An aerial photograph of a city street grid, rendered in a light grey tone. Two specific areas are highlighted with a semi-transparent yellow overlay and a bright yellow border. One area is a large, roughly rectangular block on the left side of the image. The other is a smaller, more irregularly shaped block located towards the center-right. The text and logos are positioned in the lower right quadrant of the image.

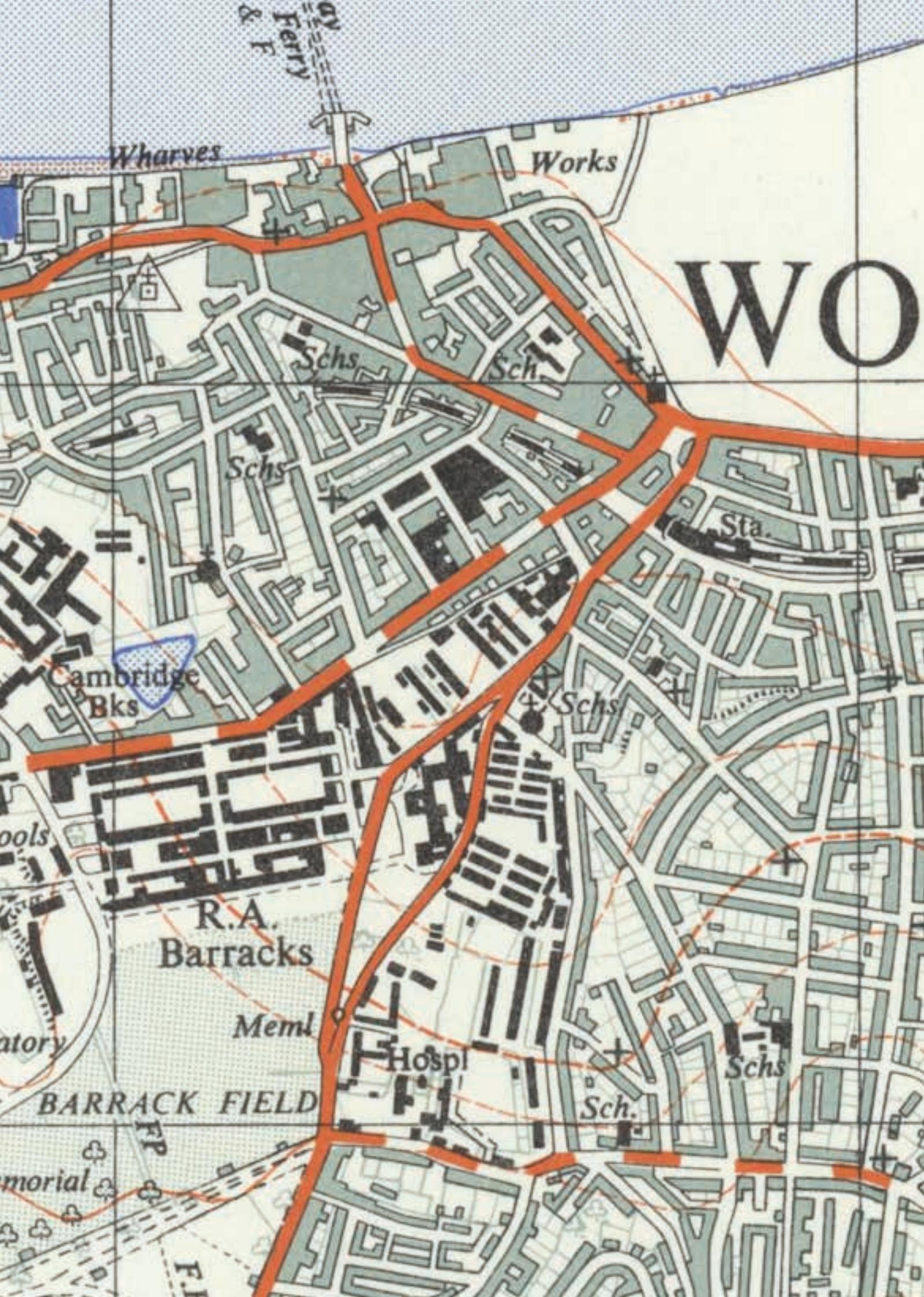
# THOMAS STREET MASTERPLAN SPD

Royal Borough of Greenwich

March 2016



Allies and Morrison  
Urban Practitioners



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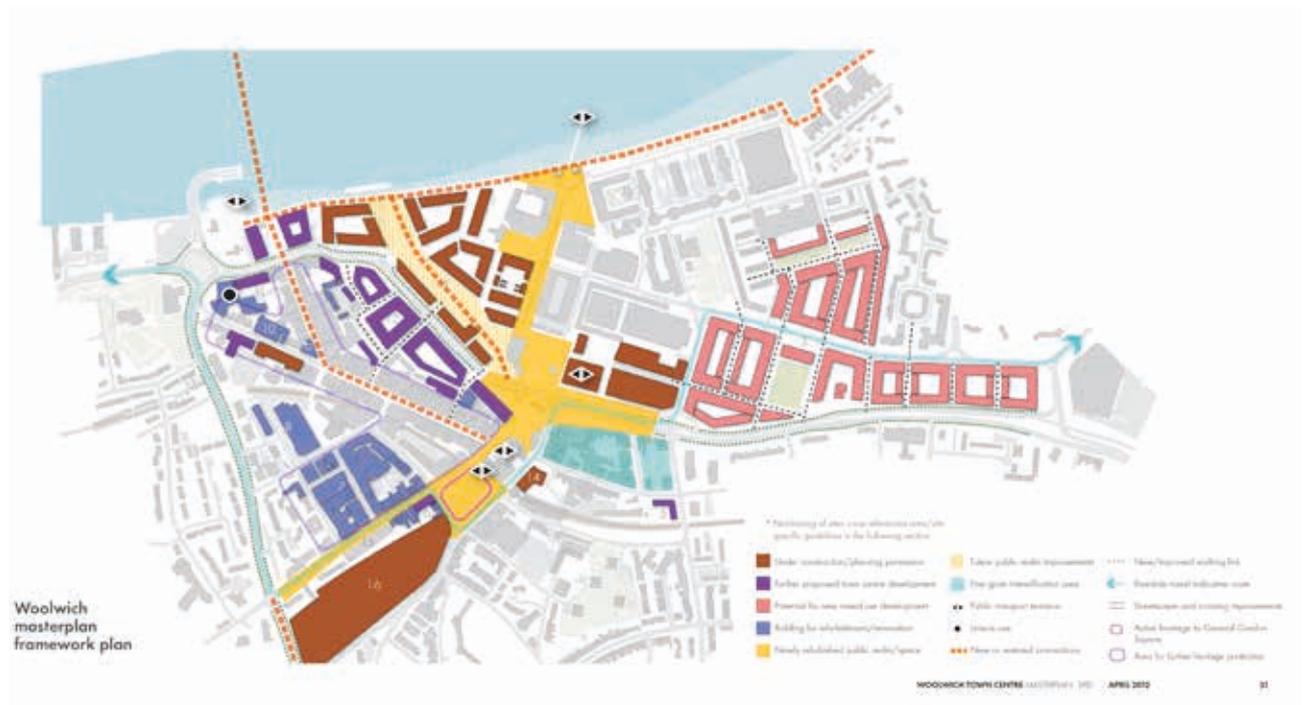
# 1 INTRODUCTION AND CONTEXT

## 1.1 INTRODUCTION

"Woolwich is a famous historic town and has tremendous potential to once again become a thriving centre. Woolwich has an exceptional setting on the Thames with a stunning historic legacy of high quality buildings. Woolwich is also benefitting from major new transport infrastructure including the Docklands Light Railway and Crossrail which bring Docklands, the City and the West End within easy reach." *Woolwich Town Centre Masterplan SPD 2012*

Within this dynamic context, the Thomas Street area of Woolwich, which is bounded by Thomas Street, Wellington Street, Grand Depot Road and John Wilson Street, is a particular focus for change. The site has already seen the delivery of the new Woolwich Centre and a Tesco superstore with 259 homes. Spenhill previously secured outline permission for the whole site but this has now lapsed. Changes in market conditions, recent improvement in values and potential redevelopment of adjacent sites presents an opportunity to reconfigure the final phases of the consent in order to ensure an integrated, high quality scheme can be delivered.

This Supplementary Planning Document will provide guidance and planning policy to shape the future of the Thomas Street site, culminating in a framework for future development and specific guidance for key sites within the Thomas Street area.



Extract from the Woolwich town centre SPD 2012

## Strategic direction: East London Opportunity Areas

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## 1.2 PLANNING POLICY CONTEXT

Woolwich has undergone significant change over the last decade, and is set for further transformation over the next few years. The potential of Woolwich town centre to become a more significant retail, employment and civil hub is widely recognised in both local and regional policy. It is allocated as an Opportunity Area in the London Plan (2011) with an indicative capacity for 5,000 new jobs and at least 5,000 new homes. Woolwich is also identified as having potential to grow from a 'Major Centre' to a 'Metropolitan Centre', serving several boroughs.

The currently adopted local policy is the RB Greenwich Local Plan Core Strategy with Detailed Policies. This plan was adopted in July 2014. Greenwich's Core Strategy sets out the aspiration to transform Woolwich into a vibrant, successful Metropolitan Centre by 2028, revitalised through additional retail, civic, employment and community functions. Further enhancements to the public realm and transport connections will be made and the amount of housing in the centre will be increased, partly through redevelopment of existing housing estates. Through these improvements it is anticipated that retail trade will be clawed back from surrounding centres, notably Bexleyheath and Stratford.

Love Lane is identified in local policy an important town centre site with potential to contribute to the wider regeneration of Woolwich.



Major schemes in Woolwich

## 1.3 PROPERTY MARKET CONTEXT

### RESIDENTIAL Context

There are ambitious housing targets for the Royal Borough of Greenwich and for Woolwich. These targets are based upon an analysis of London's growing population, market demand and housing need.

The residential market in London is shifting east, driven by the regeneration of East London over the last decade and more recently the success of the Olympic Games in Stratford. Canary Wharf, Greenwich Peninsula and Greenwich town centre have all seen significant residential change. The nearby Royal Docks has rapidly emerging schemes. Woolwich is set to benefit from this trend, enabled by the arrival of Crossrail in 2018 which will substantially reduce travel times to central London and is already increasing the visibility of the areas to potential buyers. This is in addition to existing rail and Docklands Light Rail connections.

Woolwich is identified as an Opportunity Area in the London Plan, with an indicative capacity for 5,000 new jobs and at least 5,000 new homes. There has been significant new build development in Woolwich concentrated in the Royal Arsenal development but also including the Thomas Street site itself, with an additional 7,000 homes planned, permitted or under construction across the area.

Woolwich is classified as a Major Centre in the Core Strategy and has a PTAL rating of 6. Whilst high densities could be achieved on the Thomas Street site according to the London Plan's density matrix this needs to be balanced against the need to protect the setting of listed buildings and create a humane urban form.

### Market Values

In general, average residential sales values in Woolwich are relatively low, at £280,000 compared to the London average of £360,000. In terms of the sub regional context, values currently sit above Abbey Wood, but significantly below that of Royal Victoria Docks and Greenwich.

Rental values follow the same trend, with average values in Woolwich c.£1,300pcm compared to £1,800pcm across London. When unit sizes are accounted for, a similar pattern is reflected.

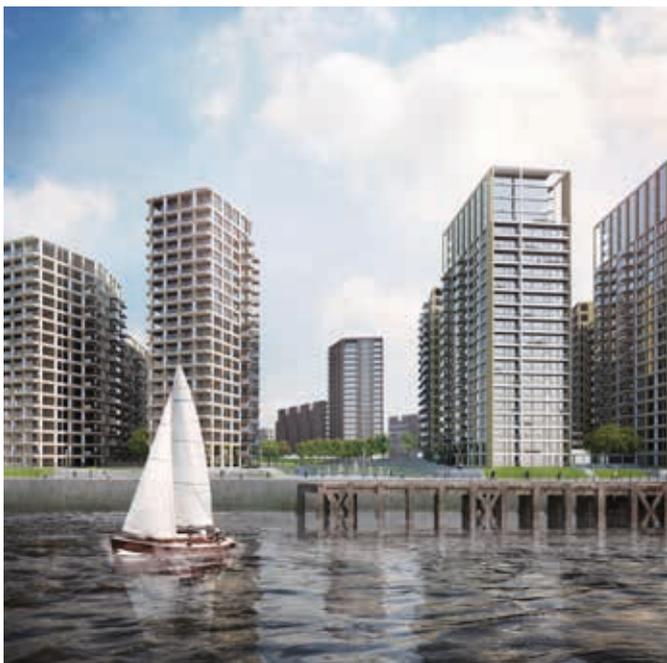
Based on sales evidence, new build values in Woolwich are circa 20% above the market average for Woolwich generally. Whilst new build values are still significantly below those achieved in neighbouring areas such as Greenwich Peninsula and the Royal Docks, there is less of a gap than that observed in the general sales market. Whilst residential market growth is anticipated, the potential impact of the large residential supply profile in Woolwich over the delivery period does present some risk to maintaining values.

### RETAIL, LEISURE AND ENTERTAINMENT Context

The retail market in Woolwich sits within a wider London context that has seen retail agglomeration around larger centres, the rise of on-line shopping and recessionary factors impact the role and occupiers of London's traditional high streets. At the same time, there is ongoing population growth which is increasing the demand for local services.

Woolwich Town Centre sits within the wider east and south east London retail and leisure context. Major retail destinations that are, or will be, connected to Woolwich include Canary Wharf and Stratford. Both contain highly organised shopping centres with dining and leisure incorporated under single management. To the east, Bluewater and Lakeside represent similar approaches if in a very different context and format. Retail development at Canning Town will provide a more focused supermarket based offer, but also in a highly managed purpose built location.

Woolwich also faces competition from a more traditional town centre setting at Greenwich. This is a highly walkable centre, with nearby cultural and tourist destinations. Greenwich Shopping Park in Charlton provides an out of town retail environment, with national retailers including H&M and New Look. A cinema complex is also available at Bugsby Way,



The Waterfront, Woolwich Royal Arsenal (source: Allies and Morrison)



Greenwich Peninsula Development (source: Quintain Estates)

along with dining options. Suburban town centres are provided at Bexleyheath and also at Eltham. Woolwich Town Centre has a strong legacy of the historic street framework. It is walkable and outdoor, with shops organised around streets and market squares. The offer includes larger shops, including TK Maxx and three supermarkets, including Sainsbury's and Tesco. A noticeable characteristic is that these larger shops do not cluster together and are also peripheral to the retail core.

The retail core itself is characterised by smaller shop fronts and footprints, reflecting the historic framework. Within this the offer is mid-range. There are a number of national multiples present but there is also a strong representation of small independents, particularly relating to affordable fashion. There is also a strong representation of hot food takeaways. The street markets are also a defining characteristic, with a typical offer of affordable clothing, personal items, housewares and food. There is a noticeable absence of a mid-range family dining offer or of leisure and entertainment.

Since the UDP was adopted in 2006, there has been a notable shift in the layout and function of the retail offer in Woolwich. The primary retail frontage has been pulled north by following improvements to the public realm at General Gordon Square and Beresford Place, the Royal Arsenal development and the DLR station.

High streets generally have been hit hard by the recession, reflected in higher vacancy rates and the collapse of several national chains. The emergence of 'mega-centres' including the Westfield Centres (Shepherd's Bush and Stratford City), the West End, Canary Wharf and Bluewater, along with the rise of on-line shopping have contributed to this decline. To survive, high streets have had to become more diverse, with a focus on creating 'social destinations', which offer a mix of shopping, leisure and entertainment uses.

This is reflected in the Core Strategy which identifies that improving both the retail and leisure offer in the town centre is fundamental to establishing Woolwich as a Metropolitan Centre. Policy TC2 notes that further development in Woolwich will predominantly focus on comparison retail and complementary town centre uses that can contribute to the evening activity within the centre”.

Clawing back trade lost to other centres, such as Stratford, Greenwich and Canning Town to the west, Eltham and Beckenham to the south and Dartford and Bluewater to the east is also identified as fundamental to revitalising the town centre. The catchment of Woolwich is constricted by the River Thames in the north, therefore increasing the market share and the inflow of trade from beyond the current catchment is key.

### **Market Values**

Baseline analysis showed that retail rents are significantly lower in Woolwich compared to comparators and the retail offer is more limited, with fewer national chains present. With the planned growth of the residential population, there is potential to expand the retail offer and reconfigure the shopping area to improve visitor experience. In particular there is the potential for a stronger leisure offer and enhanced evening economy.

### **OFFICE Context**

The office market in Woolwich is generally weak in comparison to similar sized town centres. This is recognised in the Core Strategy which seeks to improve the quality and positioning of the office offer in Woolwich.

Woolwich town centre faces competition from a number of established centres, notably Canary Wharf and the City of London. Emerging destinations such as Stratford and the Royal Docks also offer newer, higher quality office stock than that available in Woolwich town centre.

It is anticipated that improvements to transport infrastructure will make Woolwich a more attractive prospect for commercial occupiers. However, significant investment in office stock is required for Woolwich to compete as a Major Centre, and to meet its growth objectives as an Opportunity Area with capacity for an additional 5,000 new jobs.

### **Market Values**

Analysis of office supply and demand in Woolwich suggests that significantly lower rental values are achieved compared to its competitors, and fewer transactions recorded. There have only been 6 deals recorded since 2012, compared to 19 in the Royal Docks and 45 in Stratford. All the deals in Woolwich have involved second hand units, the majority of which measured less than 4,000 sqft. This is reflective of the current stock offering in the town centre, which largely consists of largely older, inflexible office units.

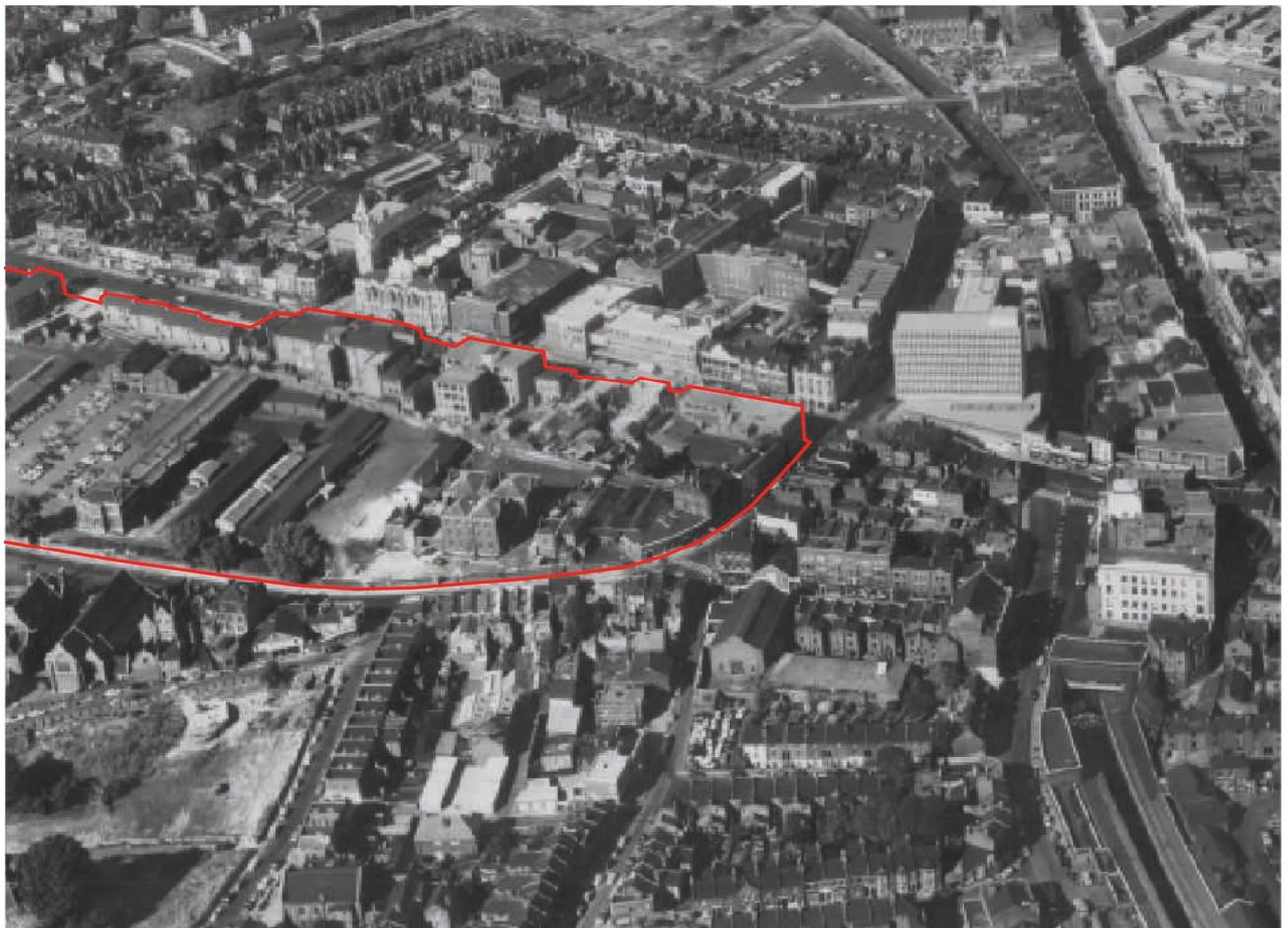
Although residential uses are expected to be the predominant component of development on the land to the west of the Tesco store there is scope to consider the potential for small commercial units given the longer term impact of Crossrail and other transport improvements in making Woolwich a much more accessible location. It is likely this demand will be locally driven. At a preliminary workshop with RGB officers, it was noted that small, well-designed and flexible units could be more appropriate as potential for larger scale speculative or corporate office development may be limited.



## 2 THE SITE

### 2.1 HISTORY AND EVOLUTION

Woolwich has a long-standing history as a military town, linked to the Arsenal area, but also reflected in the scale of barracks. The listed Woolwich Barracks on the top of the hill to the south west of the site were once part of a continuous military campus which stretched down into the heart of the town, with a series of regimented barrack blocks stepping down the hillside towards what is now General Gordon Square. Love Lane is a notable feature on the historic maps, a persistent route which was only recently dislodged from its historic alignment with the development of the Council offices and Tesco scheme.



Historic aerial photo from the mid 1960s showing the former barracks buildings

### 1869

This plan captures the area in the year that the Royal Dockyards closed. However, the Arsenal and the Barracks remain strong features of the town, with the Barracks reaching right down into the heart of the present-day town centre. The surrounding streets are densely built with small terraced houses and the town centre has yet to start the later Victorian civic development.



### 1896

By the end of the nineteenth century there are few notable changes that can be identified. However, the key feature is the building of the public baths on Market Street - the early stages of what will become an impressive civic quarter.



## 1916

By the time of the First World War the Royal Arsenal had peaked in size, supported by the presence of the barracks. However, the period leading up to this had also seen the completion of the key civic buildings including the Town Hall with its distinctive spire.



## 1958

This map captures the site at the end of the 1950s. Notable changes include the development of the Woolwich Building Society Building, taking advantage of the covering of the railway tracks at Vincent Road. The Polytechnic building is now also visible along with the sorting office at the eastern end of the site area. The demolition of St John's Church at the top of Wellington Street hints at the project to drive John Wilson Street through the area, isolating the Grand Depot Barracks from the main site and leading to the development of Peggy Middleton House.



### Late twentieth century

This massing study shows the area as it existed in the latter part of the twentieth century, prior to the development of the Woolwich Centre and Tesco store. It shows the Post Office building facing onto General Gordon Square and the series of slab office buildings around the site. In the centre of the site is the Council's former offices, Peggy Middleton House, which had extensive underground parking.

The study also reveals the historic alignment of Love Lane, running as a diagonal break line across the site, but by this stage no longer passable as a clear route.



3d illustrative model of the site during the late twentieth century

### Present day

This image shows the broad massing of the site as at the end of 2013. This includes the development of the Tesco store, with substantial residential accommodation above and layers of parking beneath. It also shows the new council office and library building - the Woolwich Centre with frontage onto Wellington Street and Love Lane.

The image demonstrates the change in scale of development within the site to date. Also notable is the temporary green space in front of the Tesco store and the re-landscaped General Gordon Square, creating much stronger public realm context and relocating buses onto Thomas Street and Woolwich New Road.



3d illustrative model of the site today

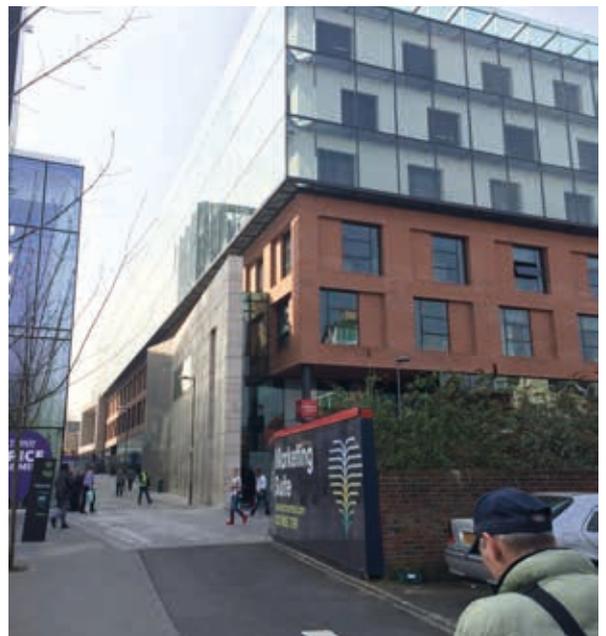
## 2.2 RECENT DEVELOPMENT HISTORY

Outline planning consent for major development on the site was granted in January 2007 based on a scheme designed by architects Collado Collins. Over subsequent years the challenging economic climate and shifting commercial requirements resulted in a number of modifications to the scheme and architects Sheppard Robson were brought in to deliver the revised scheme for the core area of the Tesco site, comprising the store and 259 homes above it.

Alongside this is located the Woolwich Centre by HLM Architects, which houses council offices and services as well as the public library. The main entrance of the Civic Centre is located directly opposite the listed Woolwich Town Hall on the other side of Wellington Street whilst a second entrance gives access to Love Lane. The library itself has an access from Love Lane, adjacent to the main entrance to the Tesco Store.



Tesco, viewed from Grand Depot Road



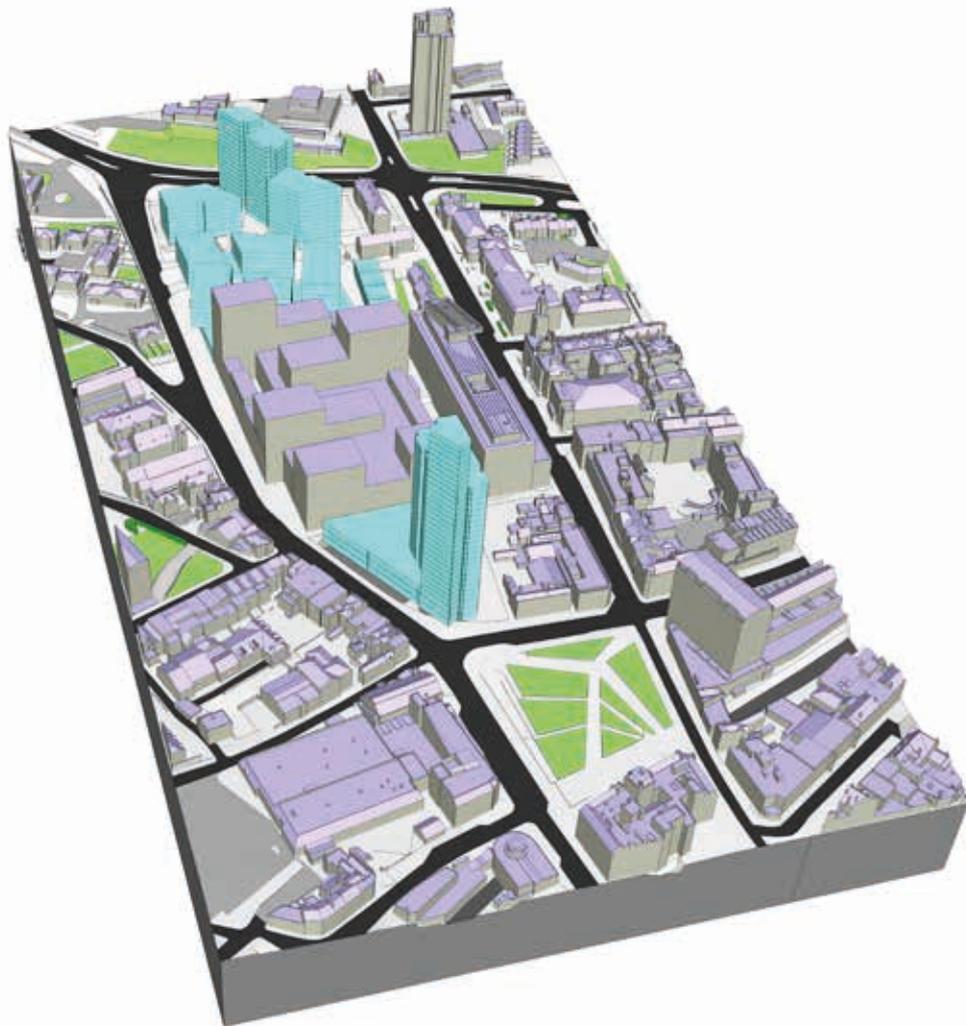
Woolwich Centre, Love Lane frontage

### Existing outline planning consent

The original outline planning permission for the outlying areas of land owned by Tesco included a dense cluster of buildings on the site towards the south west and tower and podium block on the area between the store and General Gordon Square.

The original consent was for 960 residential units plus the store and parking. 259 units were delivered above the store in the completed phase of development.

In April 2015 an application was made to extend the original outline application. An application for Phase 4 of the development (Woolwich Central) was refused in June 2015.



3d illustrative model of existing outline consent

## 2.3 BUILT HERITAGE ASSESSMENT

Although there has been very substantial redevelopment within the site area there are a number of remaining fragments of attractive historic fabric. A further consideration is the surrounding context, including listed and locally listed buildings.

- 1 Woolwich Town Hall
- 2 Victorian grouping and corner building
- 3 Wellington Street Frontage
- 4 1-5 Thomas Street
- 5 Equitable House
- 6 Fine grained terrace of local shops
- 7 St Peter the Apostle Church
- 8 Woolwich Barracks



Historic buildings on and around the site

## 1 Woolwich Town Hall

Woolwich Town Hall is a Grade II\* listed building built 1906 and designed by Alfred Brumwell Thomas. The English Heritage listing description cites the building as "one of the finest of the Edwardian town halls and the work of a major architect of the period; a rich and sophisticated essay in the English Baroque, with a sequence of exceptionally good and well-preserved interiors."

This is coupled with rich decoration in the form of stonework, stained glass, plasterwork and metalwork.

In addition, the listing notes the social importance of the building as an expression of the confidence and prosperity of Woolwich at the time of its construction and the place of the building in the wider grouping of civic buildings developed around the same time.

From an urban design perspective, the building is notable for the strong front elevation onto Wellington Street, and the tower and dome which are visible as landmarks within the wider townscape of the area.



Woolwich Town Hall

## 2 Victorian grouping and corner building

The group of late Victorian buildings on the northern side of Wellington Street at the junction of the street with Thomas Street have a confident scale and form and make a positive contribution to the area. The corner building is locally listed.



Corner of Wellington Street and Thomas Street

### 3 Wellington Street frontage

The group of buildings fronting Wellington Street in the northern corner of the site form a somewhat disparate collection, but with elements of cohesive scale and grain.

Thames House, which incorporates the Great Harry public house is a post-war building which has recently been comprehensively refurbished and forms a solid corner to the block.

Numbers 11, 17 and 19 are fragments of retained Victorian buildings. These have a much smaller scale and plot width and also extend forward to the historic building line. They retain a few historic features but are otherwise in generally very poor condition.

The HSBC bank at 15 Wellington Street has a similar scale to Thames House and is also post-war.



Thames House



11-19 Wellington Street

#### 4 1-5 Thomas Street

The terrace from 1-5 Thomas Street is an attractive locally listed group of buildings with a consistent three storey scale and attractive design.

Although there has been some loss of original features, particularly the shop front to 1 Thomas Street there are good door cases and shop fronts to the other units and consistent retention of features to the upper floors including sash windows and window surrounds.

A notable absence from Thomas Street is the former Post Office building which used to stand on the adjacent plot, but which was demolished as part of the site clearance for wider Tesco development project.

Elements of the Post Office building fabric were retained so that they could be incorporated into the construction of new development on the site. This approach formed part of the planning conditions for the original outline consent.



The former Post Office, now demolished



1-5 Thomas Street

## 5 Equitable House

The large 1935 building of Equitable House is a major presence on General Gordon Square, filling the north east side of the square completely and establishing both an imposing scale and a strong character.

The building was originally built as the headquarters of the Woolwich Equitable Building Society, but was down-graded as the head office moved to Bexleyheath. It is an interesting blend of the confidence and scale of Baroque with Deco influences. The listing description notes it as "a handsome and monumental building of solid neo-classicism that inspired customers' confidence and also expressed modernity with elegant Deco detailing throughout."



Equitable House

## 6 Woolwich New Road terrace of local shops

The south east side of Grand Depot Road/General Gordon Square is characterised by small-scale terraced units occupied by a range of predominantly local independent businesses.

Many of the buildings have a form and some features which indicate that they are Victorian in origin. However, many original features have been lost and some buildings have been redeveloped or substantially modified over time.



Woolwich New Road terrace of local shops

## 7 St Peter the Apostle Church

St Peter's Church, set within a group of associated buildings is a Roman Catholic Church dating from 1843, designed by Pugin. The group has a strikingly different character to much of the rest of Woolwich.

The buildings are visible in long views down Grand Depot Road, whilst the open area of land in front of the Tesco store means that the views along Woolwich New Road from General Gordon Square are more open than has historically been the case.

The context of the buildings has been impacted by the scale and relatively blank edifice of the Tesco Store opposite.



St Peter the Apostle Church

## 8 Woolwich Royal Artillery Barracks

Woolwich Barracks is a significant campus which includes numerous listed elements of building. Of these, the one which has most bearing on the site is the main south-facing elevation of the building which faces over the parade ground. This is the longest listed building elevation in the UK and is a defining feature of the approach into Woolwich along the South Circular.

The silhouette of the main elevation is already broken by the 24 storey Elliston House, located at the junction of John Wilson Street and Artillery Place. The existing residential development above the Tesco store is also visible. The original outline consent and subsequent phase 4 application for the Tesco site include taller buildings which would have an impact on the setting of the listed building if implemented. Section 4.4 provides further information on the potential scale and massing of new buildings relative to the barracks elevation.



Woolwich Royal Artillery Barracks

## 2.4 URBAN ANALYSIS



Sloping topography of Grand Depot Road



Woolwich skyline viewed from the west. The tallest tower in the view is Elliston House

### Urban grain

Much of Woolwich is characterised by good urban blocks, creating a walkable and legible place. However, the presence of the barracks within the site led historically to a large area of land which did not offer connecting routes. More recent phases of development have begun to address this through the creation of north-south routes and attempts to create a more coherent and attractive character for Love Lane running through the centre of the site. However, given the massive form of the buildings there are limits to what has been possible and the central areas of the site remains a barrier to pedestrian movement by simple virtue of its size.

The solid boundaries of adjoining sites to the south-east and southwest of the study area means that there is little potential for new connections to be made. However, there is a large residential catchment to the west of the site for whom the development, and Love Lane in particular, can offer an attractive route into the town centre.

### Scale and massing

Woolwich is undergoing rapid change as transport links improve and taller buildings are redefining the skyline of many parts of the town centre. Whilst the Tesco development project has created a series of taller buildings their main impact on the area is in bulk rather than absolute height. This is modulated and articulated to some extent, but at a very massive scale. By contrast the surrounding areas of the town feature much finer grain scale of development.

It is noted that exclusion parameters are set with regards to tall buildings in the context of London City Airport. These have had an impact on the potential height of tall buildings on the waterfront but are not expected to have any significant bearing on buildings within the study area. The existing outline consent for tall buildings demonstrates the potential for heights to be achieved which comply with the airport restrictions.

## Topography

The steep slope of the landscape is one of the defining features of the site and has had a direct bearing on the form of previous buildings, presenting both limitations and opportunities. The form of the barracks buildings were utilitarian elements to maximise their efficiency. Their layout reflects the challenges of the site and the bars of building broadly followed the contours along the sloping terrain rather than having to step down along their length. By contrast, the more recent buildings of Peggy Middleton House and then the later Tesco store have taken an opposite approach, choosing to establish a strong horizontal datum against the landscape and then utilizing the space beneath for large areas such as parking.

## Active frontages

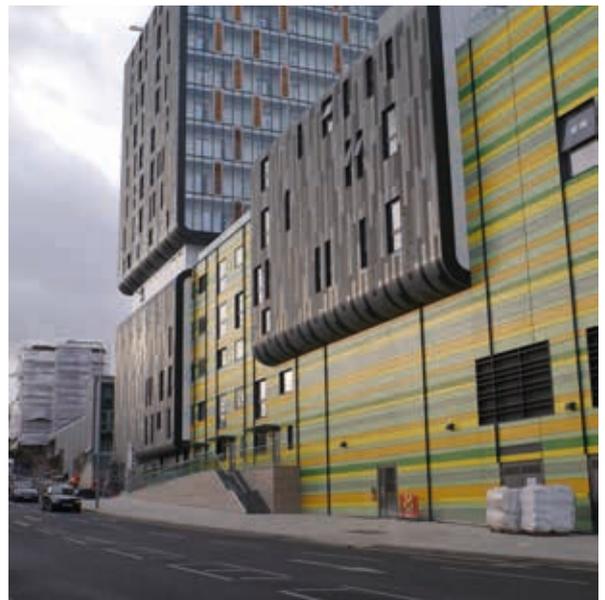
The nature of a large food store is to create an environment which focuses predominantly on the internal space. This factor, and the challenges presented by the sloping terrain make it a challenge to design a building with such a large floorplate but yet present active frontage around the block. Efforts have been made to include elements of active frontage where practicable within the Tesco scheme, including a cafe at first floor and a Dominos Pizza on the ground floor facing onto the Thomas Street side of Love Lane. Similarly the library in the ground floor of the new council building provides an element of visible activity and attracts footfall. The issue of active frontage is particularly acute on Grand Depot Road and Woolwich New Road. There are clear opportunities for new elements of building to establish a humane engagement with the street.

The north-eastern part of the study area, between the Tesco/Council blocks and Thomas Street is the area where there is most need and most potential for active frontage. This will help to animate the connections to the core town centre and should provide good commercial opportunities given the high footfall in the area.

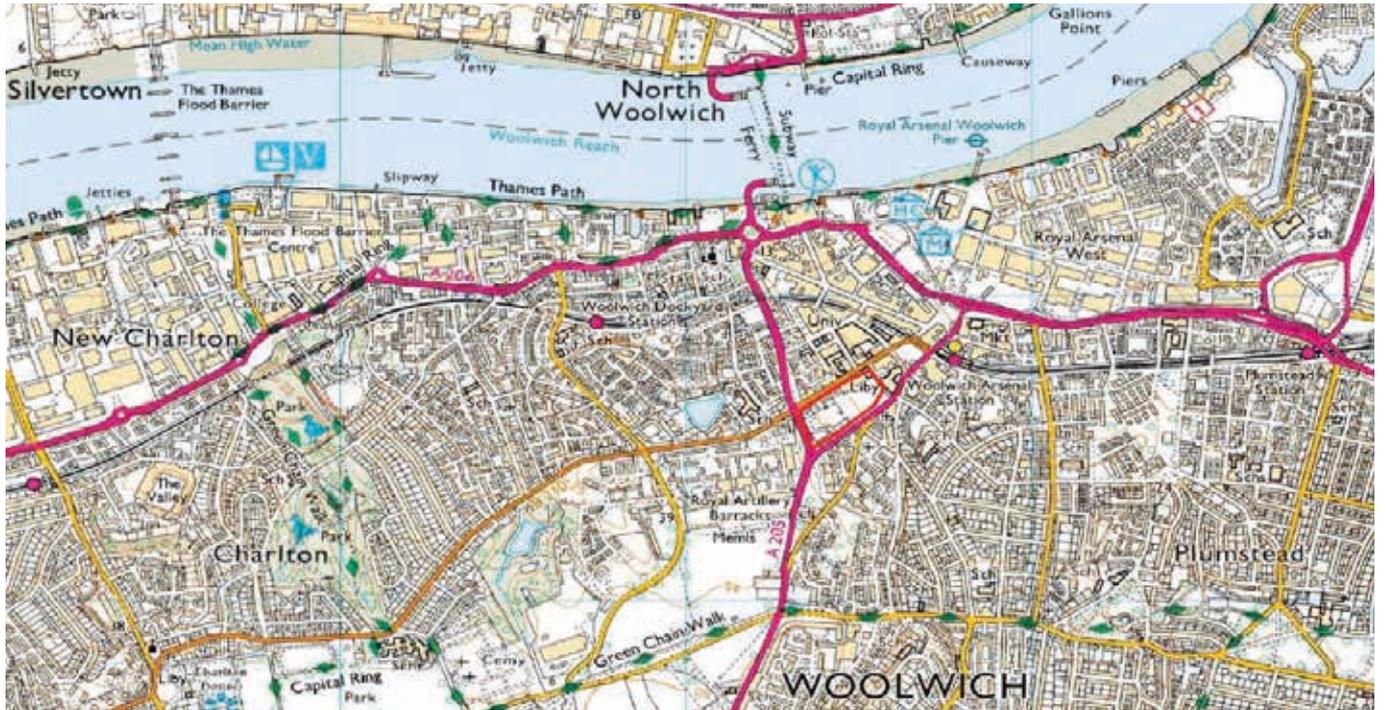
## Building typologies

Perhaps as a consequence of its unusual topography and development history, the study area has seen several successive layers of development which established a development typology distinct from their surrounding context. Neither the barracks nor the later council offices reflected the area's character and the Tesco building itself establishes a new form which is unusual not only in Woolwich but in a much wider context.

Aside from this, the wider character of the area remains predominantly one of perimeter urban blocks, creating clear streets and spaces and relatively conventional development sites. The sites available within the Thomas Street study area will be expected to accommodate a high density of development, given the established potential for tall buildings. However, this approach needs to be balanced against the aim of creating humane street frontage that integrates with the surrounding area.



Lack of active frontages along Grand Depot Road



Strategic transport connections



Pedestrian network



Public transport connections

## 2.5 MOVEMENT AND CONNECTIONS

### Public transport

Woolwich Town centre has the highest levels of public transport accessibility. The Thomas Street site benefits from close proximity to Woolwich town centre transport connections, located approximately 200m from the Woolwich Arsenal DLR and national rail station and the Crossrail station under construction within the Royal Arsenal is a couple of minutes' walk further away.

There are 5 bus stops surrounding the site on Wellington Street, Thomas Street and Grand Depot Road, which provide links to Greenwich, Lewisham, Chislehurst and other areas.

### Pedestrian movement

Analysis of pedestrian movement through the site shows a clear pattern of footfall between the transport node (rail and DLR stations and bus stops), and the main Tesco entrance on Thomas Street. There is also significant movement between Powis Street and the site via Thomas Street.

General Gordon Square therefore acts as a gateway to the site for the majority of people approaching on foot. This part of the site however is weak and the backs of the old buildings present a poor context, with the principle pedestrian route doubling up as a rear service access. There is potential for this to be improved with the development of active frontage. Where possible, the approach should also establish strong north-south pedestrian links.

### Cycling

Cycle Superhighway 4 is a proposed flagship cycling corridor from Woolwich to London Bridge, running along the A206. Although plans are at an early stage, the provision of such high quality sustainable movement infrastructure is a high priority politically. This could dramatically improve local connectivity to areas like Greenwich and Deptford.

### Vehicular access and parking

Woolwich is located on the Thames at the only vehicular crossing between the Lea Valley and Dartford. It has very good strategic connectivity to Central and Inner London as well as to major growth areas like the Royal Docks, Canary Wharf, Stratford and the Lower Lea Valley.

Two major highways, the A205 and the A206, encircled the periphery, acting as significant barriers to local movement such as between the town centre and the riverside and residential neighbourhoods to the west.

There is significant demand for parking. The site falls within the Woolwich Controlled Parking Zone (CPZ), which operates Monday to Saturday between the hours of 08:30 and 18:30. In these areas, on-street parking is restricted within the hours of operation to marked pay and display, resident permit or blue badge bays.

As there is significant demand for on-street parking in the town centre. It is unlikely that the residents of new development within these zones will be allowed to apply for on-street parking permits. It should also be noted that, due to the excellent public transport accessibility levels in the town centre, London Plan policy recommends that new residential development here aims for significantly less than one parking space per unit, with adequate provision for disabled parking and electric vehicle charging.

A key feature of the Tesco development scheme is the large volume of parking accommodated underneath the store and accessed from Grand Depot Road, serving both the store and some of the flats above. The side of the site also provides service access to the undercroft depot for the store.



A panoramic view of the site from Limavady House





# 3 VISION AND OBJECTIVES

## 3.1 THOMAS STREET AREA VISION

The Thomas Street area of Woolwich will continue to develop as a thriving mixed-use area, acting as a focal point for civic functions and playing a major role in providing shopping, leisure and residential accommodation for the town centre.

New development and public realm improvements on the site will help to improve the integration of the site with its surrounding context, creating a network of attractive streets and spaces. In particular, Love Lane will thrive as an attractive pedestrian street through the heart of the area, framed by active uses at ground floor level and passive surveillance from residential uses above.

The north eastern end of the area, closest to General Gordon Square has the potential for new cultural and evening economy uses, creating a vibrant character which brings life to the area into the evenings and weekends.

Development on the site will work sensitively with the scale of the surrounding historic fabric, particularly the locally listed buildings on the corners of Wellington Street and Thomas Street.

## 3.2 THOMAS STREET AREA OBJECTIVES

Development on and around the Thomas Street site should:

- Realise a dynamic mix of housing and complementary leisure, cultural and evening economy uses;
- Attract people to Woolwich Town Centre and retain residents over the long term;
- Integrate with the most recent phases of development and also respond to and anticipate emerging development proposals;
- Deliver an economically viable scheme;
- Sensitively respond to the Grade II listed Town Hall and other heritage assets;
- Provide a high quality design that addresses buildings and public realm; and
- Enhance connections with the rest of the town centre, the Crossrail station and mitigating the severance of A205 South Circular.



Illustrative masterplan for the Thomas Street area

# 4 FRAMEWORK FOR DEVELOPMENT

## 4.1 OVERALL MASTERPLAN

A series of urban design principles have been identified for the Thomas Street area as follows:

- 1 Retention of locally listed buildings** - the locally listed buildings at 1-5 Thomas Street are some of the only historic fabric remaining on the Thomas Street area and provide an attractive frontage onto General Gordon Square. As such these buildings should be retained and should continue to be protected and enhanced. Thames House provides a continuation of this historic scale and establishes a strong corner to the urban block which then links to the scale of the buildings on the opposite side of Wellington Street.
- 2 A well-connected environment with a legible network of streets and spaces** - pedestrian and cyclist permeability should be enhanced throughout the Thomas Street area, contributing to the wider connectivity of Woolwich Town Centre. In particular, the historic connection of Love Lane from the town centre to the north-west corner of the site should be reinstated with a cycle and pedestrian route running the length of Love Lane. Pedestrian access should be opened up from Grand Depot Road through to Wellington Street at the western end of the site. New key spaces will be provided in front of the Tesco Store, facing onto General Gordon Square and at the corner of John Wilson Street and Wellington Street. There is also opportunity for public amenity space to be incorporated at the western end of the site.
- 3 High quality public realm** - the overall landscape strategy for the site will play a significant role in providing the setting for new shops, leisure and homes and will help to unify new areas with the existing urban fabric. The public realm should be well designed with high quality materials and new street tree planting. Love Lane, which is the linking element for all the development parcels, should have a unifying surface along its length and should include a pocket park in the centre of the site to help draw together the individual developments.
- 4 Smaller scale urban block structure at the eastern end of the site** - at the eastern end of the Thomas Street area the block structure should have a scale that is consistent with the urban form and massing of the historic grain of the town centre. It should establish a network of lanes and spaces with strong active frontages which capitalise on the high footfall generated by Tesco and the Woolwich Centre.
- 5 Suitable levels of privacy and daylight** - the larger area at the western end of the site should enable a rational, orthogonal block layout to be achieved in this location with generous distances between residential blocks and suitable levels of privacy and daylight. There is an opportunity to establish a new public open space at the centre of Love Lane which alleviates the density of the urban form in the area.
- 6 Active frontages** - It is important that all buildings establish a direct relationship with the public realm and present active frontage. This is particularly important at the eastern end of the site, where commercial and leisure uses are expected to create a strong shop-front presence to all buildings. Whilst the western end of the site is expected to be largely residential, buildings should still create a frontage which overlooks the public realm and establishes a high frequency of front doors along streets.
- 7 Retain views of the Town Hall spire** - the Town Hall spire is an important landmark. The low scale of the existing buildings on Thomas Street allows views of the spire from General Gordon Square. New buildings in this part of the site should be designed with appropriate scale and massing to retain this visual connection.
- 8 High quality amenity spaces** - shared residential amenity spaces should be well designed with suitable levels of daylight and high quality materials used. Where residential development is at street level front gardens should be included to provide an element of privacy and protection.
- 9 Sustainability** - Carbon emissions will be reduced in accordance with the Mayor's energy hierarchy, Be Lean, Be Clean, Be Green. All development should achieve carbon dioxide reductions in line with policy 5.2 of the London Plan. New development will be constructed to a minimum of Code for Sustainable Homes level 4, or its successor, or BREEAM Excellent, as appropriate. Heat networks should be procured, designed, managed and operated in accordance with Heat Networks: Code of Practice for the UK – Raising standards for heat supply (CIBSE/CHPA) and provision for future connection to a wider district heating system should be incorporated into any proposals. Green spaces will be designed to enhance ecology and biodiversity through the use of native species and features to support wildlife.



- Primary hard landscaped public space
- Homezone
- Public amenity space/play area
- Private residential amenity
- Raised residential amenity
- Unifying high quality surface treatment (Love Lane)
- Service area
- Proposed tree planting

## 4.2 PUBLIC REALM

The site is bounded by Thomas Street, Wellington Street, John Wilson Street and Grand Depot Road/ Woolwich New Road. Improvements have already been made to the streetscene as part of the works to deliver the new Woolwich Centre and Tesco store. There has also been significant investment in the public realm along Love Lane, particularly in the section between the two new major buildings.

It is proposed that this high quality approach needs to extend along the length of Love Lane from Thomas Street to John Wilson Street, and that a consistently high quality approach also needs to be applied to the smaller capillary routes which link into this. Any proposed shared spaces need to ensure that there is sufficient pavement space to avoid conflicts between pedestrians and cyclists.

In the south western corner of the area a new lane is proposed perpendicular to Grand Depot Road, linking through to Love Lane and framed by new residential frontage.

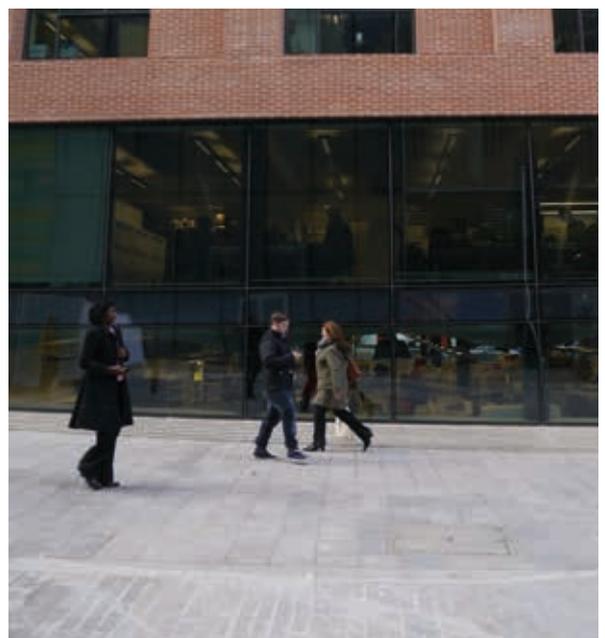
The western end of Love Lane widens out to create a pocket park as a community space for play, replacing the temporary green space in front of the Tesco Store. This also provides an opportunity for the integration of a sustainable urban drainage solution.

At the north eastern end of the area the public realm will change to respond to new infill development and the final phase of development on the Tesco land. Love Lane will remain the predominant route and will be the focus for new active frontage at street level. The existing lane connecting Anglesea Road with Wellington Street will be retained as a wide pedestrian route, and a further narrower pedestrian connection will be introduced. Both of these cross-routes will aid permeability and have the potential to connect in with new routes which could open up to the north of Wellington Street as a result of development on the other side of the road.

The topography of the site is a major consideration in the design of the public realm. The sloping gradient requires that extra levels of care are required in the design of buildings so that they successfully relate to the street level outside and that the design of the public spaces avoids the use of steps and lifts in favour of following the natural gradient.



Illustration showing the proposed pocket park



Existing high quality paving, Love Lane



- retail/leisure
- potential for commercial/community uses
- residential
- car parking/service area

### 4.3 GROUND FLOOR LAND USE

The predominant land use for new development within the Thomas Street area is expected to be residential development. In the western part of the site this is expected to have a direct connection with the street, creating activity and passive surveillance. Across the site where residential is the predominant ground floor use, communal entrances should be designed to be prominent and engage actively with the street scape. Devices such as the use of glazed double height spaces and/or projecting elements could be utilised to achieve this effect. It should not be possible to distinguish between such entrances on the basis of the tenure of occupier, both in terms of appearance and location.

In addition to residential there are also a number of other conditions and uses that are anticipated.

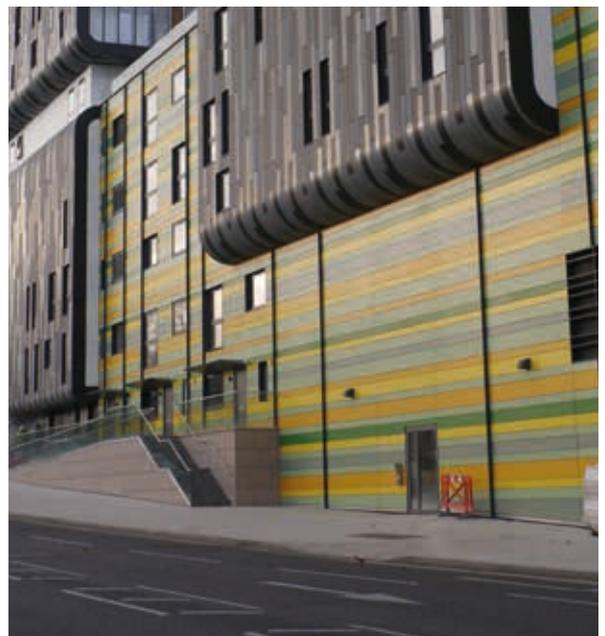
At the western corner of the site on the corner of Wellington Street and John Wilson Street there is potential for new commercial frontage at the ground floor level. This will benefit from a very prominent location on the junction as well as having a more sheltered aspect facing over the pocket park with views down Love Lane.

The main phase of development on the Tesco site is either above the existing store service area or is intended to have parking and servicing set into the slope of the hill. It will be important to ensure that these inactive uses are screened by residential development around their perimeter.

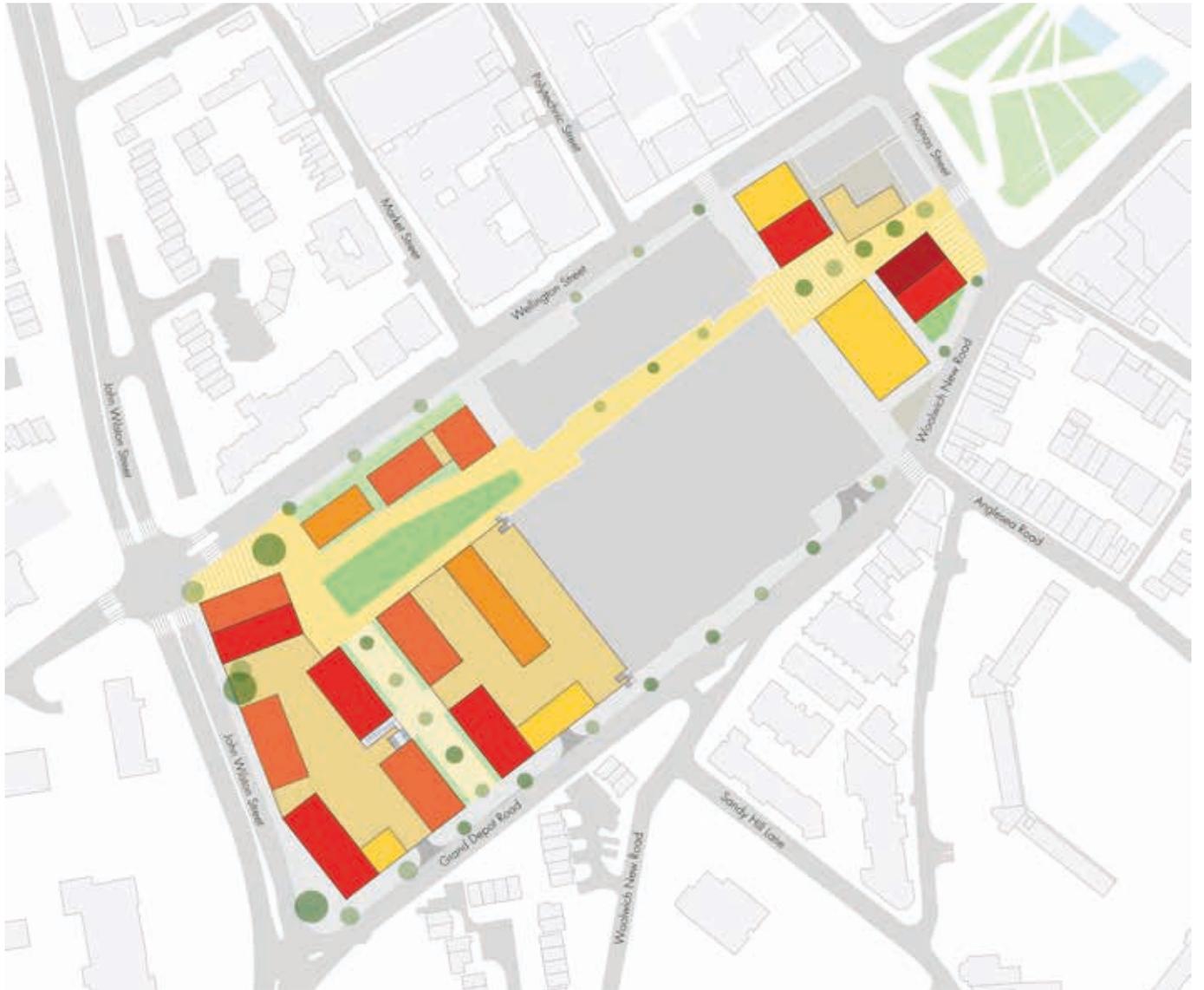
In the western half of the site there are opportunities for commercial or community spaces at ground floor level. These should be orientated such that they activate the Love Lane frontages and the pocket park.



Ground floor active uses are essential to animate the streets



Future phases of development must avoid areas of dead frontage, and should follow the natural terrain



- 1-2 storeys
- 3-4 storeys
- 5-6 storeys
- 7-8 storeys
- 9-11 storeys
- 12-15 storeys

## 4.4 BUILDING HEIGHTS

Woolwich has a number of tall buildings which date from the post-war period, including Elliston House to the west of the study area which dominates the skyline. A large number of consented tall buildings are set to significantly change the skyline, predominantly in the area from the town centre towards the river frontage.

The pressure for tall buildings reflects the pressures of the London property market, but is made particularly strong in Woolwich by the impending arrival of Crossrail which will significantly reduce journey times into central London and other destinations.

The previous outline planning permission across the whole of the Tesco owned site included a tall building on the eastern end overlooking General Gordon Square. The western end of the site included varied building heights, rising to 16 storeys against John Wilson Street.

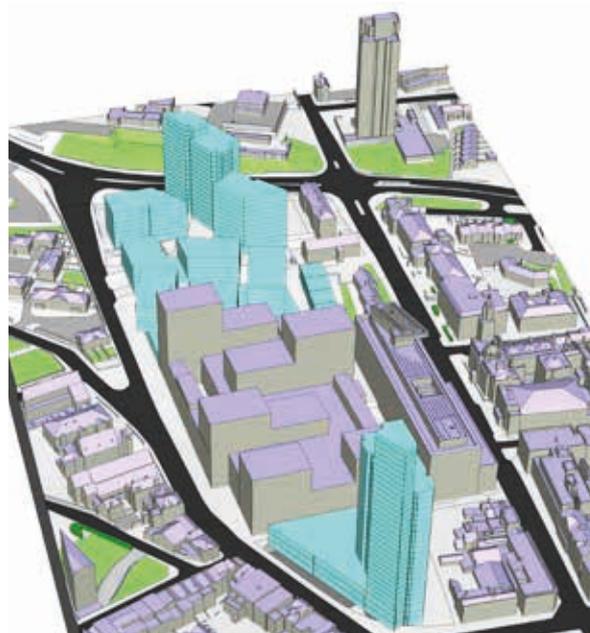
The Royal Greenwich Core Strategy states that tall buildings may be appropriate for Woolwich (Policy DH2) however some areas in Woolwich may be more sensitive due to the proximity of Listed Buildings and Conservation Areas and their vicinity (para 4.4.19). This site impacts on the setting of the Locally Listed 1-5 Thomas Street, the Grade II\* Listed Town Hall, Grade II Listed Woolwich Equitable House and the Grade II\* listed Woolwich Royal Artillery Barracks. The need for taller buildings to deliver the appropriate housing density must be balanced with the impact on the setting of these important Heritage Assets in line with Policy DH3 of the Core Strategy. It is important that any taller buildings proposed here have due regard to the setting of the listed buildings, both in terms of the quality of the skyline they establish and also in terms of the overall height.

Whilst considering the setting of the listed barracks there is potential for a moderately taller building at the western end of Love Lane, occupying a prominent position as a landmark for the pedestrian route and also in views along John Wilson Street.

A key factor in managing the impact of taller buildings in an existing area is considering the

quality of the environment that they create at street level. Proposals for taller buildings will be expected to pay particular regard to the quality of frontage and active use which they establish and which can contribute to the life of the space around them.

However it is also considered appropriate to place a limit on building heights in order to safeguard the setting of Listed Buildings and the unique character of the area. Therefore building heights on the south west of the site can be up to 11 storeys and on the north east of the site up to 15 storeys, as shown on the heights plan above. Notwithstanding these height parameters, any proposal(s) will need to demonstrate at the pre-application stage by means of verified views as part of a townscape and visual impact assessment that the impact on the Listed Buildings and Conservation Areas would not be unacceptable.



The existing buildings and existing outline planning consent set a context for taller buildings on the site

The Grade II\* listed Woolwich Royal Artillery Barracks has a long listed elevation, facing south across the parade ground and onto open playing fields beyond.

The location of the barracks in proximity to major roads means that it forms part of the approach view to Woolwich from the south and west by road. The Thomas Street site lies within the background of these views and it has been identified that tall buildings on the Thomas Street site would be likely to have a negative impact on the setting of this important building.

The tower of Elliston House and the roofline of the existing Tesco development already demonstrate the impact of taller buildings on the setting of the barracks. The objective of any new development should be to design the scale and massing of any

proposed development to minimise additional impacts. On this basis the scale of buildings at 11 storeys on the highest point of the site rising to 15 storeys on the lowest point of the site are expected to ensure that development is at around the same maximum height as the existing building. These heights are provided as a guide and applicants will be expected to provide detailed justification for their scheme.

The views on the facing pages provide an indication of the form and massing of development on this basis.



Views location plan



View 1



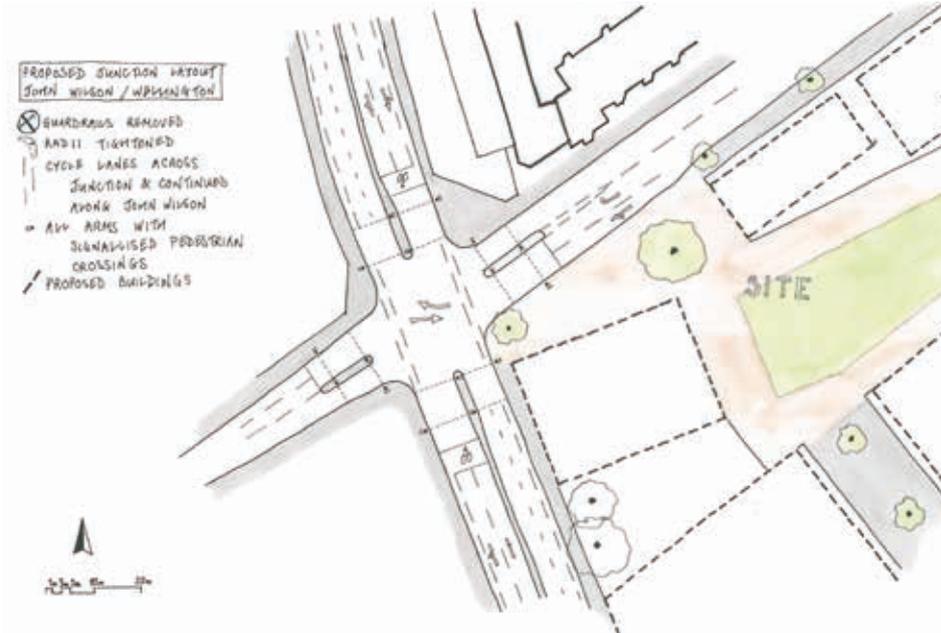
View 2



View 3



The existing public realm at the top of Wellington Street



Illustrative proposals for junction improvements at the top of Wellington Street to enhance pedestrian links with Love Lane

## 4.5 ACCESS AND MOVEMENT PRINCIPLES

The Core Strategy notes that it is important to improve links within Woolwich and to enhance connectivity, particularly between the town centre, the Royal Arsenal and the River Thames (Policy TC2). It also emphasises the importance of ensuring good permeability, both from a design point of view, in terms of creating attractive and accessible places, and in order to create improved community cohesion and safety (Policies DH1 and CH2). Policy CH2 expands on the importance of community cohesion and safety and the role that developments can play in encouraging this, stating the need to create safe streets, improve the permeability of the environment, and ensure that publicly accessible spaces are well maintained and provide opportunity for natural surveillance.

### Walking

There is currently a vibrant level of pedestrian activity in Woolwich town centre, radiating from and towards the Rail and DLR stations, Powis Street, General Gordon and Beresford Squares, the bus interchanges (along the A206 and around General Gordon Square), and the important retail and civic uses on the Thomas Street site (Tesco and Woolwich Centre). The locus of this pedestrian activity will inevitably extend northwards with the opening of the new Crossrail station. This, plus the development of key sites in the town centre, will also increase the volume of pedestrian movement in the Thomas Street area.

High quality, pedestrian-focused public realm is an essential ingredient in creating flourishing town centres. Developments here should enhance the public realm and pedestrian experience on their sites and actively contribute to the improvement of streets and spaces in the wider area.

There are particular opportunities for improvement within the Thomas Street site itself. The historic route of Love Lane, which runs parallel to Wellington Street along the length of the site, should be re-established to form a vibrant spine punctuated with high quality public spaces, linking General Gordon Square to the junction of John Wilson Street and

Wellington Street. Shorter cross-connections through the site should also be established or enhanced, to link Grand Depot/Woolwich New Road with Wellington Street via the central spine of Love Lane.

These enhancements also include:

- Improvements to the junction of John Wilson and Wellington Street focused on making more direct and convenient pedestrian crossings, adding pedestrian signals to all arms and removing guardrails and other street clutter. Crossings at this site should be Toucan crossings to allow for cycles. Any improvement to the junction must be agreed with TfL. Pedestrian improvements will need to be proposed taking into account the need to ensure traffic flow;
- Public realm improvements to existing stretches of Love Lane between the Tesco entrance and Thomas Street, and between the Tesco entrance and Wellington Street, reprioritising as a Pedestrian Zone with restricted vehicular access;
- Additional pedestrian crossing on Wellington Street to link into new pedestrian route through the 'Island' site; and
- Provision of appropriate pedestrian wayfinding signage.

Pedestrian routes between Grand Depot Road and Wellington Street are limited by the form of the recent Tesco development. An elevated public route has been included within the scheme which crosses the upper deck of the block to the west of the store. However, the access via stairs and lift is convoluted, meaning that the route is unlikely to be very useable. A more important route has been established in the plan further to the west, parallel to John Wilson Street. This provides a street-level link between Grand Depot Road and Wellington Street which can be framed by new development to create an attractive route.

**Cycling**

Two key signed cycle routes run past the site: a north-south route with advisory cycle lanes and Advanced Stop Lines (ASLs) along John Wilson Street and a quieter east-west route along Anglesea Road, Woolwich New Road, Thomas Street, Calderwood Street and Monk Street. ASLs are also needed at the junction of Artillery Place and Wellington Street both east-west and north-south.

For the latter, the section along Woolwich New Road and Thomas Street is heavily used by buses and is at times uncomfortable for cycling. There is room for 1.5m cycle lanes along Woolwich New Road/ Grand Depot Road going north-south between John

Wilson Street and Thomas Street. An alternative route across the site, bypassing the two signalised junctions should be signed. This would connect from the existing cycle crossing on Woolwich New Road at Anglesea Road, directly across the site to Wellington Street (as a shared pedestrian /cycle route), and along Polytechnic Street and/or Market Street, linking back into the original route at Calderwood Street. Provision of appropriate cycle way finding signage will be required.



### Vehicle Access and Servicing

Public routes across the Thomas Street site must be designed as pedestrian priority public spaces. Where motorised vehicle access is allowed, this should be on a time-restricted basis, for access/loading only, enforced by establishing a Pedestrian Zone.

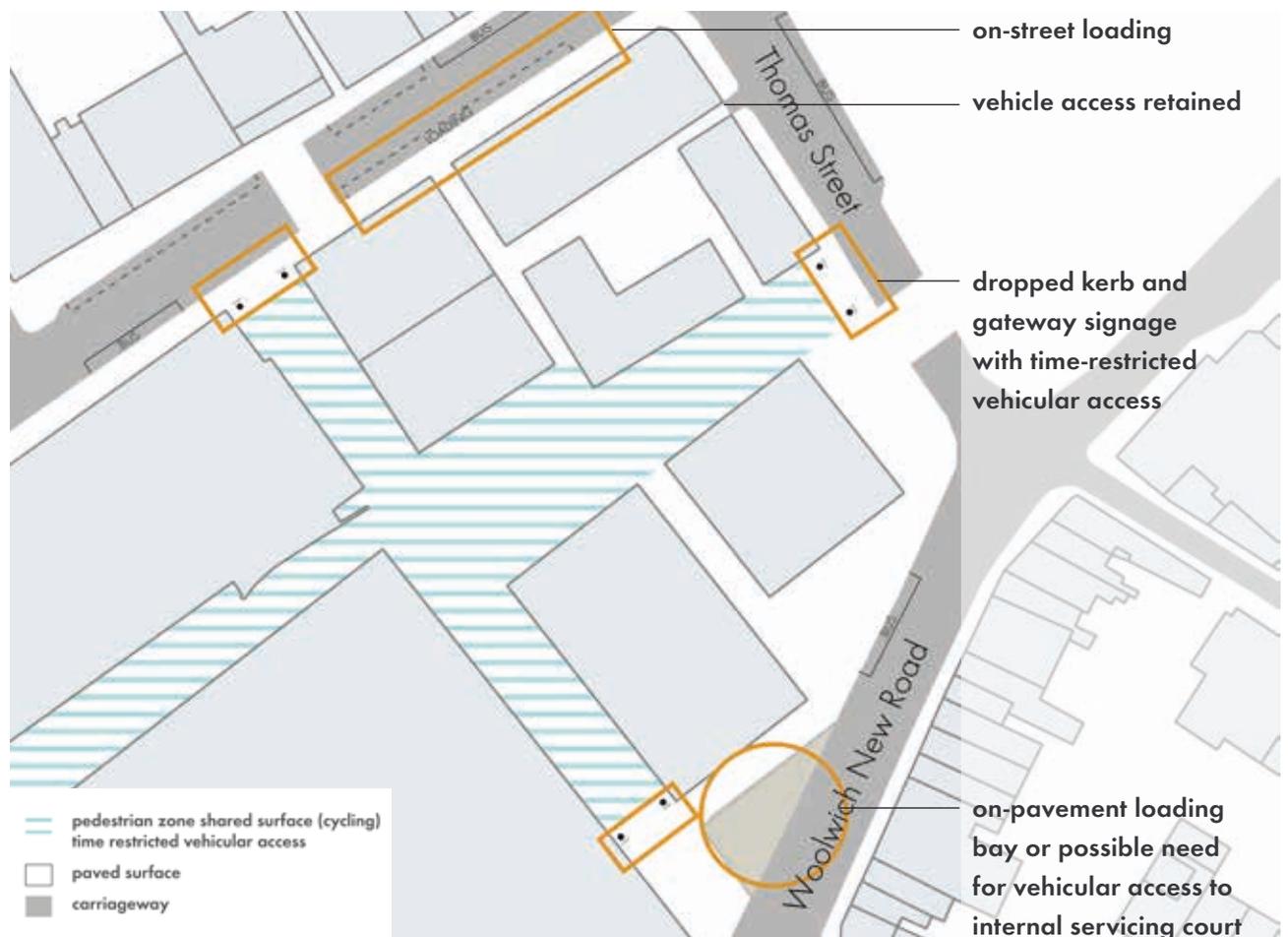
For new developments on the Thomas Street site, deliveries and servicing should, as far as possible, be undertaken from on-street parking and loading bays on Wellington Street or on Grand Depot Road / Woolwich New Road.

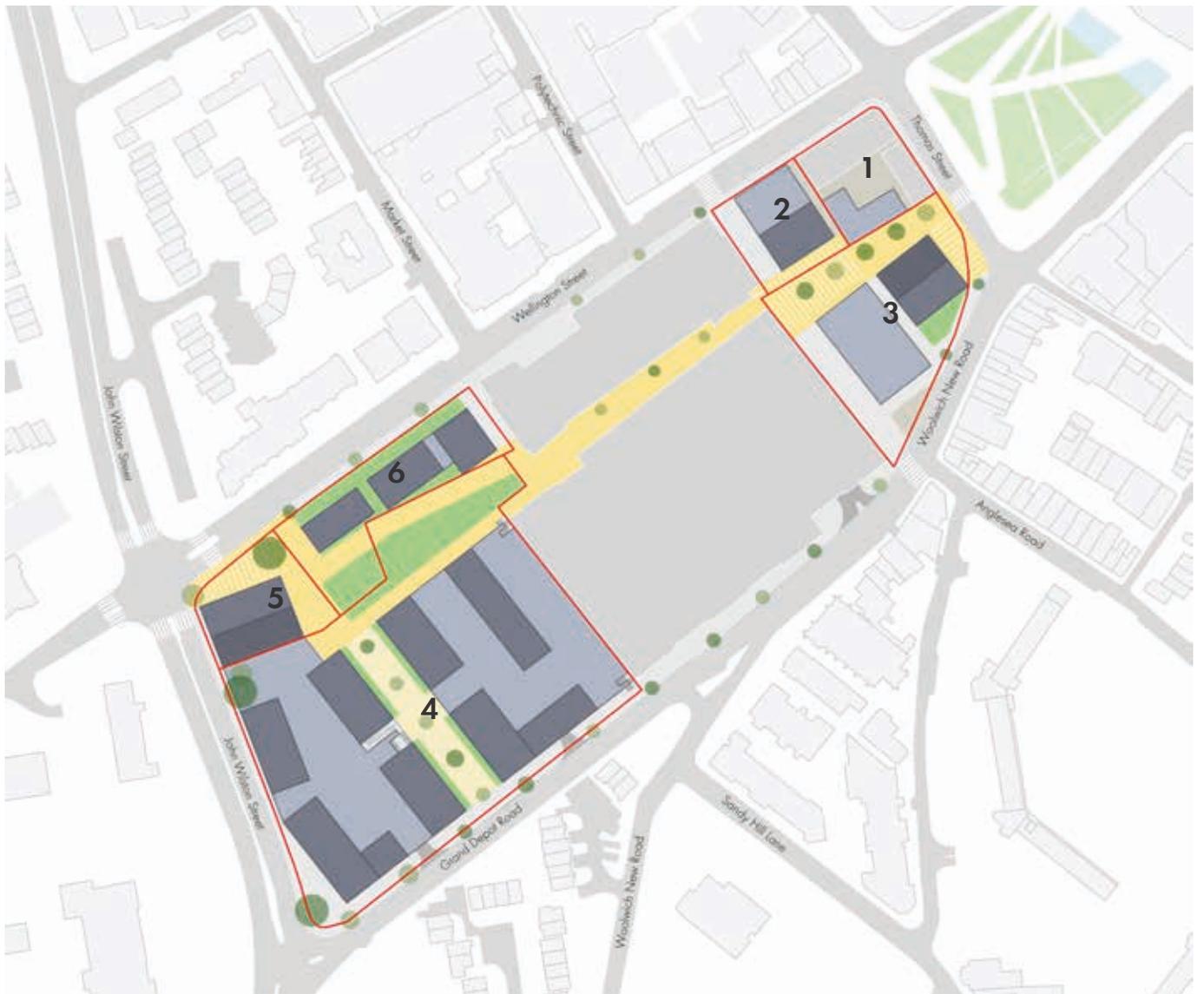
Currently, buildings on the north-eastern corner of the site are serviced via yards accessed off Love

Lane. When these sites are redeveloped, a revised on-street servicing arrangement will be necessary. Development on the Eastern Quadrant will require on-street servicing with consideration of the existing bus stop and pedestrian permeability through this corner of the site.

The strategy to facilitate efficient servicing, while still maximising building density on the site, is as shown in the plan below.

The largest traffic and movement impact on the area is that of the recently completed store. This has substantial underground parking and a covered service area, both accessed from Grand Depot Road.





- 1 1-5 Thomas Street and the Great Harry pub
- 2 11-19 Wellington Street
- 3 Eastern quadrant facing General Gordon Square
- 4 Southern quadrant on Grand Depot Road
- 5 107-137 Wellington Street
- 6 The Ogilby site

Thomas Street Masterplan with key sites highlighted

# 5 KEY SITES

## 5.1 INTRODUCTION TO KEY SITES

In this chapter the individual sites that make up the Thomas Street area are identified and presented in detail. The sites within the Thomas Street area are:

- 1-5 Thomas Street and the Great Harry pub;
- 11-19 Wellington Street;
- Eastern quadrant facing General Gordon Square;
- Southern quadrant on Grand Depot Road;
- 107-137 Wellington Street; and
- The Ogilby site.

## 5.2 SITE PARAMETERS

Each site is described by the following parameters:

### **Context**

A description of the existing site situation.

### **Objectives**

Specific aims for the site.

### **Development parameters**

Parameters for development including:

- Scale and form;
- Character and materiality;
- Public realm and landscape;
- Land uses;
- Development capacity;
- Pedestrian movement;
- Highways improvements;
- Parking;
- Servicing considerations; and
- Impact on heritage setting.



Existing site condition



Proposed site layout



Aerial view showing indicative massing of new development

## 5.3 1-5 THOMAS STREET AND THAMES HOUSE

### Context

This is an important town centre site, fronting onto General Gordon Square, Love Lane and Wellington Street. It represents some of the remaining historic fabric in the Thomas Street area.

Thames House, currently occupied by the Great Harry public house, is a three storey post-war building, which has recently been comprehensively refurbished and forms a solid corner to the urban block. 1-5 Thomas Street is an attractive group of locally listed buildings, also three storeys in scale. Although the buildings have lost some of their original features at ground floor, the upper levels have a consistent retention of features including sash windows and window surrounds. The ground floor units are occupied by an estate agent, solicitors and funeral directors.

The backs of these terraces and Thames House face onto Love Lane, presenting a fragmented, inactive frontage to this increasingly busy public thoroughfare.

### Objectives

1. To realise the full contribution this area can make to the wider regeneration of the Thomas Street area and the wider Woolwich Town Centre.
2. To retain and enhance the locally listed terraces at 1-5 Thomas Street.
2. To establish active frontage onto Love Lane.
3. To encourage more active uses at the ground floor of 1-5 Thomas Street.

### Development parameters

This area is seen as an opportunity for the promotion of retail and leisure uses which can capitalise on the high footfall generated by the new development. These are expected to generate active frontages and a mix of daytime and evening uses.

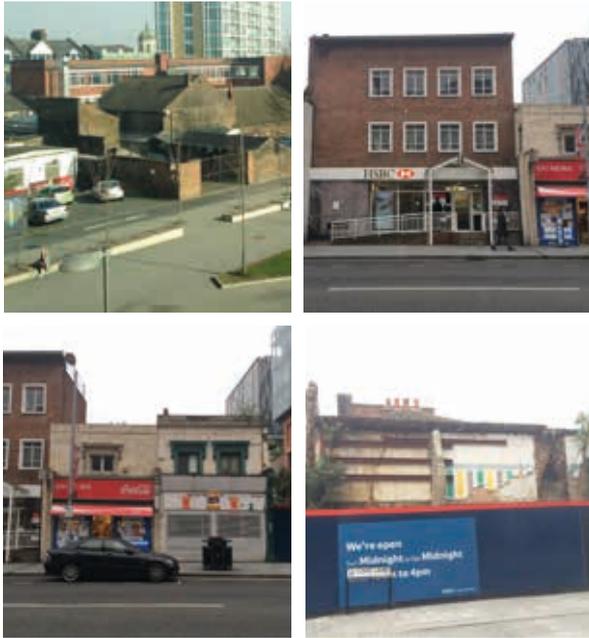
A framework for development is provided by the retention of the existing pub and small business space above, and locally listed frontages at 1-5 Thomas Street should be retained. Internal renovations and changes of use may be appropriate.

A sympathetic and integrated relationship with development at 11-19 Wellington Street is required.

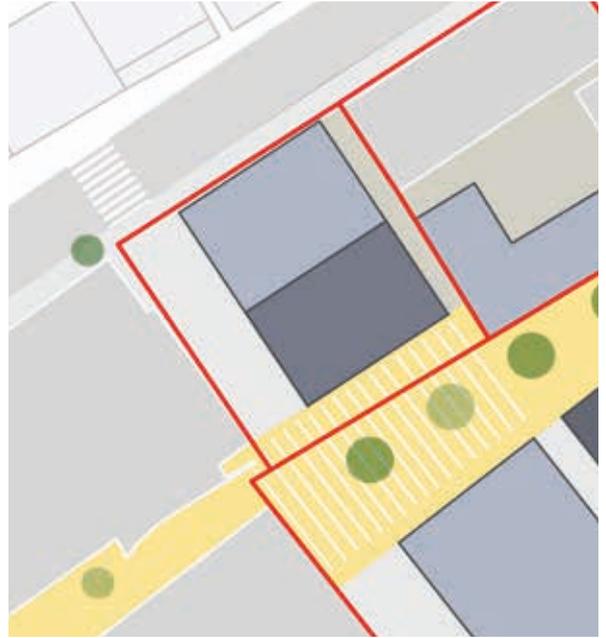
Infill development should be implemented to establish active frontages onto Love Lane in place of the existing service and parking areas. This development should be of a similar scale and massing to adjacent buildings, with heights a maximum of three storeys.

A lane has been retained between Thames House and 5 Thomas Street providing access to the backs of the commercial buildings. This provides an opportunity to maintain a fine grain network of spaces.

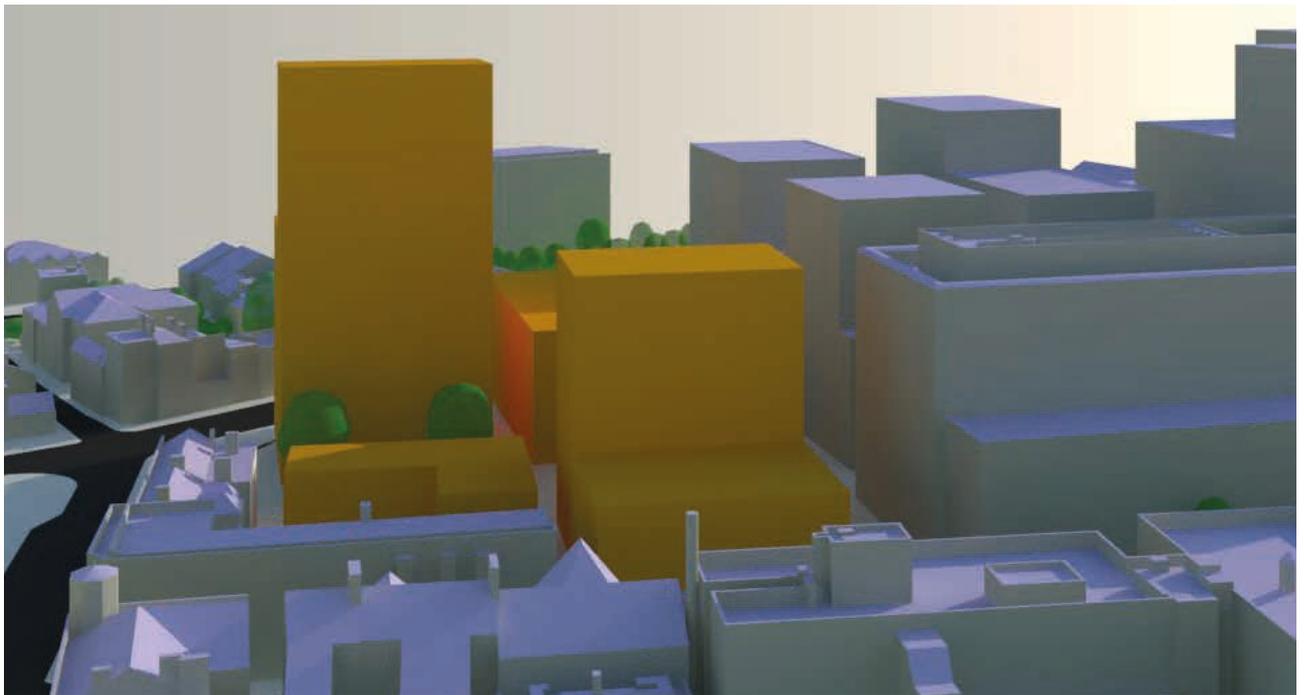
Vehicle access along Love Lane will be restricted to periods of low pedestrian activity.



Existing site condition



Proposed site layout



Aerial view showing indicative massing of new development

## 5.4 11-19 WELLINGTON STREET

### Context

The fragments of Victorian buildings forming numbers 11,17 and 19 Wellington Street are generally in poor condition and retain few historic features. The buildings are two storeys tall and so are lower than other buildings on Wellington Street and occupy small plots.

The partially demolished party wall of number 11 provides a poor frontage onto the existing lane linking Wellington Street and Love Lane and has been covered by hoarding for some time. The HSBC bank at 15 Wellington Street is more substantial and is in a sound condition.

To the rear of the buildings, an open parking court faces onto Love Lane. There are parking spaces on Wellington Street, which are currently used to service the existing shop units.

The majority of buildings at this end of Wellington Street are three or four storeys with the exception of the adjacent Woolwich Centre, which is eight storeys. However, the building presents a four storey street frontage to Wellington Street with higher storeys set back.

### Objectives

- 1 To improve the quality of the streetscape along this section of Wellington Street.
- 2 To establish active frontage onto Love Lane
- 3 To enhance the route from Wellington Street to Love Lane by providing appropriate frontage and high quality public realm.
- 3 To preserve views from General Gordon Square to the Woolwich Town Hall spire.
- 4 To provide new retail, leisure or service space.
- 5 To deliver a hotel or residential development.

### Development parameters

Comprehensive redevelopment would deliver significant benefits for this key town centre site.

This area is encouraged to provide spaces for retail activity, café and dining spaces and small business uses at the ground floor and the potential for either residential or hotel on upper floors.

A framework is provided by public access to the library and the supermarket as well as Love Lane and a sympathetic and integrated relationship with development at 1-5 Thomas Street and Thames House is required.

Along Wellington Street, the building line of the Great Harry pub and the Woolwich Centre should be maintained, with active frontages established at the ground floor.

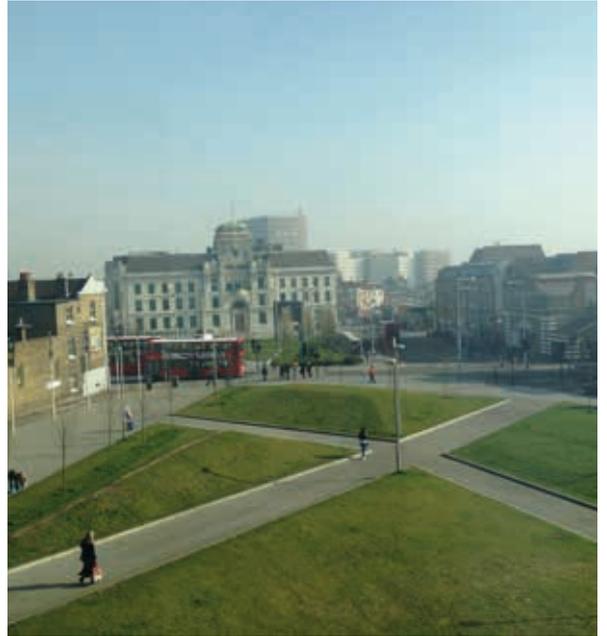
Building heights of the frontage onto Wellington Street should be consistent with adjacent buildings at 3 or 4 storeys. A taller element is supported but should be set back to retain the existing view of the Woolwich Town Hall spire from General Gordon Square. The taller buildings in this site should reflect the scale of the adjacent Woolwich Centre.

The lane between this site and the Woolwich Centre has recently been remodelled as part of the wider public realm improvements. Works to extend and complete this treatment may be required as part of the delivery of this building.

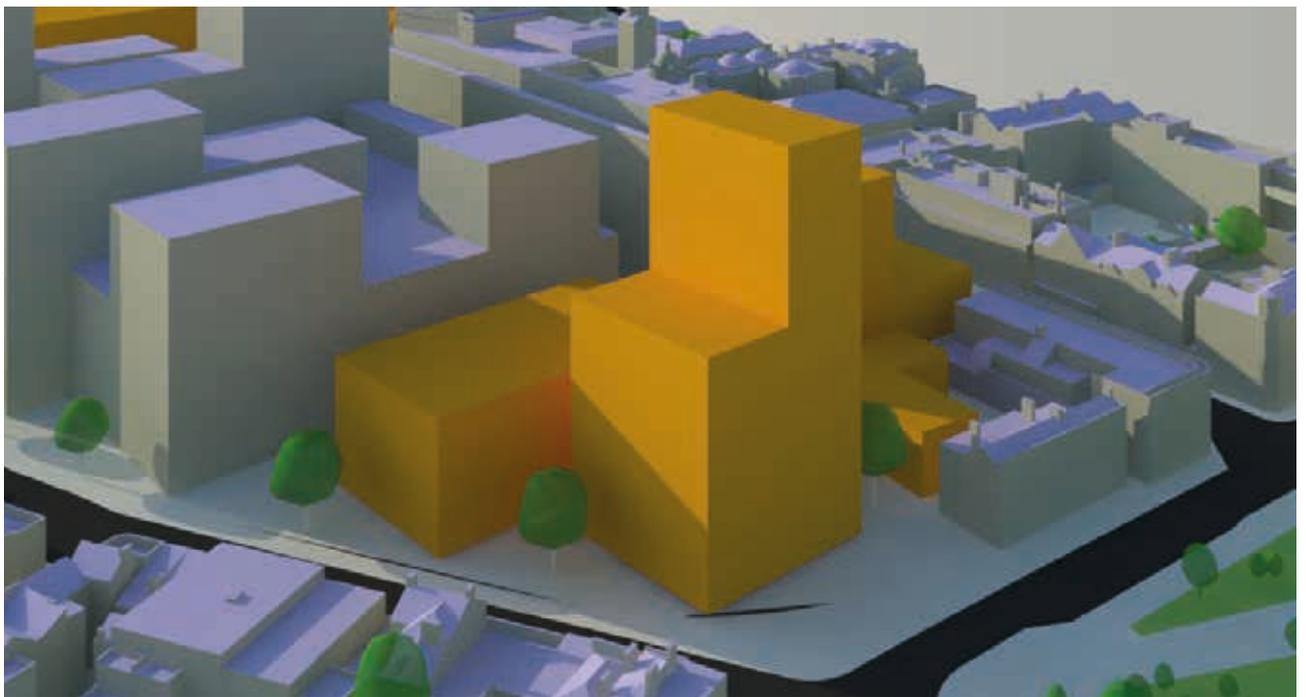
Love Lane should be managed as a pedestrian zone, with vehicular access restricted to periods of low pedestrian activity and for access and loading only.



Site parameters plan



Existing site condition



Aerial view showing indicative massing of new development

## 5.5 EASTERN QUADRANT FACING GENERAL GORDON SQUARE

### Context

The eastern quadrant of the Thomas Street area is currently an open landscape of approximately 0.27 hectares bounded by Thomas Street, Woolwich New Road, Love Lane and the Tesco store. It is a prominent site with a key address onto General Gordon Square. Love Lane runs along the northern edge of the site and is an increasingly busy thoroughfare, leading to the Tesco store, Woolwich Centre and the remainder of the Thomas Street site. Fine grain terraces of between one and three storeys front onto Woolwich New Road opposite the site with small shop units at ground floor. The outline consented scheme for the site included a residential tower of over 20 storeys with a three storey plinth of commercial uses.

### Objectives

- 1 To establish a "social destination" for Woolwich Town centre, with a mix of shopping, leisure and entertainment uses with homes above.
- 2 To provide high quality public realm and in particular a new public space on Love Lane.
- 3 To establish a block structure that enables a scale and massing consistent with the historic grain of the town centre.
- 4 To maintain high levels of pedestrian permeability.
- 5 To have an appropriate address to General Gordon Square, in keeping with the character of the existing streetscape.

### Development parameters

Development should create a good network of streets and spaces at street level. The taller element should be located away from the existing Tesco building to protect the amenity of the existing residents. This also relates to the location established through the existing outline consent for the site.

The buildings should both provide an active frontage at street level with minimal frontage lost to service entrances. They should provide space for active uses including retail and leisure uses, with the opportunity for restaurants and cafes to use the street space around them for outdoor seating.

The upper levels of the lower element are expected to provide space for uses such as a cinema, commercial gym or other leisure uses, possibly making use of the roof space to provide external terraces.

The primary use of the tower is expected to be residential with potential for a hotel, managed apartments or suitable commercial use. The ground floor of the block is therefore likely to feature several entrances and could balance commercial uses onto Love Lane and Thomas Street with a residential entrance onto Woolwich New Road.

The location of the taller element should be sensitively handled in terms of its relationship to the square and to the existing terrace of locally listed buildings. It should be set back from the Thomas Street frontage to retain an element of open space at its base.

The buildings will require a high quality of design given its scale and location.



Artist's illustration of Love Lane from Thomas Street, showing new active frontages to create a vibrant pedestrian environment.



Active frontages are required to all buildings fronting Love Lane



The public realm on Love Lane should be largely car-free



Existing locally listed buildings can be re-furbished to reinforce local character



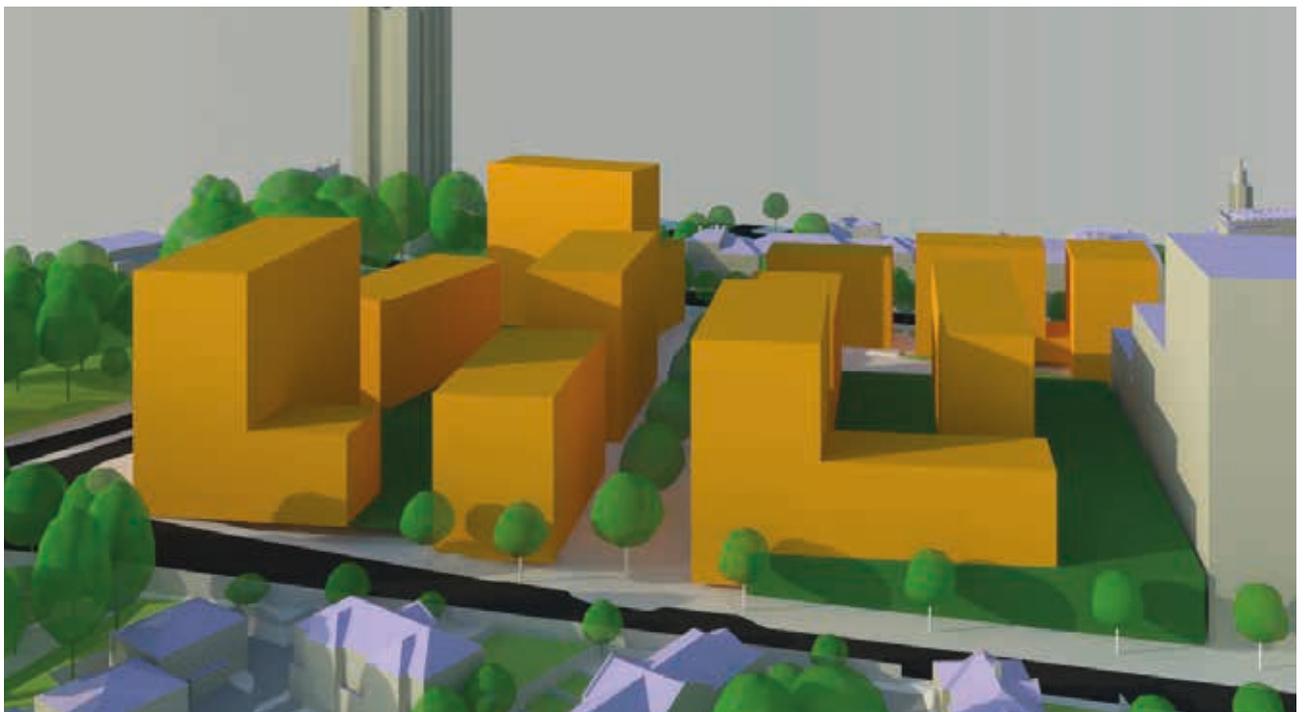
The evening economy will become an important aspect of Love Lane given the 24-hour Tesco and density of dwellings



Site parameters plan



Existing site condition



Illustrative massing

## 5.6 SOUTHERN QUADRANT, GRAND DEPOT ROAD

### Context

The southern quadrant of the Thomas Street area is a 1.4 hectare site bounded by Grand Depot Road and John Wilson Street and backing onto the Ogilby Housing Society owned site and the Council owned Limavady House. The site slopes steeply, dropping over 10m in height along the length of Grand Depot Road. On the eastern part of the site, the single storey covered service area of the Tesco store has been completed, presenting blank facades to both Grand Depot Road and Love Lane. All other buildings previously existing on the site have been demolished. To the north, Limavady House and the houses on the Ogilby site are three and four storeys and wholly residential. Historically, Love Lane continued along the northern edge of the site to the corner of John Wilson Street and Wellington Street but this route no longer exists.

### Objectives

- 1 To establish a form of development which create a clear network of streets and spaces.
- 2 To reinstate the historic route of Love Lane and to create a small pocket park through the retention of open space in the heart of the block
- 3 To provide well designed streets and spaces framed by active building frontages.
- 4 To provide high quality homes with suitable levels of privacy and daylight and adequate amenity space.
- 5 To improve the interface between the buildings proposed on this site to those at Limavady House and the Ogilby Site.

### Development parameters

The southern quadrant of the Thomas Street area will be largely residential. Development will be organised into two urban blocks, one of which will sit on top of the existing Tesco service shed and the other on a plinth accommodating car parking. This plinth is able to fit into the slope of the site so that its roof becomes accessible at ground level from John Wilson Street.

The blocks should have a rational layout, continuing the rhythm of orthogonal residential blocks already delivered on the adjacent Tesco plot and distances between residential blocks should be generous, particularly where there is significant height, to enable suitable levels of privacy and daylight to be maintained.

On top of each plinth, residential amenity spaces are provided; separate from the more public environment at ground.

A new pedestrian route will be opened up between the two blocks, connecting through from Grand Depot Road to Love Lane. This route should have residential properties at ground floor level, with a high frequency of front doors onto the street to create a good active frontage.

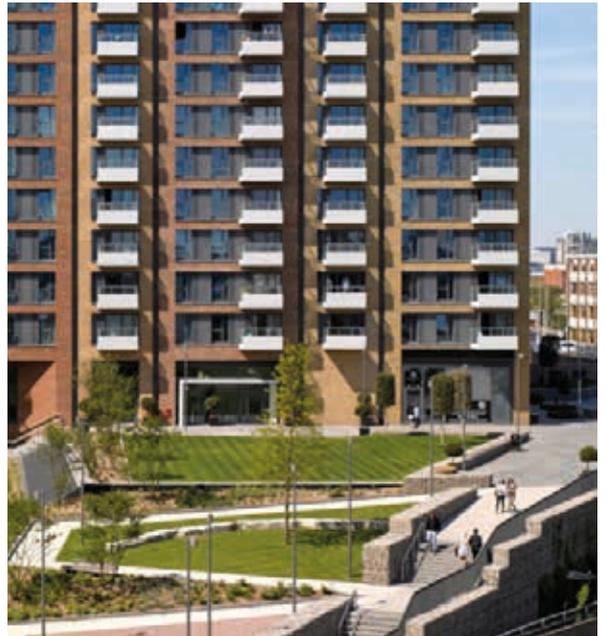
Opportunities should be sought to include street trees along Grand Depot Road to soften the hard edge that exists there at present and also along John Wilson Street. At the northern edge of the site, the parking plinth joins the new residential building at 107-137 Wellington Street. An amenity space for residents is provided on top of this plinth.



Artist's illustration of the view down Love Lane towards Thomas Street, showing the proposed pocket park



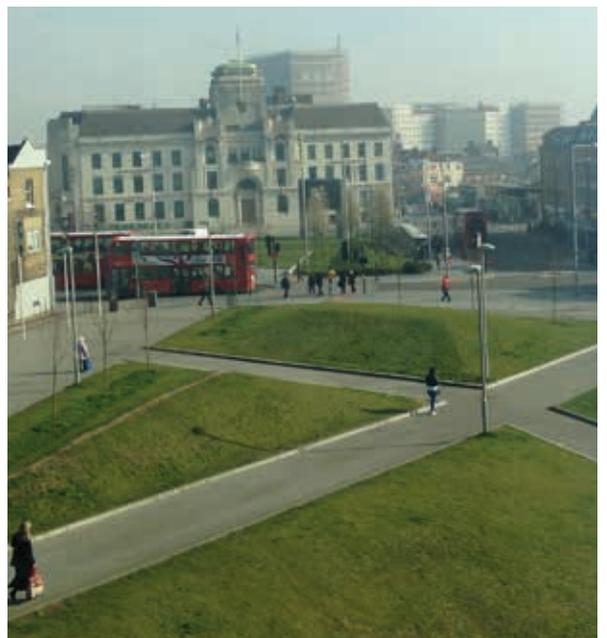
Front doors onto streets provided in high density development



Public amenity space on a sloping site



Barking's Town Square includes a mix of hard and soft play areas



The new pocket park on Love Lane will provide amenity space for local residents in place of the existing temporary open space



Site parameters plan



Existing site condition



Illustrative massing

## 5.7 107-137 WELLINGTON STREET

### Context

This is a 0.14 hectare site occupying a prominent corner at the junction of Wellington Street and John Wilson Street. The site comprises a four-storey residential building located at the top of the historic route of Love Lane, which used to connect with Wellington Street at this point.

The existing building is owned by the Council and provides affordable accommodation. The building is of low quality and fairly low density given its proximity to the town centre.

### Objectives

- 1 To improve pedestrian access through the Thomas Street area by reinstating the connection between Wellington Street and Love Lane and between Love Lane and John Wilson Street.
- 2 To establish a stronger building frontage and presence onto the junction of Wellington Street and John Wilson Street, along with a local landmark at the top of Love Lane.
- 3 To provide an approach to development which can integrate with the proposed development on the adjoining parcel to the south, creating a unified urban block.
- 4 To achieve a greater number of homes on the site facilitating the renewal of Council housing stock and providing new affordable homes.

### Development parameters

Comprehensive redevelopment of this site would deliver significant benefits for the Thomas Street area, particularly in providing new homes and enabling the historic route of Love Lane to be reinstated. This important desire line will help to draw pedestrians into the site and create a visual connection into the heart of the Thomas Street area.

A new residential building can be delivered in this location, with potential for a taller building to act as a helpful landmark, both in terms of views up Love Lane and in wider views, particularly approaching the site from the river up John Wilson Street.

Active uses are encouraged at the ground floor addressing Love Lane. Either commercial or community oriented uses are appropriate.

The proposed residential tower is expected to abut the raised garden deck of the buildings on the southern quadrant of the Thomas Street area. The placement and design of the tower should sensitively respond to this, with a shared amenity space for residents provided on the deck over the undercroft parking.

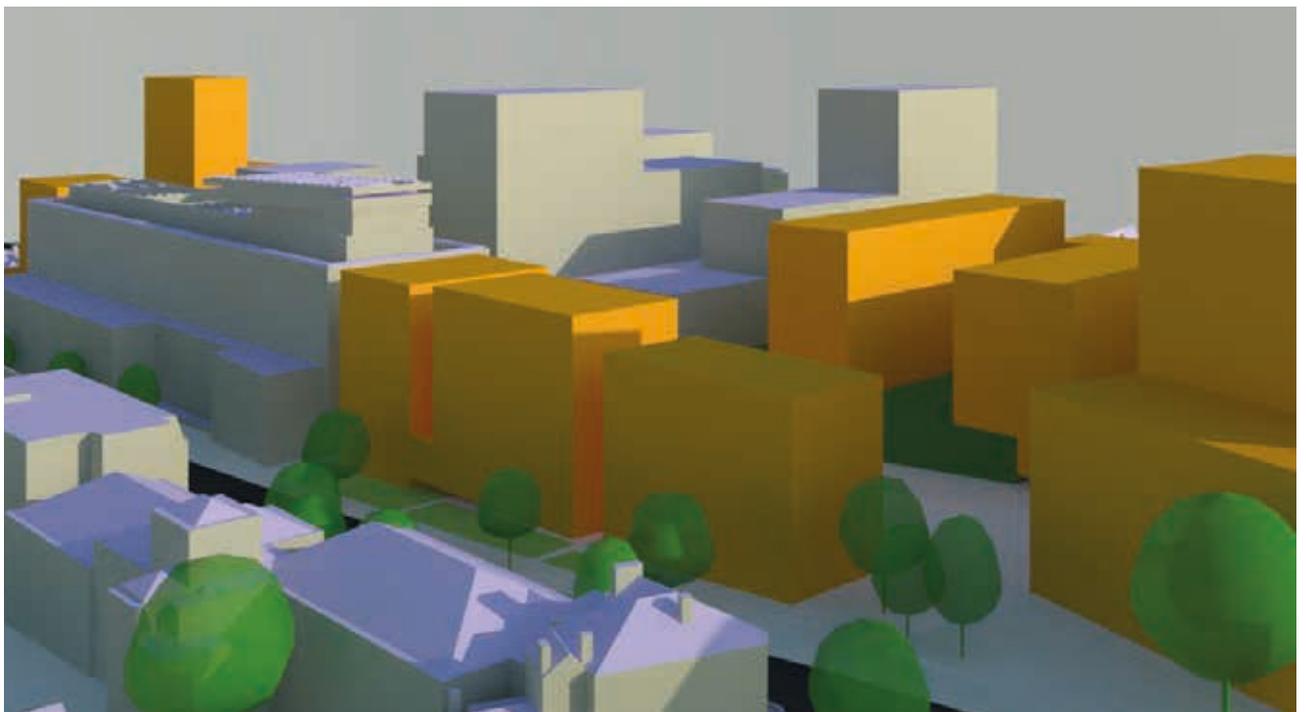
The position of the building should establish a small new public area on Wellington Street to open up the route into the site. This space will also assist with the design of the public realm to manage the gradient across the site. The design of the ground floor uses of the building will be expected to maximise their interface with the surrounding streetscape.



Site parameters plan



Existing site condition



Illustrative massing

## 5.8 THE OGILBY HOUSING SOCIETY SITE

### Context

The Ogilby site is currently occupied by a series of two-storey residential buildings fronting onto Wellington Street and a three-storey building to the west which is orientated perpendicular to the street. The scale of the existing buildings is much smaller than of the adjacent Woolwich Centre and other surrounding development. The site is therefore seen as an opportunity for intensification, with new development configured to relate to the changed context.

A small alleyway passes along the eastern edge of the site connecting Wellington Street with Love Lane. At the backs of the properties there are small domestic gardens which back onto a residual area of land within the Tesco ownership.

### Objectives

- 1 To achieve a greater number of homes on the site and a high design quality.
- 2 To provide a mix of dwelling types including larger family units alongside smaller flats.
- 3 To maintain frontage onto Wellington Street and to establish building frontage onto Love Lane
- 4 To facilitate a new pedestrian route linking Wellington Street through to Grand Depot Road.
- 5 To create an improved pedestrian link between Love Lane and Wellington Street adjacent to the Woolwich Centre.
- 6 To contribute to the delivery of a new pocket park on Love Lane.

### Development parameters

The site should be comprehensively redeveloped, achieving an increase in housing density appropriate to the context and within London Plan limits.

The scale of development should relate to the scale of the Woolwich Centre, and should be set back from Wellington Street to the same building line.

The predominant use will be residential space, but it is expected that the ground floor of all or part of the site will provide commercial or community space to create active frontage onto the pocket park. Whilst commercial uses are not considered very viable in this location, an active use would complement the neighbouring Woolwich Centre and Tesco store and would provide facilities for new and existing residents.

To aid delivery of development, it is expected that new development will be contained within the site ownership.

Part of the site area will be required to contribute to the public realm, including the delivery of the Love Lane pedestrian route to John Wilson Street and the establishment of a new pocket park.



## 6 VIABILITY AND DELIVERY

The development densities across the Thomas Street SPD sites have been established by taking account of a variety of considerations, including existing planning consents, existing planning policies and the surrounding context, including the proximity of locally listed buildings, the wider townscape, views and vistas and the proposed public realm structure.

In testing viability the masterplan has assumed a certain mix of development. The single most significant use will be residential development. However, other uses will also play a role reflecting the town centre setting and the increasing connectivity of Woolwich to major London employment locations such as Canary Wharf, the City, West End and London Bridge. It is recognised that trends in residential, retail, leisure hotel, workspace office and other property sectors will be determined by the state of the overall economy and a range of factors including other development activity within Woolwich Town Centre. Values for each use will vary as a consequence of these factors.

The SPD has built in flexibility to accommodate the potential for different use mixes on some sites. Potential also exists for a variation in heights within each site. However, any adjustments to suggested building heights, and indeed suggested density, will need to be justified in terms of townscape and public benefits.

Any application will be required to demonstrate how any impacts to the strategic road network will be addressed. They will also be expected to consider the wider infrastructure requirements including water and wastewater provision.

In assessing viability an assumption has also been made regarding developer contributions, adding a cost to development. It is recommended that the level and mix of affordable housing be defined through negotiations. Current London Plan and Local Plan policies will apply. The masterplan includes a range of public improvements, including streetscape

upgrades. The baseline viability assessment has applied the costs of these to private development parcels on a pro-rata basis. It is recommended that development negotiations be supported by an open book financial appraisal process.

### **Delivery Approach**

The development framework has been established to allow delivery by existing owners. In some cases this will require cooperation across ownerships. Joint ventures with other entities or outright sale of individual components are also possible, and would be encouraged where this can advance the redevelopment process more rapidly and establish the public realm framework more comprehensively.

It is also anticipated that new joint venture entities may be formed among existing owners, or successor ownership arrangements may be established. In the event current owners, or successor entities, are unable to deliver the development set out by the framework, the Council reserves the right to use its powers to enable, advance or secure delivery.



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