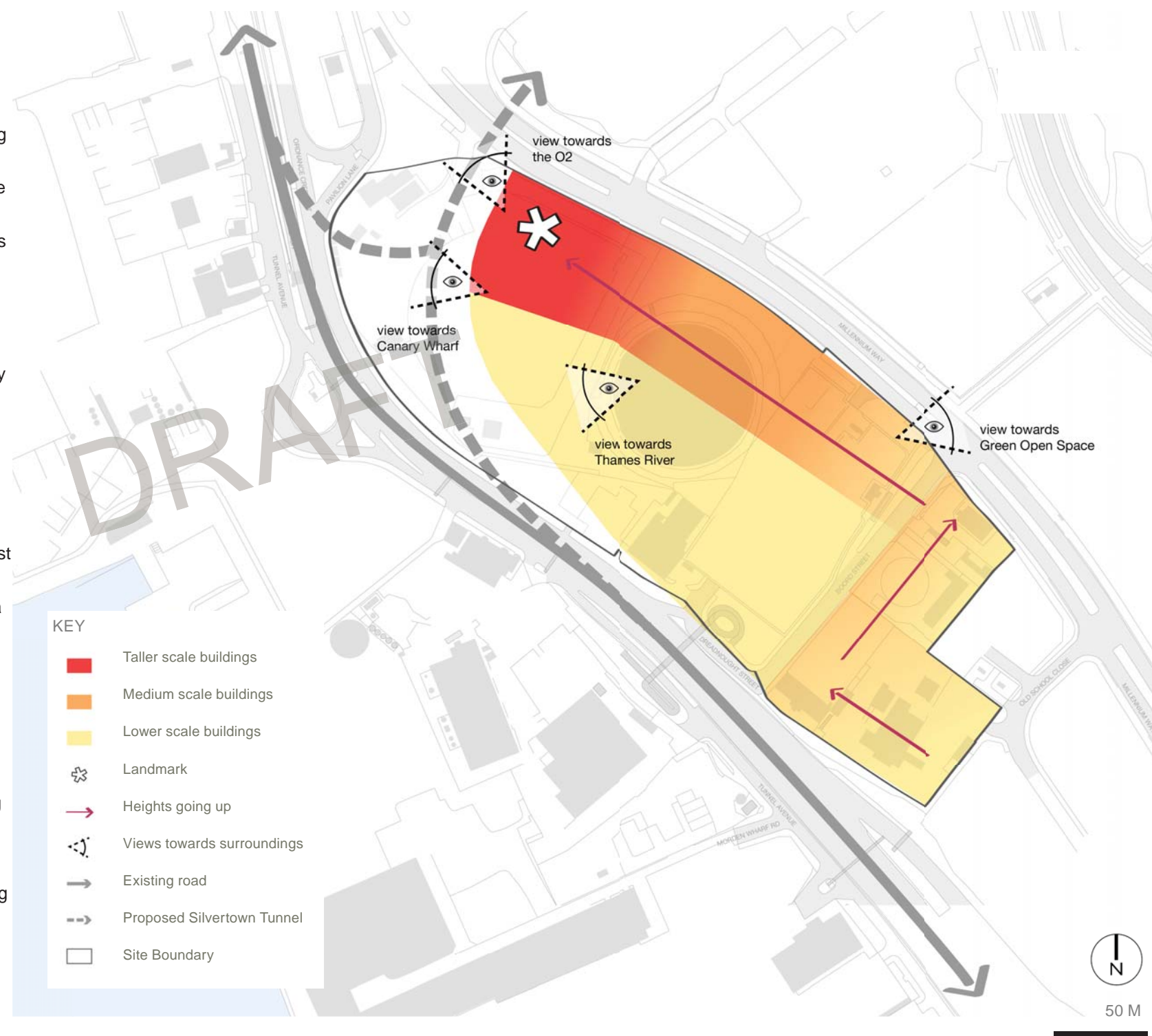


FIGURE 4.4 SCALE AND MASSING DIAGRAM

4

4.5 Design Quality and Character

4.5.1 Building and public realm materials and finishes should be of the highest quality to create a cohesive environment and enhance the existing character and identity of Greenwich Peninsula.

4.5.2 Development should seek to minimise potential air quality and noise impacts arising from adjacent roads, particularly the A102. Designs should benefit from a sensitive layout to create an appropriate separation distance or buffer between the A102 and the site, through the use of open space, mature planting or a solid building mass. In addition to separation distances and external building layout, further potential for impacts, should be mitigated through the internal layout and specification of development including the use of mechanical ventilation and winter gardens in residential development. This will be of particular importance in the south-western corner of Site GP3 where high internal specification will be required.

4.5.3 Prior to development a full review of existing information and further site investigation will be required to fully assess the ground conditions and contamination status of the GP3 site, in order to develop a suitable remediation strategy and mitigation solutions to enable the proposed land uses. Appropriate and best practice mitigation measures are likely to include, but not be limited to, a combination of the following:

- Soil and groundwater remediation;
- Ground gas protection measures;
- Off-site hazardous waste disposal (Material Management Plan);
- Clean capping of soft landscaped areas;
- Clean service corridors and/or barrier pipe for potable water supplies;
- Use of appropriate piling techniques (Piling Risk Assessment); and
- Groundwater monitoring.

4.5.4 Development should seek to incorporate climate change adaptation and mitigation measures to combat the effects of changing weather patterns. This could include measures such as:

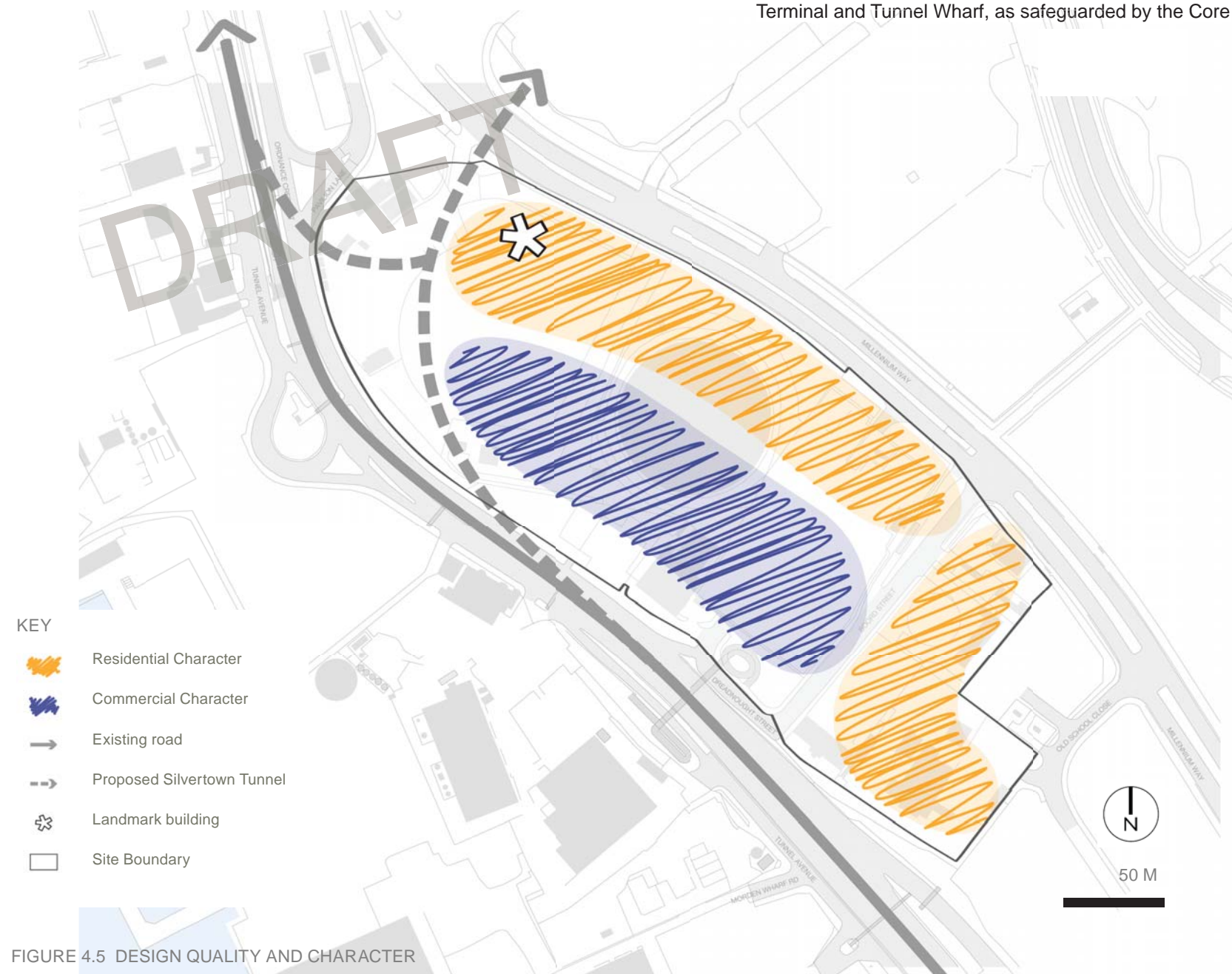
- Planting and glazing to regulate heat;
- Sustainable materials including green walls and roofs to reduce heat penetration and flooding;
- Maximising natural ventilation;

- Building and window location and orientation; and
- Sustainable Urban Drainage Systems.

4.5.5 Where appropriate and practicable, development should seek to minimise energy consumption and carbon emissions through sensitive design and the incorporation of renewable energy and heating sources. Where appropriate, proposals could consider solar orientation, low energy materials, photovoltaics, solar and thermal heating and implementation, or future connection to a wider district heating network.

4.5.6 Where practical, development should seek to benefit from views towards the River Thames and neighbouring landmarks, including the O2 Arena and the Canary Wharf Estate. It is important the creation of views does not compromise the ability of the development to mitigate against environmental noise and air quality impacts.

4.5.7 Development should not conflict with the approved use of river-based cargo handling on the Victoria Deep Water Terminal and Tunnel Wharf, as safeguarded by the Core



5.0 Next Steps

5.1 Future Consultation

- 5.1.1 The Draft Site GP3 Planning Brief will be subject to a public consultation period of four weeks. During this time the public, stakeholders and statutory consultees will be able to review the Draft Planning Brief and provide their feedback.
- 5.1.2 Following the close of the consultation period, all responses will be analysed and the Planing Brief will be refined in light of the public's comments.
- 5.1.3 The Planning Brief is anticipated to be formally adopted by the Royal Borough in late July 2017.

5.2 Future Planning Applications

- 5.2.1 The Royal Borough of Greenwich recognises that the redevelopment of Site GP3 will be delivered through multiple planning applications submitted on behalf of individual development plots.
- 5.2.2 The Royal Borough will ensure that development within Site GP3 is consistent with the Vision, Objectives and Development Principles detailed in this Planning Brief.
- 5.2.3 Discussions between developers and the Royal Borough at the planning application stage will determine the precise suite of documents needed to support individual planning applications, in accordance with the Borough's Local Information Requirement List. An indicative list of documents may include the following:
 - An illustrative masterplan for the entire site demonstrating proposals for buildings, spaces, movement and land use in accordance with the requirements of this Planning Brief. This will be key to illustrating how individual developments will tie in with the future redevelopment of the whole site.
 - An Environmental Statement identifying the impacts and mitigation identified through the Environmental Impact Assessment.
 - Planning Statement.
 - Design and Access Statement.
 - Air Quality Assessment
 - Noise and Vibration Assessment
 - Desktop Archaeological Survey
 - Socio-economic Statement.
 - Ground Contamination Assessment.
 - Details of services and utilities capacity to accommodate development.
 - Construction Environmental Management Plan, including phasing.
 - Transport Assessment.
 - Landscape and Open Space Strategy.
 - Flood Risk Assessment.
 - Wind and Micro-Climate Assessment.
 - Daylight and Sunlight Assessment.
 - Arboricultural Assessment
 - Ecology Statement.
 - Drainage Strategy.
 - Waste Management Strategy.
 - Retail Assessment.
 - Planning obligations and conditions.
 - Statement of Community Involvement.
- 5.2.4 Each individual planning application will be subject to confirmation of the supporting documentation required.

DRAFT

Appendix A - Scenarios

DRAFT

Scenario 1

Scenario 1 illustrates the most likely scenario with the Brenntag COMAH Zone remaining in place and the development of the proposed Silvertown Tunnel.

This scenario provides 2.28 hectares of developable land, with an indicative capacity of up to 800 residential units with 395 parking spaces, 2,300m² Gross External Area (GEA) office space, 6,500m² GEA mixed-use (office, storage, data centre, archive centre) and 5,000m² green space.

The HSE does not advise against residential development at a density of less than 20 units per hectare within COMAH Zones, see paragraph 2.3.2.

SCENARIO 1

Area (Ha)		Residential				Office	Mixed use		Green
Site	Developable	Density	Units	GEA (m2)	Parking Space	GEA (m2)	GEA (m2)	Parking Space	(m2)
5.85	2.28	350	800	70,350	395	2,300	6,500	72	5,000

Greenwich Peninsula Site GP3 _ Indicative Scenarios

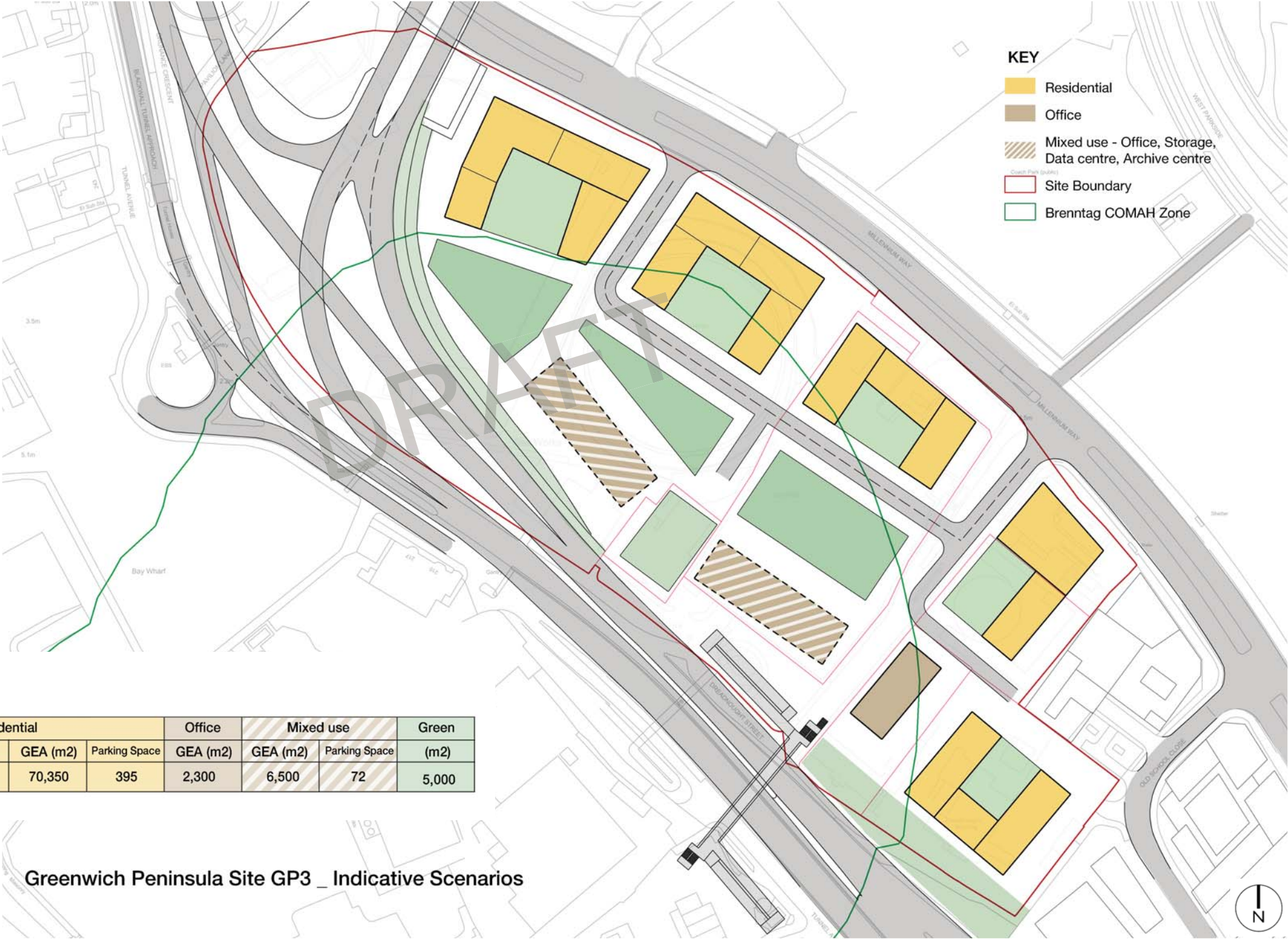
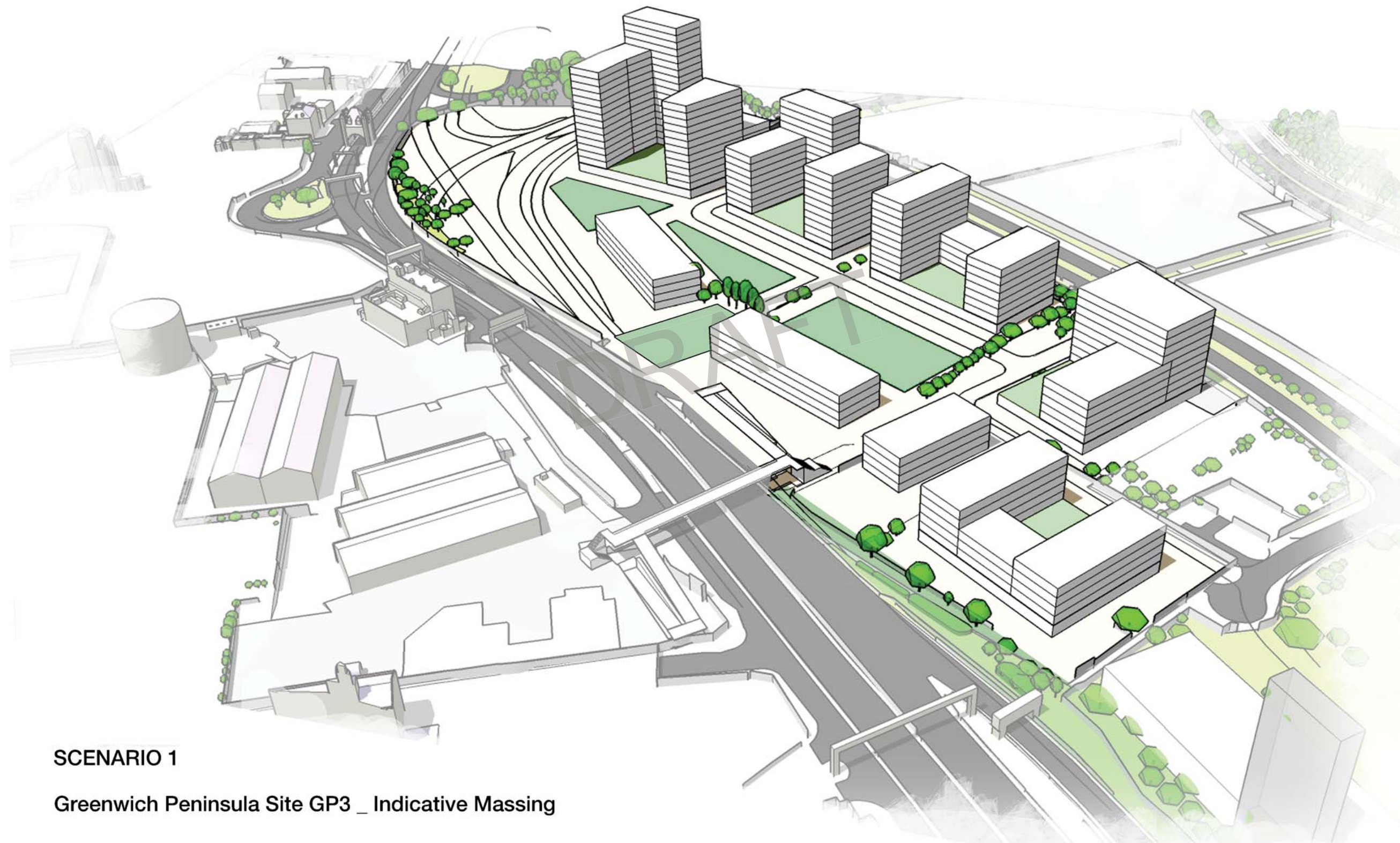


FIGURE A.1 SCENARIO 1 INDICATIVE USE PLAN



SCENARIO 1

Greenwich Peninsula Site GP3 _ Indicative Massing

This diagram does not represent an agreed height plan.

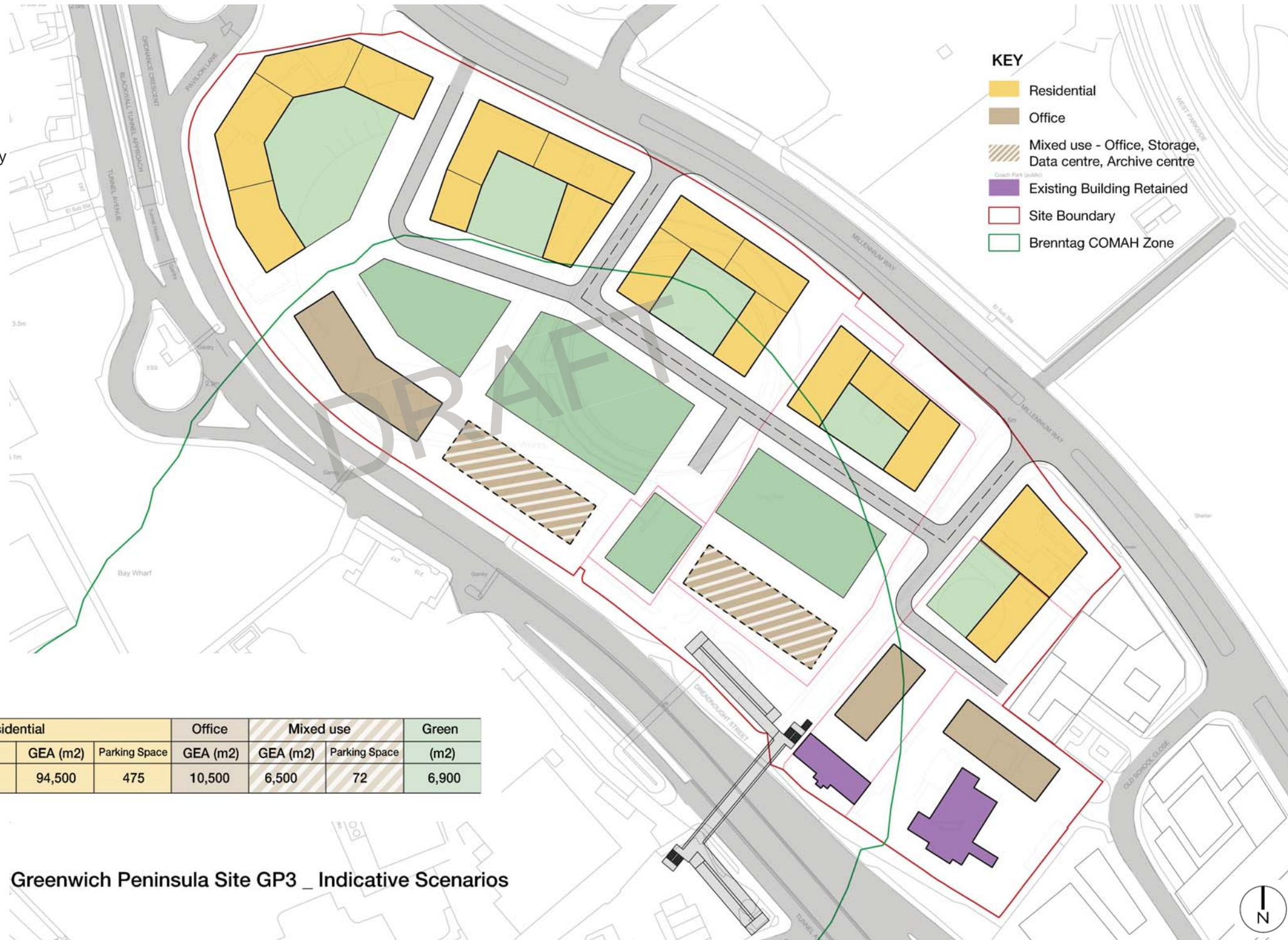
FIGURE A.2 SCENARIO 1 INDICATIVE 3D MASSING

Potential Future Scenario 2

Potential Future Scenario 2 illustrates the current situation which includes the Brenntag COMAH Zone and omits the Silvertown Tunnel.

This scenario provides 3.07 hectares of developable land, with an indicative capacity of up to 1,075 residential units with 475 parking spaces and 10,500m² office space, 6,500m² GEA mixed use (office, storage, data centre, archive centre) and 6,900 m² green space.

The HSE does not advise against residential development at a density of less than 20 units per hectare within COMAH Zones, see paragraph 2.3.2.



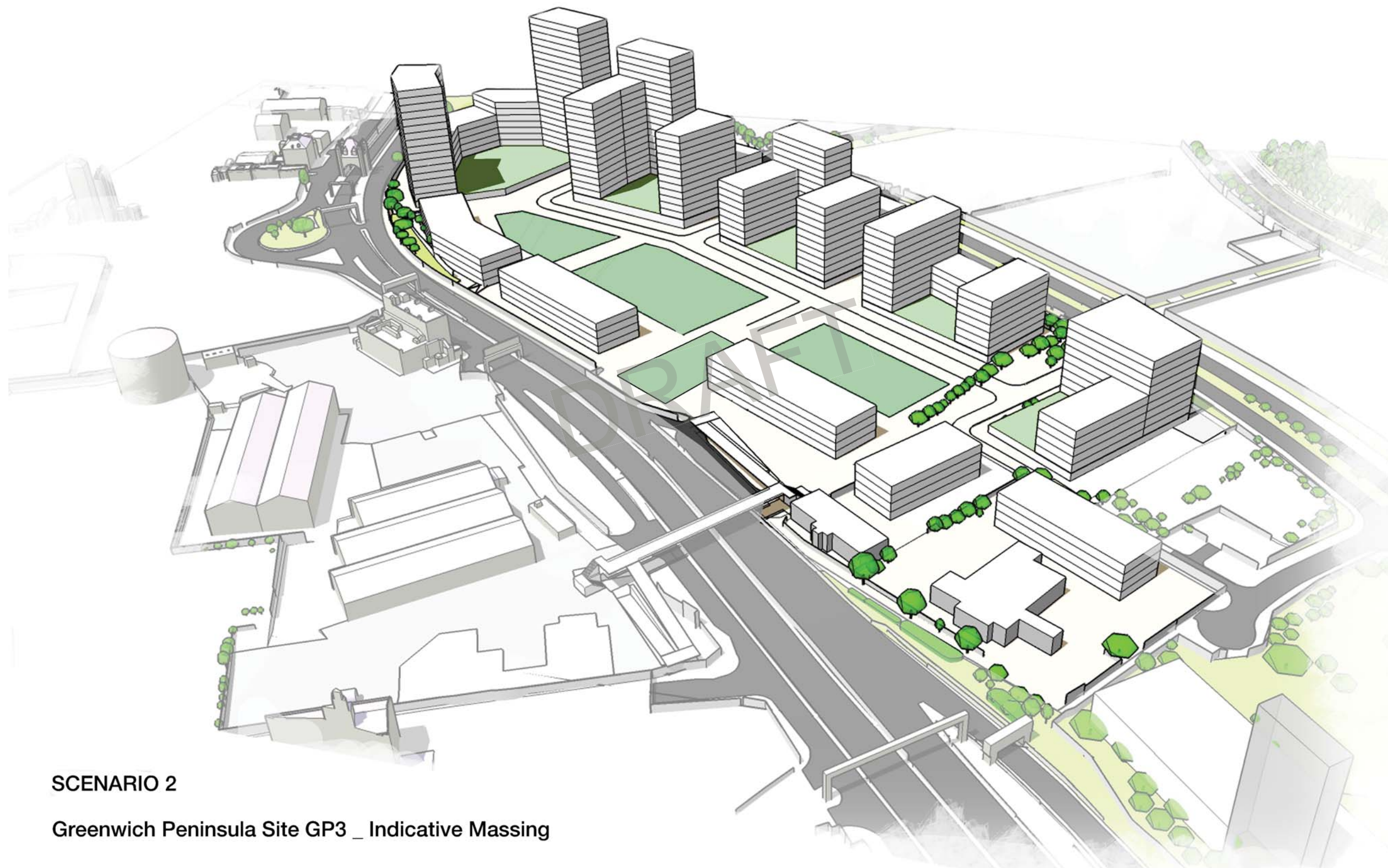
SCENARIO 2

Area (Ha)		Residential				Office	Mixed use		Green
Site	Developable	Density	Units	GEA (m ²)	Parking Space	GEA (m ²)	GEA (m ²)	Parking Space	(m ²)
5.85	3.07	350	1,075	94,500	475	10,500	6,500	72	6,900

Greenwich Peninsula Site GP3 _ Indicative Scenarios

FIGURE A.3 SCENARIO 2 INDICATIVE USE PLAN

50 M



SCENARIO 2

Greenwich Peninsula Site GP3 _ Indicative Massing

This diagram does not represent an agreed height plan.

FIGURE A.4 SCENARIO 2 INDICATIVE 3D MASSING

Potential Future Scenario 3

Potential Future Scenario 3 illustrates a potential future scenario with the Brenntag COMAH Zone revoked and the Silvertown Tunnel approved.

This scenario provides 4.43 hectares of developable land, with an indicative capacity of up to 1,540 residential units with 580 parking spaces, 8,450m² GEA mixed-use (office, storage, data centre, archive centre) and 900m² green space.

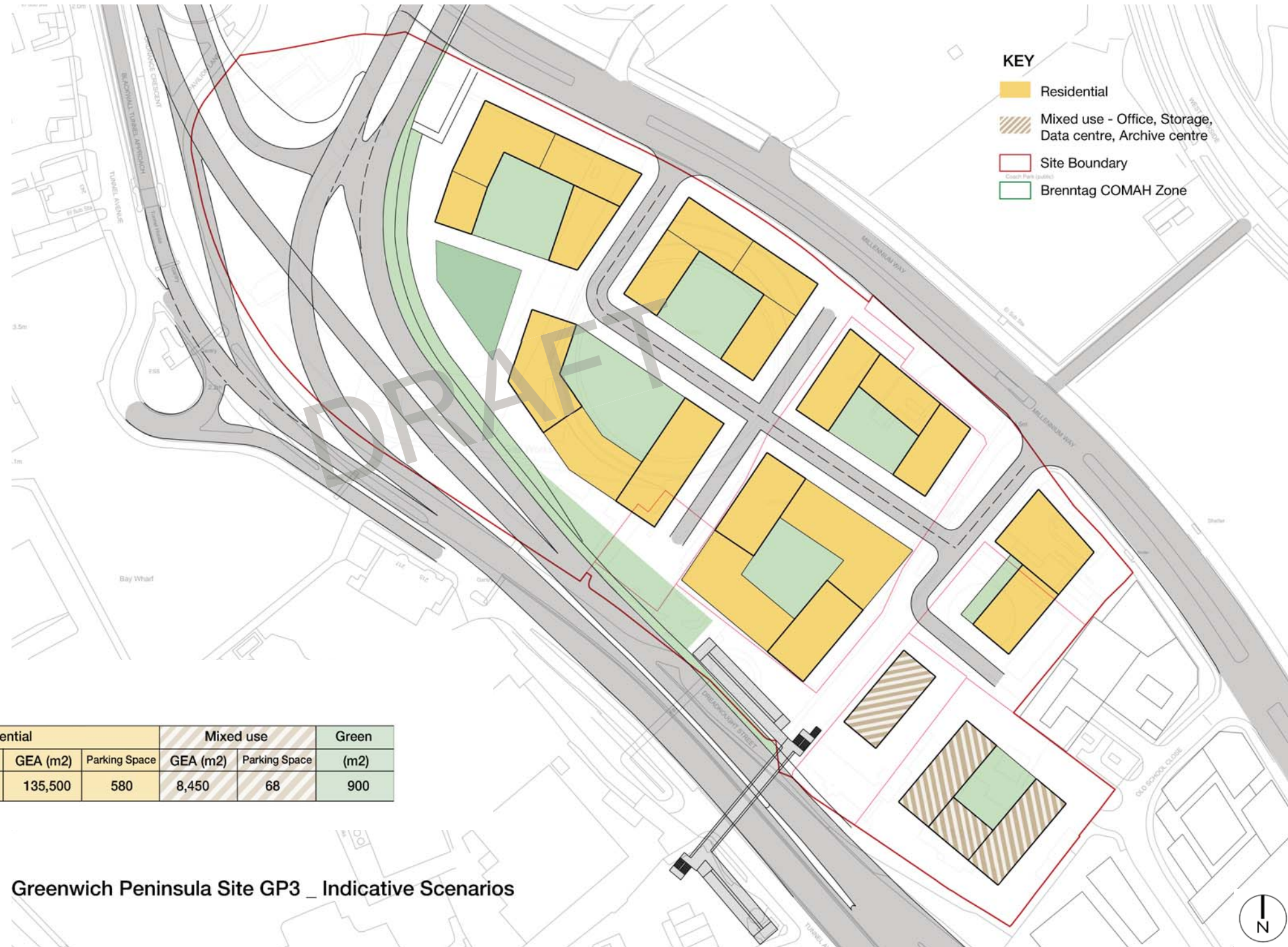
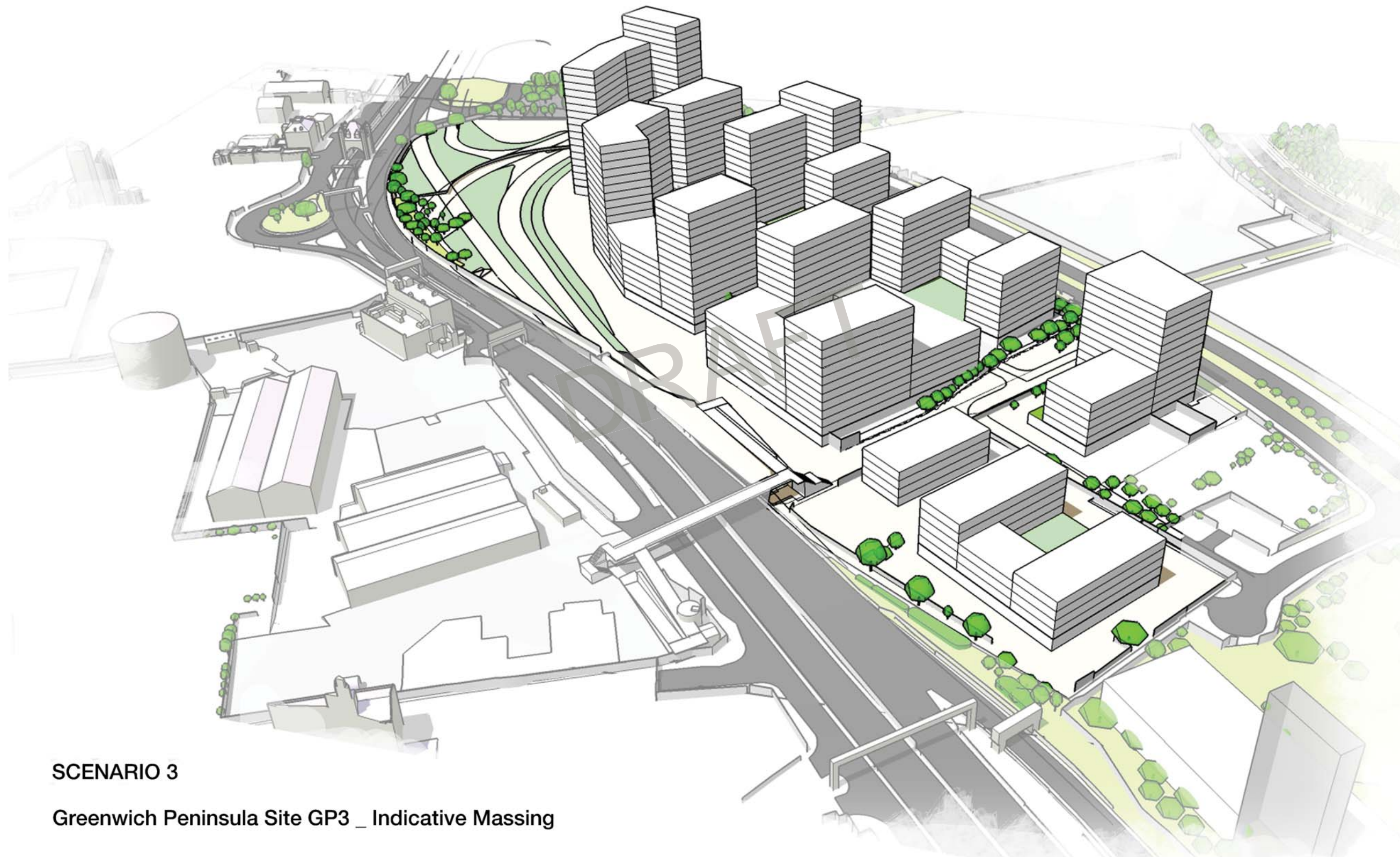


FIGURE A.5 SCENARIO 3 INDICATIVE USE PLAN



SCENARIO 3

Greenwich Peninsula Site GP3 _ Indicative Massing

This diagram does not represent an agreed height plan.

FIGURE A.6 SCENARIO 3 INDICATIVE 3D MASSING

