WELCOME TO OUR PUBLIC EXHIBITION FOR SPRAY STREET QUARTER – A DYNAMIC NEW SPACE IN THE HEART OF WOOLWICH.

The redevelopment of Spray Street Quarter will transform the current site, linking together the old and new parts of the town, breathing new life into the area.

In December 2014, the Royal Borough of Greenwich appointed Spray Street Quarter Limited Liability Partnership (SSQLLP), a joint venture between the UK’s leading regeneration specialist, St. Modwen, and one of London’s largest housing associations, Notting Hill Housing, as the preferred bidder for the regeneration of the site. This appointment and the proposed sale of the Plumstead Road covered market to SSQLLP was confirmed by the Royal Borough of Greenwich in May 2016.

Last summer we consulted the public on initial plans for the site. The response was very positive, with over 80% of respondents supporting the regeneration.

We have listened to what local people told us – what they liked and disliked and what they wanted to see from the development.

Now we are excited to show you how our vision for Spray Street Quarter has evolved.

OUR PROPOSALS INCLUDE:
- Up to 750 new homes comprising a mix of one, two, three and four bedroom apartments, as well as townhouses
- An independent cinema
- New shops, restaurants and cafes
- Leisure facilities
- A children’s nursery
- Flexible workspace for start-ups and smaller offices
- A new public square and residents’ gardens.
FULFILLING PLANS FOR THE AREA

Woolwich has been identified as an Opportunity Area in the London Plan (2016) and a Strategic Development Location in the Royal Borough of Greenwich’s Core Strategy (2014). This means that the area has planning policy backing for the development of new homes and the creation of new jobs.

The redevelopment of Spray Street Quarter will be key to Woolwich realising its potential. The site will deliver a new gateway to the town centre, as envisaged in several Royal Borough of Greenwich policy documents, including the Woolwich Town Centre Masterplan (adopted April 2012).

In January 2015 the Spray Street Masterplan Supplementary Planning Document (SPD) was adopted by the Council, setting out the aspirations for the site, including the importance of opening it up to pedestrians and delivering a vibrant mix of uses.

LISTENING TO YOUR FEEDBACK

In June 2016 we held a public consultation which included a two-day public exhibition where we shared our initial plans for the site. Approximately 300 people attended the event, where they had the chance to discuss the plans with the development team.

A summary of the responses we received during the consultation is presented below.

KEY THEMES ENCOUNTERED DURING LAST SUMMER’S CONSULTATION INCLUDED:

- Better pedestrian access
- Building design and height
- Space for independent businesses
- Affordable housing
- Retention of existing buildings.

IN RESPONSE TO YOUR FEEDBACK WE HAVE:

- Ensured that our evolving vision is built around the principle of permeability and improving access around and through the site
- Committed to the buildings on the site being no taller than those on the other side of Plumstead Road at Royal Arsenal and that tall buildings will be of a high design quality
- Made it a priority to provide space for independent retailers and services, including an independent cinema
- Committed to at least 35% affordable housing across the scheme
- Engaged in discussions with the Council and the GLA about the retention of existing buildings on the site.
3. THE PARTNERS

THE VISION FOR THE SITE IS BEING DEVELOPED BY THE SPRAY STREET QUARTER LIMITED LIABILITY PARTNERSHIP (SSQLLP), A JOINT VENTURE BETWEEN ST. MODWEN AND NOTTING HILL HOUSING. SSQLLP IS WORKING WITH THE ROYAL BOROUGH OF GREENWICH TO DELIVER THE SCHEME.

ST. MODWEN

St. Modwen is the UK’s leading regeneration specialist. It has an outstanding 30-year track record of delivering high quality regeneration from complex and challenging sites.

St. Modwen's £1.7 billion national portfolio of over 100 projects includes:

• The comprehensive redevelopment of the Leegate Shopping Centre in Lewisham
• The transformation of Wembley Central into a thriving local centre
• The regeneration of New Covent Garden Market in Nine Elms.

NOTTING HILL HOUSING

Notting Hill Housing is one of London’s leading housing associations. Founded in 1963, it now manages more than 31,000 properties across the capital and is currently developing a wide variety of sites.

With ambitious plans to build 1,400 homes every year, it has one of the largest development programmes in London, including:

• Royal Albert Wharf, Royal Docks, Newham, the transformation of a brownfield docklands site into a new town centre with over 1,500 new homes and 8,700 square metres of new commercial, retail, leisure and community space
• Abbey House, Southwark, a 51 home development completed in 2016 which was nominated for a Royal Institute of British Architects (RIBA) award.
4. THE SITE TODAY

A WELL-CONNECTED LOCATION IN THE HEART OF WOOLWICH.
LOCATED OPPOSITE THE ROYAL ARSENAL DEVELOPMENT AND JUST A SHORT WALK FROM THE TOWN’S MAIN LANDMARKS, SPRAY STREET QUARTER IS A KEY SITE FOR REGENERATION IN WOOLWICH TOWN CENTRE.

A SITE WITH THE POTENTIAL TO OFFER MUCH MORE

Although currently under-used, the site is in a fantastic location, close to the river, Woolwich’s main shopping area and a whole host of transport links and public spaces.

However, the current layout of the site, including the (now largely closed) covered market, is a barrier for pedestrians. The lack of routes through the site is a missed opportunity for Woolwich and many people simply pass the site by on their way elsewhere.
5. THE DRAFT MASTERPLAN

The evolving draft masterplan for Spray Street Quarter with planned building heights (G=ground floor, i.e. G=15 indicates ground floor plus 15 storeys)

### USE

<table>
<thead>
<tr>
<th>USE</th>
<th>TARGET AREA*</th>
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<tbody>
<tr>
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<td>sqm</td>
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<td>Nursery</td>
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<td>Affordable Housing</td>
<td>35% of units across the scheme</td>
</tr>
<tr>
<td>Private Housing</td>
<td>65% of units across the scheme</td>
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</tbody>
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*area / units listed = total across the entire proposed scheme

The ground floor plan for the Spray Street Quarter development

www.spraystreetquarter.co.uk
6. OUR VISION – A PLACE THAT CONNECTS

THE PROPOSED REGENERATION WITH A NEW, OPEN SPACE AT THE HEART OF SPRAY STREET QUARTER OFFERS A GREAT OPPORTUNITY FOR THE EXISTING PUBLIC SPACES IN WOOLWICH TOWN CENTRE TO BE KNITTED TOGETHER.

Spray Street Quarter will offer a range of exciting uses, creating an impressive entrance into the town from the east. With intimate streets and a new public square it will become an open and community-oriented new quarter for Woolwich.

By opening up the site to pedestrians, people will be encouraged to use different routes through the town centre. This will expand the focus of activity further towards the east – improving connections between Woolwich's centre, the new Crossrail station and the river. Parry Place will be retained and the environment around it improved. This will ensure access is maintained from north to south, with new entrances created around the edges of the site.

The site is exceptionally well-connected by public transport. It is just a one minute walk from Woolwich Arsenal station – the second busiest DLR station in London and about a two-minute walk from the new Crossrail station (Elizabeth Line) at Royal Arsenal. There are also multiple bus stops and interchanges close by and Plumstead Road has been designated as a key cycle route for the future.

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7. OUR VISION – A PLACE TO LIVE

THE DEVELOPMENT WILL PROVIDE UP TO 750 NEW HOMES COMPRISING ONE, TWO, THREE AND FOUR BEDROOM PROPERTIES, AS WELL AS TOWNHOUSES.

All of the properties will include private outdoor space, either as a balcony, terrace or roof garden. Roof gardens will be incorporated into the building design while private gardens will be included in the courtyards of three of the six residential blocks, providing a pleasant environment in which to relax.

35% of the homes will be provided as affordable housing. The developer is working closely with the Royal Borough of Greenwich to ensure these homes are genuinely affordable. As well as offering affordable rental rates, Spray Street Quarter will deliver homes to buy as shared ownership.
8. OUR VISION – A PLACE TO WORK

SPRAY STREET QUARTER WILL BE MORE THAN JUST NEW HOMES. THERE WILL ALSO BE NEW OFFICES AND FLEXIBLE WORKSPACE WHICH WILL CREATE NEW JOBS AND ATTRACT MORE BUSINESSES AND VISITORS TO WOOLWICH. ALONG WITH THIS, A RICH MIX OF RETAILERS (INCLUDING BOTH INDEPENDENT AND WELL-KNOWN BRANDS) WILL BE INCLUDED IN THE SCHEME.

Overall, Spray Street Quarter will provide approximately 300 new jobs in the new retail, leisure and employment uses that will be introduced on to the site. Additionally, approximately 300 temporary jobs will be created each year during the construction process.

The first floor plan for the Spray Street Quarter development

Illustrative view of the developed Plumstead Road
9. OUR VISION – A PLACE TO BE ENTERTAINED

A NEW INDEPENDENT CINEMA, ALONG WITH A DIVERSE MIX OF CAFÉS, RESTAURANTS, BARS AND SHOPS WILL PROVIDE A LIVELY ENVIRONMENT AT SPRAY STREET QUARTER.

The new leisure facilities will encourage local people to stay in Woolwich in their free time, boosting the night time economy and bringing more custom to the area’s shops and services.

The public space at the heart of the regeneration will provide a shared space for events and exhibitions, meeting friends or just sitting and relaxing.

Spray Street Quarter will be a place where people – friends, families and whole communities – can come together. We want to create an inclusive space which everybody can enjoy.

Woolwich is already a great place to visit. But it could be so much more – a buzzing and lively district full of the best that London has to offer.

www.spraystreetquarter.co.uk
10. YOUR FEEDBACK AND NEXT STEPS

THANK YOU FOR TAKING THE TIME TO VIEW OUR EVOLVING PROPOSALS FOR SPRAY STREET QUARTER.

We would like to know what you think of our latest draft plans – to share your feedback you can:

- Fill out a feedback form today
- Take the form away with you and return it later to our postal address
- Or visit our website: www.spraystreetquarter.co.uk and complete a form online.

The consultation period closes on 13 May 2017. Over the next few weeks we will be reviewing all of the feedback we have received. This will inform preparation of a detailed planning application which reflects the planning policy for the local area. We plan to submit the planning application to the Royal Borough of Greenwich by the end of year.

TIMELINE

June 2016: First round of public consultation
July 2016 – March 2017: Consideration of feedback and development of the evolving vision
April 2017: Second round of public consultation
Summer 2017: Consideration of feedback and amends to the draft plans
Late 2017: Planning application to be submitted to the Royal Borough of Greenwich
Spring 2018: Potential determination of the planning application by the Royal Borough of Greenwich
2018 onwards: Ongoing engagement with the local community throughout the project

The content of these boards will be available on our website following this exhibition.

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