

CONCEPT MASTERPLAN

The analysis, vision and objectives have informed the Concept Masterplan pictured below. This plan illustrates a number of important spatial interventions and sets the scene for the more detailed aspects of the strategy.

CONCEPT DIAGRAM



Key public space and connectivity interventions are numbered on the plan:

- ① Connected public spaces;
- ② New square on the riverfront;
- ③ Continuous river promenade;
- ④ Transform the South Circular Road and the A206 into an avenue with tree planting;
- ⑤ Attractive walking routes leading into the centre.

The Concept Diagram on the left illustrates the basic principles of the strategy. It shows a number of character areas in Woolwich and proposes the following approach to each:

- **Town Centre Core** - high density, mixed use transport hub with linked public spaces, civic functions and evening economy;
- **Royal Arsenal** - quality residential area with historic character and creative district;
- **Waterfront Living** - new high density housing in a green setting;
- **Woolwich Old Town** - fine grain, historic shopping and mixed use area, reconnected with the river;
- **Southern Fringe** - residential intensification of the town centre edge; and
- **Business Quarter** - retained as long term employment business resource.

LAND USES



The following land use principles are proposed:

- Town Centre to be generally mixed use
- Enhance role of Powis Street as main comparison retail destination
- Concentrate cafes, restaurants and bars in clusters, including on Anglesea Road and the Hare Street/ Waterfront
- Active ground floors with a flexible range of uses to animate streets
- 4m+ high ground floor units, weather tight with basic fit-out for immediate flexible use accommodation. Interim use for employment / culture until permanent occupiers are found
- Provide small and medium workspaces, flexible workspaces and co-working space at ground floor of new developments throughout the town centre
- Retain existing light industrial spaces
- Residential intensification encouraged in upper floors in buildings
- Mix of housing types, including for families
- Residential-led blocks towards the town centre fringe
- Residential amenity spaces to be provided as standard