

**CHARLTON  
CONVERSATIONS**  
ANCHOR & HOPE LANE

# Statement of Community Involvement

## December 2016





View on the river from the Angerstein Wharf

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# Chapter 01

## Executive summary

### Overview

Charlton Conversations is a process of community consultation on a number of development sites within the wider Charlton Riverside regeneration area.

The first sites to come forward for development are the 'Anchor & Hope Lane sites'.

Between September and November 2016, Soundings carried out a process of community consultation to raise awareness and help inform the proposals.

This report documents each stage of the consultation process and community feedback received to date. It also tracks the key issues raised and the responses from Rockwell and includes a series of recommendations for future consultation.

### Objectives

The aims of the consultation process were to:

- Raise awareness of the project and proposals with local residents, businesses and local stakeholder groups.
- Offer a range of ways for people to get involved.
- Ensure residents living closest to the site have maximum opportunity to be involved.
- Be transparent, accessible, inclusive and engaging.
- Record community feedback on the proposals and understand local priorities with regard to the future of the site.
- Clearly communicate the feedback from the community to the developer and design team.

### Context

- The Charlton Riverside area is targeted for significant supply of housing and jobs by the London Mayor (through the GLA) and by the Royal Borough of Greenwich (RBG).
- The 2012 Supplementary Planning Document (SPD) produced by RBG to guide development did not attract interest from private sector developers as the proposed densities weren't considered viable.
- The SPD is being updated by Aecom. As four years have passed since the previous SPD was issued there is growing pressure on landowners to submit planning applications to bring forward development.

## Summary of activities

### Stage 1: Draft Proposals

- 7500 event leaflets delivered
- Political Briefing session attended by ward councillors
- Draft Proposal exhibition over 3 days
- Online survey
- Business drop-in
- 2 local 'Walk & Talks' events conducted with local residents
- Dedicated neighbourhood engagement workshop
- Door-to-door survey

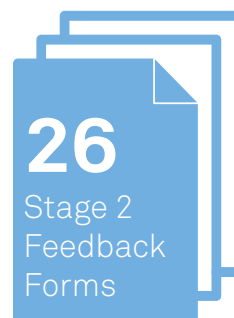
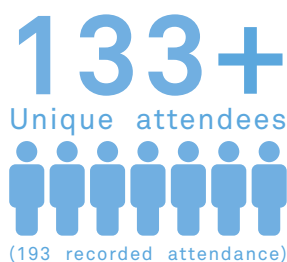
### Stage 2: Final Proposals

- 7500 event leaflets delivered
- Final Proposal exhibition over 2 days
- Business drop-in

### Ongoing activities

- Update emails and invitations to local stakeholder groups, local facilities, Ward Councillors and all who registered their interest in the project
- One-to-one meetings
- Project website and online information resource
- Stakeholder mapping

## Involvement & feedback





Walk & Talk October 2016



Draft Proposal exhibition September 2016



Final Proposal exhibition November 2016



Draft Proposal exhibition September 2016



Residents workshop October 2016



## Headline summary of feedback

### Overview

- Topics discussed were similar across both stages of consultation. Initial feedback to the Draft Proposals was broadly positive and the second stage of consultation provided further detail and developer responses to key issues and questions raised.
- However potential impacts of height & density has been a key concern throughout. As heights remained similar in the Final Proposals, this became an overriding issue that often negated other aspects. Giving rise to objections across the scheme (e.g. landscape which was initially received well).
- Neighbouring residents were naturally concerned about immediate impacts and proximity of the buildings. Wider feedback suggested the need for a joined-up approach for the area. There were reservations about height / impact of density, balanced with positivity towards the provision of green public open space, new homes and facilities.

### Links to a wider masterplan

- Some commenters wanted to see the proposals follow on from the revised SPD (Supplementary Planning Document) masterplan for the wider area to ensure a joined-up approach. Although there is also a degree of understanding of the uncertain timescales of the SPD and need for landowners to move forward with plans.
- There was a desire to see a low-rise option with streets and houses, as indicated in the 2012 SPD. The project team have been clear that this is not a realistic / viable option, especially given the need to provide a significant number of new homes, remediation costs and wider infrastructure ambitions.
- As the first sites to come forward in the regeneration area, a range of wider and cumulative issues have been raised in this consultation including: transport capacity, London-wide house prices, jobs and the retention of local, value added enterprises.

### Key areas of positivity

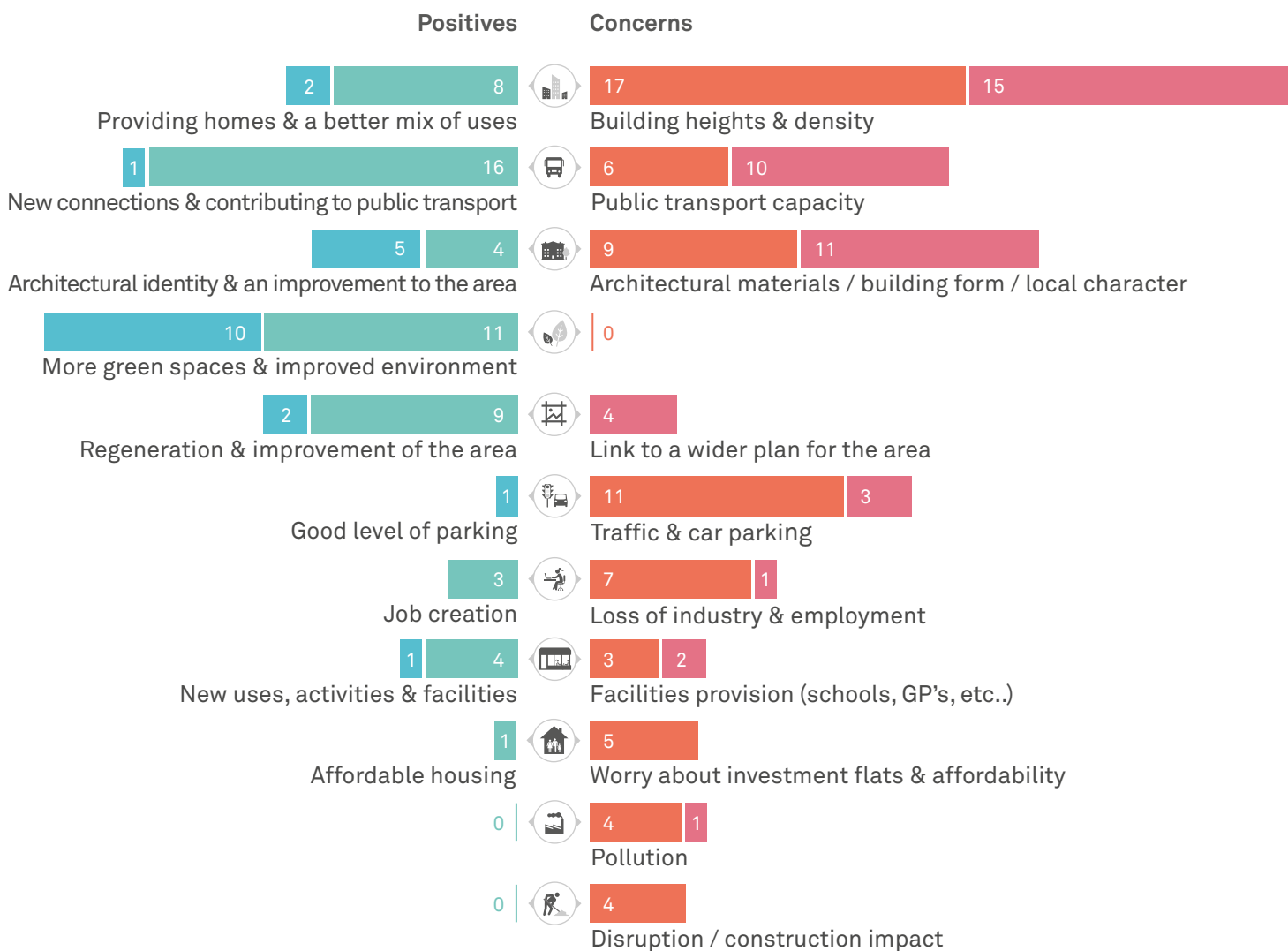
- Inclusion of new public open greenspace.
- Providing a mix of uses and new homes.
- Improvement of the existing area.
- Local facilities, particularly childcare, cafes and health facility.
- Local access to leisure facilities.
- Approach to environment and ecology.
- Opening up the area with new connections, and routes to / from the river.

### Key areas of concern

- These most often related to potential impacts of density and building heights, including:
  - Cumulative impact (as part of the wider regeneration area) on traffic, transport and local facilities / services.
  - Impact on the existing low-rise character of Charlton and views to the river.
  - Impacts and proximity of buildings to site neighbours.
- Construction impact.
- Affordability and creation of community.

## Positives & concerns

At each stage of consultation we provided open-opportunity for participants to let us know about their key priorities and feedback - both positive and negative. All responses are analysed comment by comment and the diagram below combines feedback from both stages of consultation to give a sense of the discussions throughout.

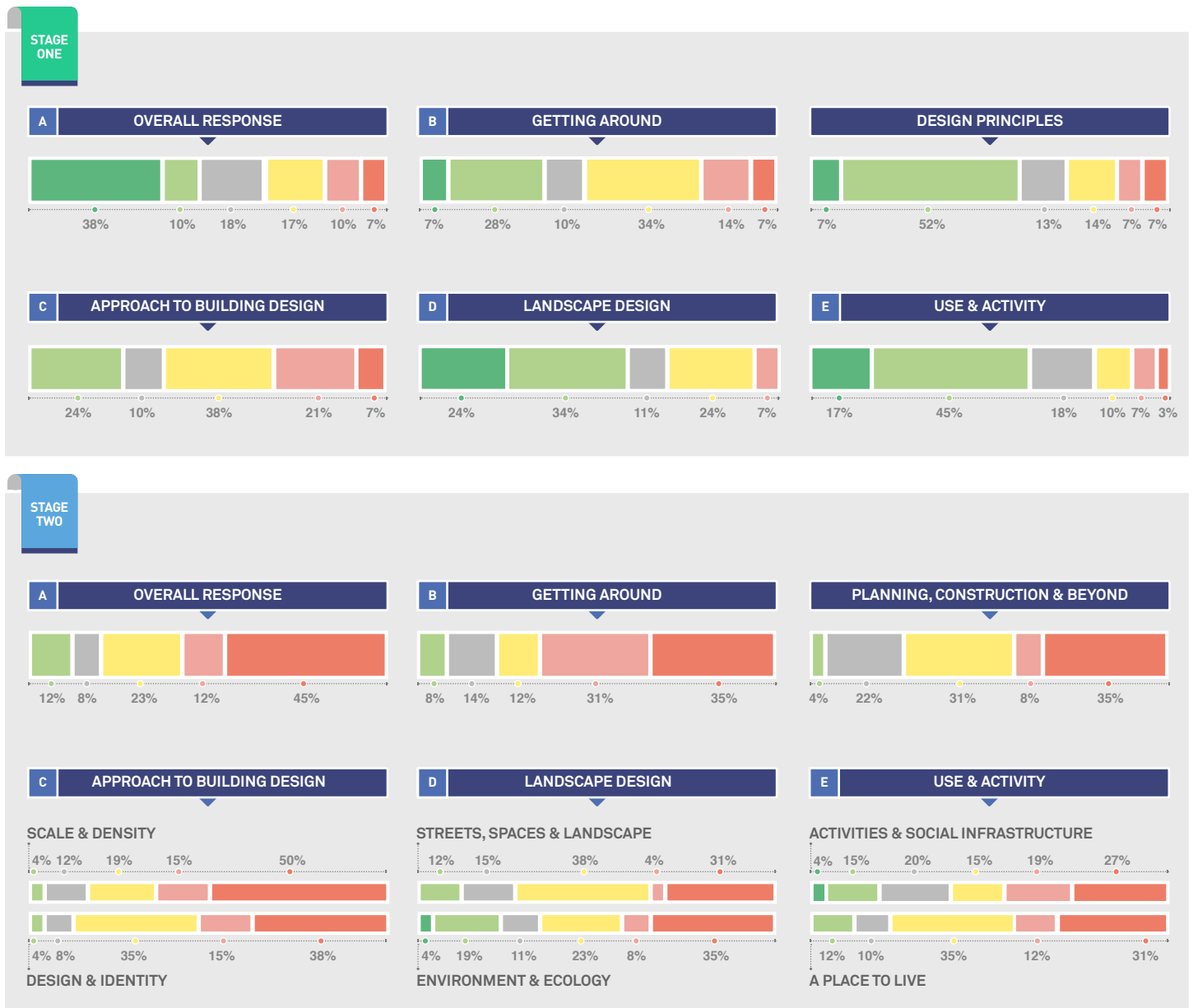


Key Positives ■ Stage 1 ■ Stage 2

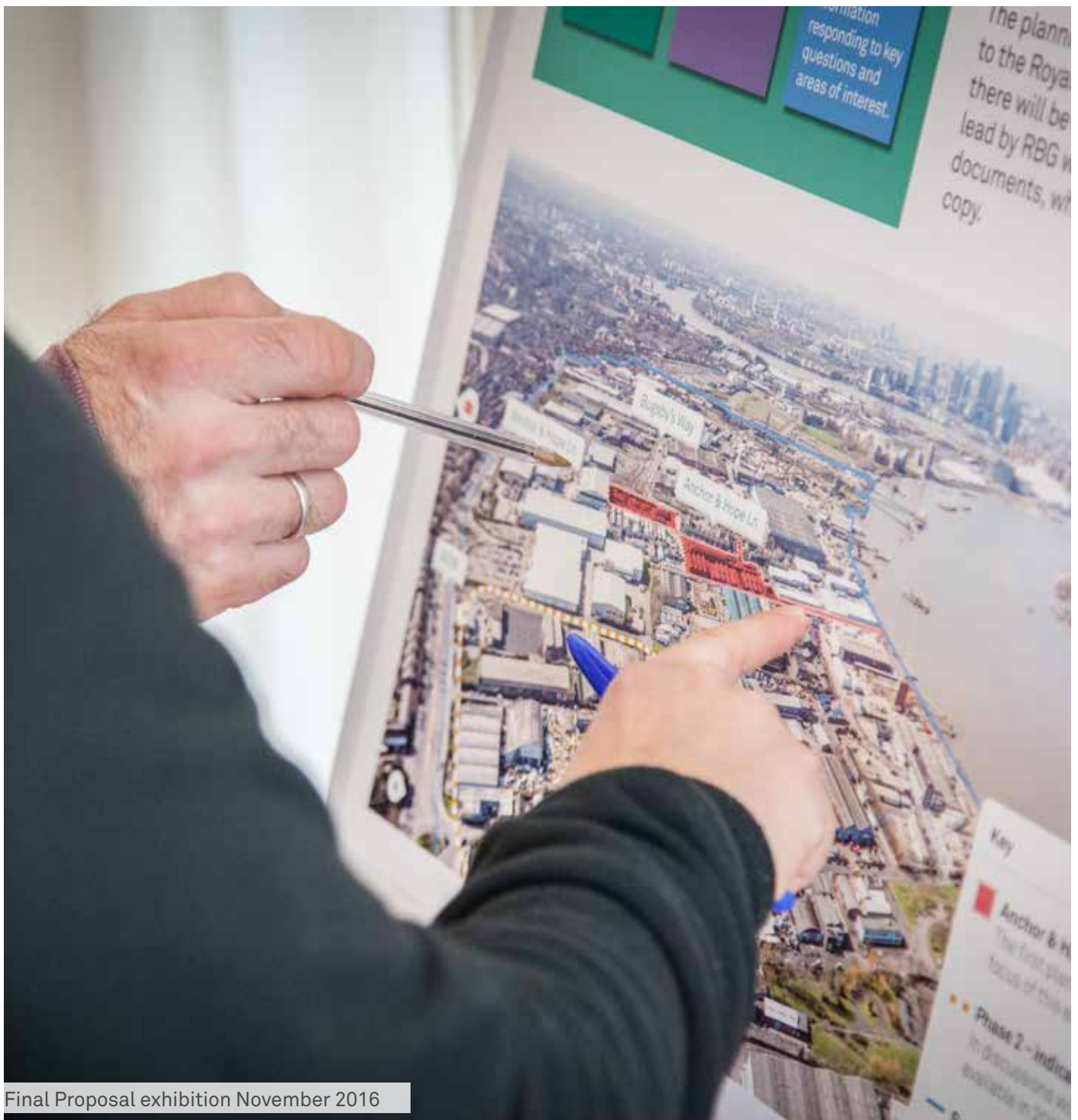
Concerns ■ Stage 1 ■ Stage 2

## Quick response across topics

Alongside qualitative feedback, we asked attendees to rate their overall response to different aspects of the proposal (from 'really like' to 'really dislike') at each stage. The diagram below presents responses across both stages of consultation. This shows that the proposals were well received in the first stage of consultation, with 48% positive 'overall response'. However, this changed in the second stage of consultation, with higher levels of dislike, neutral or no response, reducing to 12% positive 'overall response'. From discussions it became clear that much concern stemmed from the heights and density which became an overriding factor across all aspects.



Key ■ Really like ■ Like ■ Neutral / I don't know ■ No answer ■ Dislike ■ Really dislike A Corresponding topic area across stages



Final Proposal exhibition November 2016

## Responding to key issues

All community feedback has been collected, collated and discussed with Rockwell and the project team to help inform the proposal and to compile a list of key questions and answers from Rockwell. The questions are outlined below and responses can be found on pages 63 to 69.

### Impact

- Why is density higher than the 2012 SPD (Supplementary Planning Document)? Can building heights be reduced?
- What will the impact on views and light be for neighbouring residents? Also from 'Charlton Hill'?
- How will the proposals impact air quality?
- How will the cumulative impact of all developments in the wider regeneration area be assessed, and a strategy put in place?

### Character & identity

- Can the proposals respond more to local heritage?
- Can there be a 'softer' materials palette that uses less glass / metal cladding?

### Access & movement

- How will the proposals impact the existing traffic and transport network? Does this take into account other planned development?
- Who would provide a river-pier and how might this happen?
- Can the eastern side of Anchor and Hope Lane be a Controlled Parking Zone?

### Activities, facilities & social infrastructure

- Can the leisure facilities and/or meeting spaces be available to the wider community - particularly existing residents neighbouring the site?
- Will there be social infrastructure facilities (particularly schools and GPs) to accommodate new residents in the wider regeneration area?

### Ecology & landscape

- How can we be reassured that the public spaces will be active and usable (not a 'token' manicured space)?
- How has wildlife habitat been considered and included in the proposals?
- Will you be making any improvements to the wider area?
- Are you including renewable energy / have an approach to sustainability?

### Employment & business

- Is there a business strategy? How can you be assured that business space would be attractive to businesses and remain occupied. Also, can any of the key local businesses be accommodated?
- During the construction, will you be using local companies / labour / apprentices?

### Housing

- What are the different unit sizes and how much affordable housing will there be? Does this include family and elderly accommodation?
- Will homes be marketed locally or UK first?

### Construction impact

- Will there be ongoing liaison with residents to inform the construction management plan? Will there be a 24 hour contact?
- Will structural integrity of adjacent buildings be monitored and impacts mitigated?

### Management & maintenance

- How will the public spaces and buildings be managed and maintained? Will there be a housing association?



The starting point - context

03

Links & connections

04

# Chapter 02

## Introduction

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### The project team



#### Developer

Rockwell is a leading mixed use developer working to enhance, grow and build thriving communities for long term sustainable living. They put innovative thinking at the heart of what they do and their integrated approach means that great ideas move efficiently and sensitively from vision to reality. Their team has worked on landmark schemes across London and the UK for over 25 years.



#### Landscape design

With over twenty years' experience Cameo & Partners are dedicated to improving everyday lives through Urban Design and Landscape Architecture. Our research lead design studio, based in London and Brussels, aims to reconnect people with nature in cities and regenerate places by questioning how the future of cities should develop in a sustainable way. At Cameo & Partners we create alternative approaches to the way development happens by understanding its impact at both local, national and global levels.



#### Architects & Masterplanners

Since the practice was founded by Rachel Haugh and Ian Simpson in 1987, it has compiled an impressive portfolio of award-winning projects. Its initiation was motivated by a shared belief in the power of high quality design to lead the regeneration of post-industrial cities and instigate new contemporary architectural identities. As projects have increased in scale over the years, these original values have matured and been reinforced such that they remain the practice's guiding principles.

#### The wider team

There are a number of other consultants involved, drawing on the range of expertise necessary to bring forward comprehensive proposals for the sites. Just some of these include; Soundings (Community Engagement); GVA (Planning Consultant); Transport Planning Practice - TPP (Transport Consultants); and Ramboll Environ (Environmental Impact Assessment) - amongst others.

## About the project

Rockwell own a number of development sites in the Charlton Riverside area. The Anchor & Hope Lane sites (see map to the right) are the first to come forward and have been the focus of this consultation. A planning application is expected to be submitted in late 2016.

- The Anchor and Hope Lane sites are 2.53 ha brownfield sites, which is the equivalent of about 4 international football pitches.
- It is located approximately a 6 minute walk from Charlton train station and is currently used for light industrial and low density employment.
- Two existing residential crescents are next to the site, nestled in industrial surroundings.

Details of the Phase 2 sites (see map to the right) are currently under discussion and being co-ordinated with the Royal Borough of Greenwich (RBG). More detail will be available during further consultation in 2017.

## About this report

This report provides a record of, and findings from, the pre-application consultation and engagement for the Anchor and Hope Lane site undertaken between September and November 2016.

It also tracks the key issues raised and responses from Rockwell. As well as a series of recommendations for future consultation.

A record of all consultation material can be found in the Statement of Community Involvement Appendices and on the website:  
[www.charltonconversations.com](http://www.charltonconversations.com)

## Past, present, future

The New Charlton riverside area has been a significant industrial area since Victorian times, historically known for glass, ropemaking and mineral extraction industries.

Since the 1960s the area has suffered effects of industrial decline with many of the original factories closing, but in more recent years heavy industries such as aggregates have prevailed. This includes the major facility at Angerstein Wharf, which has safeguarded wharf status in the London Plan along with Murphy's Wharf and Riverside Wharf.

In the wider area, manufacturing has been predominantly replaced with light industry, wholesale and large-scale retail.






The area is in a rapidly evolving part of London and planning policy has identified significant potential to become a new and active piece of London's unique waterfront, full details are on page 20.

The intention is that the proposals should integrate with the wider area and providing a more balanced mix of uses and active streets –whilst respecting links to the area's working, industrial and creative heritage.

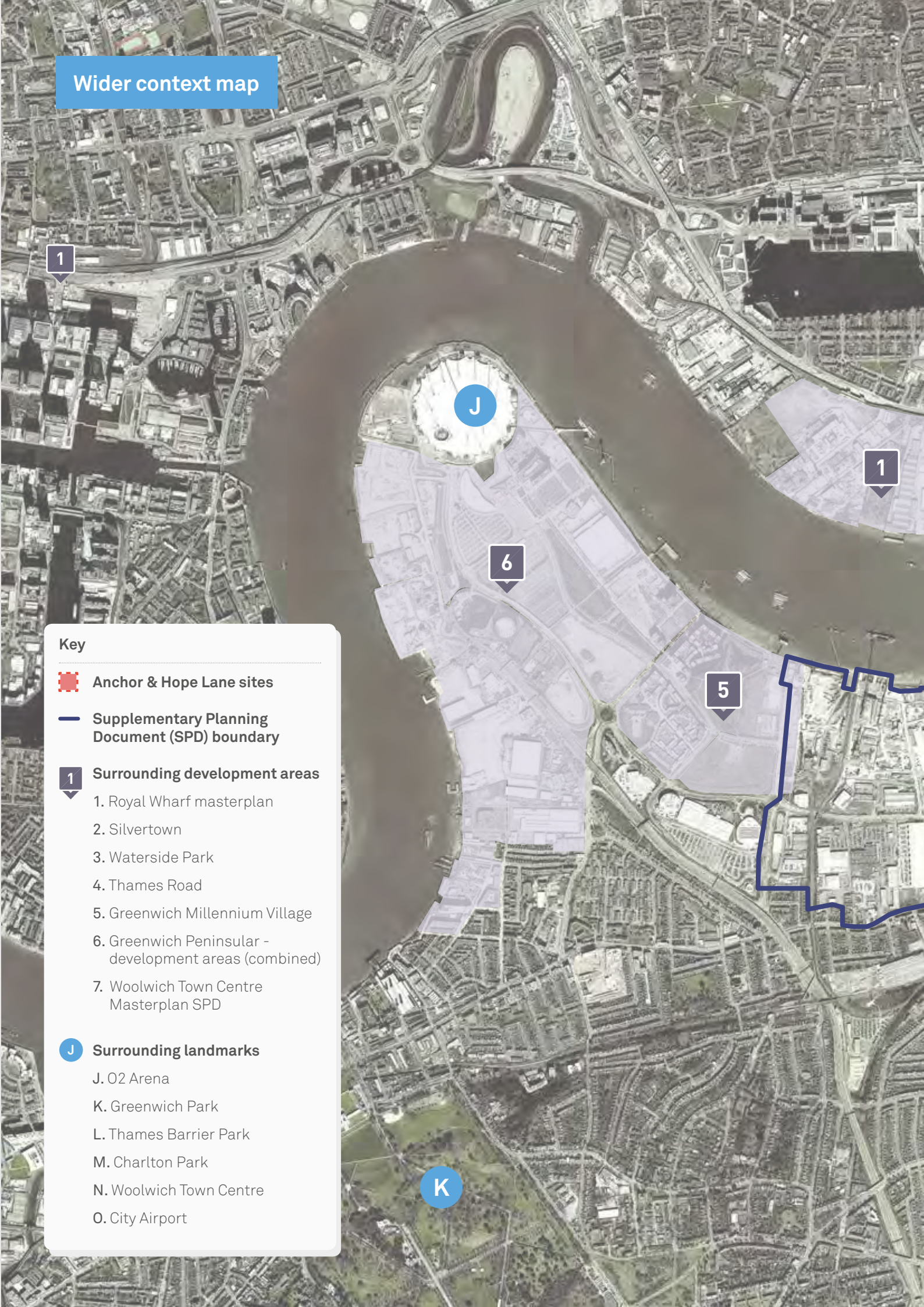
## Local context map







### Key

-  **Anchor & Hope Lane sites**  
The first planning application and focus of this exhibition.
  -  **Phase 2 - indicative area**  
More detail available in 2017.
  -  **Supplementary Planning Document (SPD) boundary**
  -  **Safeguarded wharves**
  -  **Ward boundaries**
- 
- A Local landmarks**
    - A. Angerstein Wharf
    - B. Sainsburys distribution centre
    - C. The Thames Barrier
    - D. Stone Lake retail park
    - E. Maryon Park
    - F. The Valley, Charlton Athletic FC
    - G. Charlton train station
    - H. Greenwich Shopping Park
    - I. Peninsula Retail Park
    - J. Murphy's Wharf
    - K. Riverside Wharf

## Wider context map



### Key

-  **Anchor & Hope Lane sites**
-  **Supplementary Planning Document (SPD) boundary**
-  **Surrounding development areas**
  1. Royal Wharf masterplan
  2. Silvertown
  3. Waterside Park
  4. Thames Road
  5. Greenwich Millennium Village
  6. Greenwich Peninsular - development areas (combined)
  7. Woolwich Town Centre Masterplan SPD
-  **Surrounding landmarks**
  - J. O2 Arena
  - K. Greenwich Park
  - L. Thames Barrier Park
  - M. Charlton Park
  - N. Woolwich Town Centre
  - O. City Airport



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## Planning context

The Anchor & Hope Lane sites are at the centre of a significant area of change identified in Greater London Authority (GLA) and Royal Borough of Greenwich (RBG) policy. This forms the starting point for any proposals in the Charlton Riverside area; which will need to balance responses to both local and strategic needs, alongside the interests and views of the many stakeholders involved.

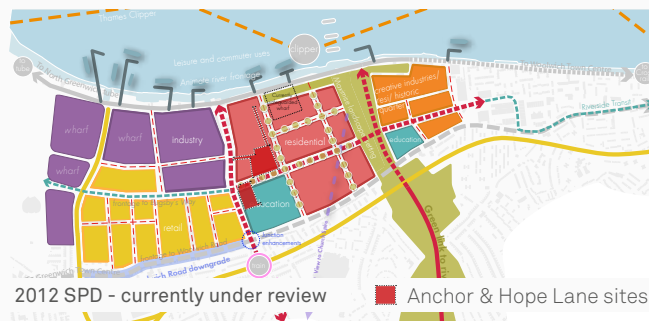
A number of drivers set the context for development, including the need to:

- provide new homes
- improve public spaces
- increase density
- provide a balanced mix of uses
- retain employment opportunities
- reference the area's heritage
- ensure physical and social infrastructure can be improved

### Overview of key planning policy



GLA map of opportunity areas in east London



2012 SPD - currently under review

Anchor & Hope Lane sites

### Greater London Authority - London Plan

This is the Mayor's strategic plan for London that sets out a comprehensive framework for development. It identifies Charlton Riverside as a new Opportunity Area to accommodate substantial housing to meet London-wide needs, employment and a mixed intensive use of land. Some key targets for the wider Charlton Riverside area include:

- Minimum 3,500 homes and 1,000 employment capacity.
- Three safeguarded wharves (Angerstein, Murphy's and Riverside Wharves).

### Royal Borough of Greenwich - Core Strategy & Charlton Riverside SPD (Supplementary Planning Document)

The Core Strategy is the key strategic planning document for the Royal Borough of Greenwich (RBG) and is used to help shape development and determine planning applications. It identifies the wider Charlton Riverside area as a Strategic Development Location and sets-out ambitions for:

- 3,500 - 5,000 new homes (as part of RBG's minimum target for 26,850 new homes in 10 years).
- A mixed use urban quarter including community, education, small businesses, creative industries and employment.
- Improvements to Charlton Rail Station.

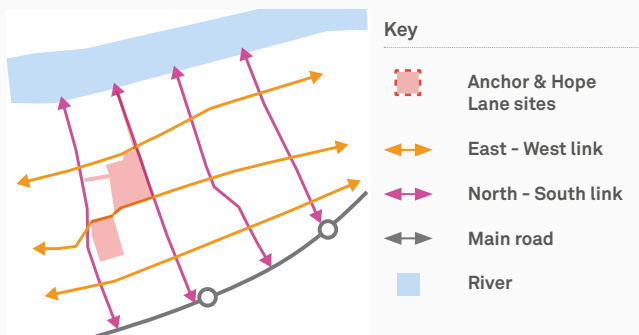
The Charlton Riverside Masterplan SPD (Supplementary Planning Document) provides more detailed guidance for development in this area, adopted in 2012. However, an updated masterplan is currently being prepared by Aecom on behalf of the Royal Borough of Greenwich (RBG).

## A joined-up approach

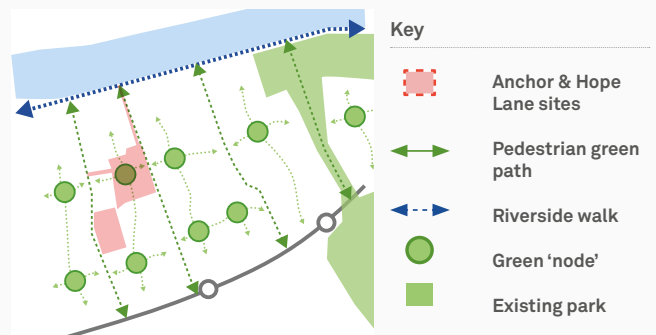
The project team are mindful that there is an ongoing revision of the Supplementary Planning Document (SPD) for the area and are working with those involved to ensure proposals are joined-up with the emerging key principles. As well as enabling new homes to meet London-wide need and Borough targets over the next few years. The diagrams below focus on the residential area of the SPD and illustrate how some of these key principles are being co-ordinated.

### Principles linking with the wider regeneration area and policy

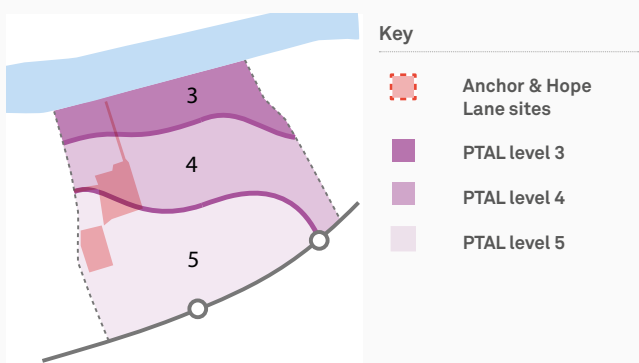
#### Proposals align with SPD route strategy



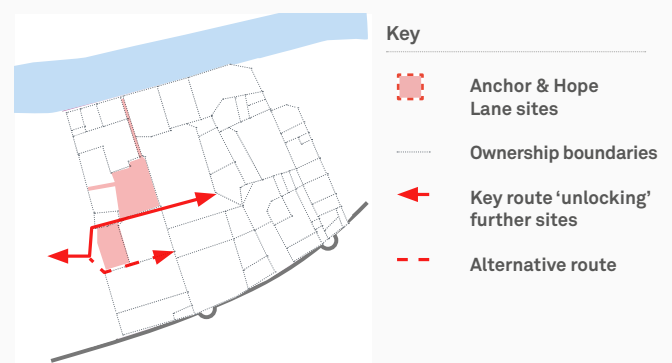
#### Proposals align with SPD landscape strategy



#### Key infrastructure raises area accessibility



#### Working with ownership boundaries





CHARLTON  
CONVERSATIONS  
ANCHOR & HOPE LANE

## Streets, space

*Response from Rockwell:* The extent of landscape proposed is a real positive and distinctive feature of the proposed development. How the landscape between the new and existing community has been a key consideration from the outset. The application proposes the concept of 'Living Streets', which is a design methodology for urban areas. It places the emphasis on the pedestrian experience and creates more intimate spaces which connect at a personal scale. By having uses and activities that will be used everyday at ground level, this aims to create a space that is actively inhabited by people, providing an opportunity for interactions and 'meeting the neighbour'.

The scheme uses a semi natural style of planting, with a mix of wetland, wildflower and woodland edge planting. Subtle variations in landscape style aim to create a sense of place and distinctive character areas to enhance the experience.

**Q. How can we be reassured that the public spaces will be active and usable (not a 'token' manicured space)?**

### Play

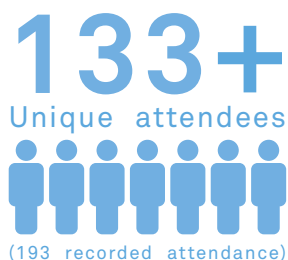
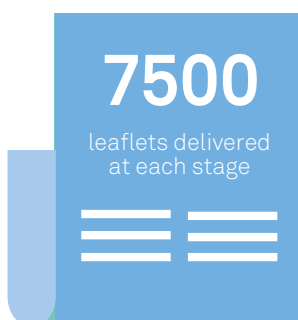
Play spaces are proposed across the scheme, tailored to suit different age ranges. These need to be designed in detail, but each will include items such as using rope and...



# Chapter 03

## Consultation process

### Facts & figures



### Raising awareness

#### Leaflets & letters

Over 7500 leaflets have been distributed door-to-door in the local area at each main stage of consultation. As well as 'bundles' left at local centres, local shops and meeting points, including schools, colleges, religious centres and doctors' surgeries.

Adjacent business owners and tenants have been contacted directly, as have adjacent residents and key local groups.

#### Website

[www.charltonconversations.com](http://www.charltonconversations.com)

The dedicated project website launched on 8th September 2016. The website is regularly updated to keep people informed and let them know how to get involved. The website provides access to all consultation material, exhibition boards and hosted an online feedback form in the first stage of consultation.

#### Ongoing community outreach

From the early stages of consultation, we have offered meetings with local groups to introduce the project more fully and help understand a range of views. These meetings have helped inform the consultation process and input into the feedback.

## Events & activities

### Draft Proposal exhibition

We held three drop-in exhibitions between the 24th and 29th of September 2016 to share and gather feedback on the Draft Proposal. Rockwell, the developer, and the project team were always on hand to answer questions and explain the proposal more fully. In addition to the exhibitions, online feedback was available on the project website between the 26th September and 6th October 2016.



Walk & Talk

### Final Proposal exhibition

Two drop-in exhibitions were held on the 24th and 27th of November 2016 to update on how the scheme had progressed and share the final proposals before they are submitted for planning. This included feedback from the Draft Proposals consultation, responses to key questions raised and a 3D model. As before, Rockwell and the project team were at all events.



Draft Proposal exhibition

### Venue

Events were held at Greenwich Yacht Club. This was focused first and foremost on the criteria that it should accommodate, as a priority, adjacent residents who would be most directly impacted by the Anchor and Hope Lane scheme. There are very few venues in the area immediately around the site and after significant research into venue options this was selected as the most appropriate local venue given its a recognisable location with the capacity, facilities accessibility, parking and availability required.



Residents workshop

The exhibition and all key consultation material is available to download at [www.charltonconversations.com](http://www.charltonconversations.com)

### Business drop-in

At stage 1 and 2 of the consultation, on the 28th September and 24th November 2016 respectively, we held a dedicated business drop-in sessions for adjacent businesses and tenants to discuss the project and answer any questions.

### One-to-one meetings

Local groups and organisations were offered one-to-one meetings to introduce the project; these have helped us understand a range of local views and informed the approach to consultation.

### Neighbours engagement

As direct neighbours to the site we held a specific workshop with Atlas & Derrick Gardens residents on 8th October 2016, as well as weekend door-knocking to ensure each and every resident has had the opportunity to input.

### Walk & Talks

On 29th October and 1st November we held Walk & Talk sessions. Attendees guided the Soundings team around the local area to show us first hand both good and bad references as well as the things that are valued in the area.

### Reporting

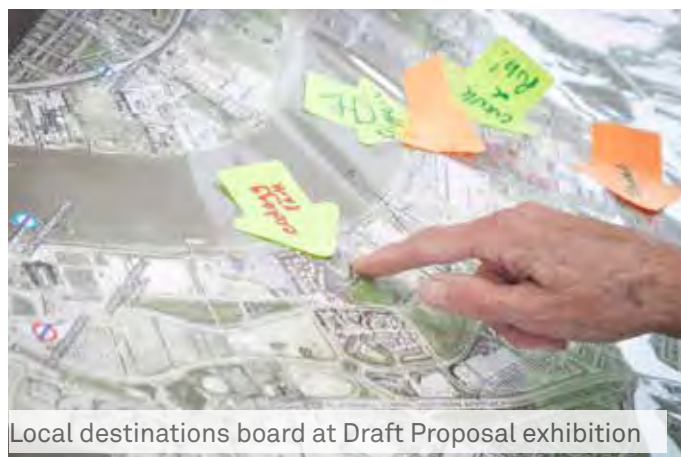
At the end of the first stage of consultation the report was shared publicly for community review to ensure it was representative of feedback received. Any comments received have been subsequently cross-checked and included.



Final Proposal exhibition



Final Proposal exhibition



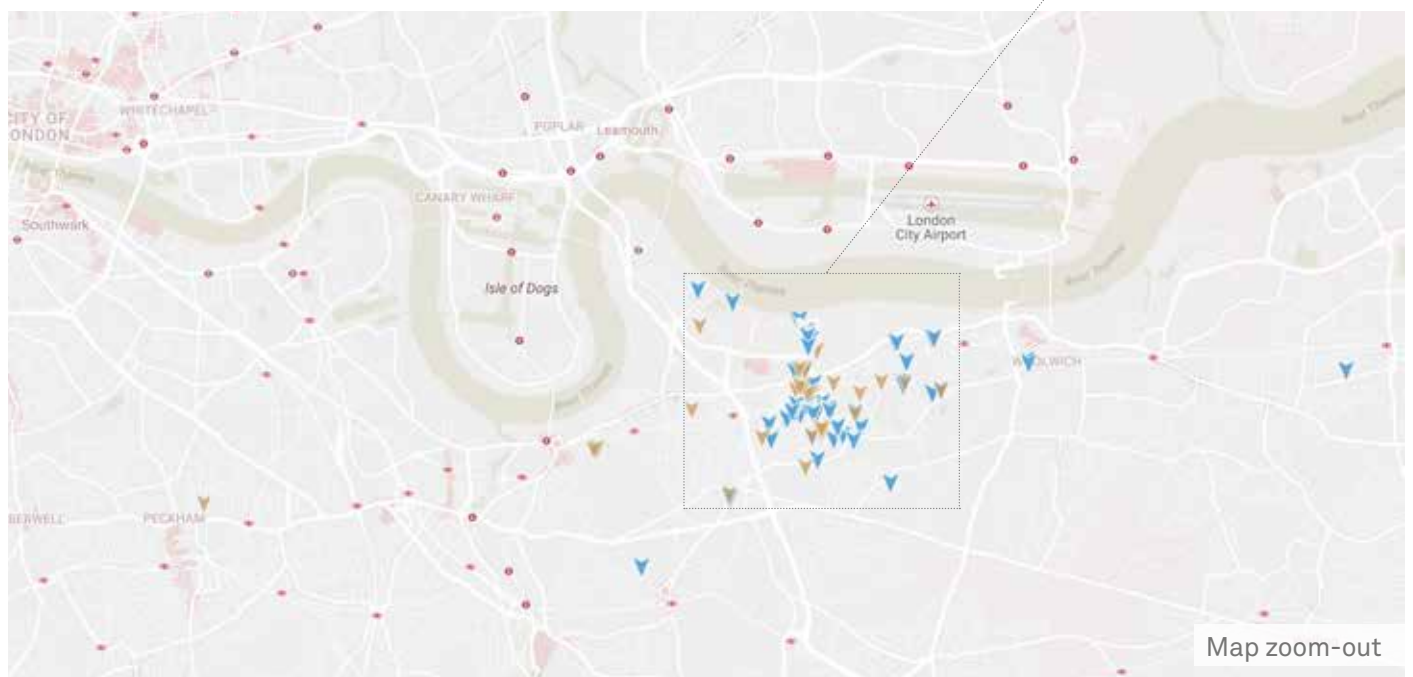
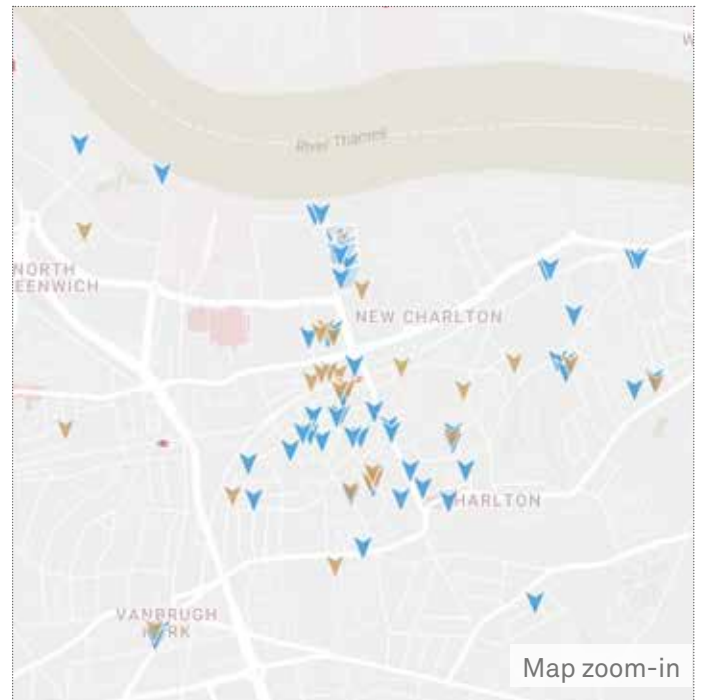
Local destinations board at Draft Proposal exhibition

## Event attendee mapping

This page shows a geographical mapping of event attendees throughout the process. It included those who have provided an address or postcode, which represents 70% of approximately 175 attendees and gives a good indication of geographical spread.

Overall, the majority of participants are local to the SE7 area. A significant number of participants came from the neighbourhoods closest to the site - Derrick Gardens, Atlas Gardens And Vaizey's Wharf. There was also good representation from the residential areas branching off Charlton Church Lane.

- ▼ Stage 1 attendance
- ▼ Stage 2 attendance



## Local Authority consultation updates

At each main stage of consultation we contacted Councillors (including adjacent Ward Councillors), Council Officers, and Members.

This provided information on the project and consultation process, a point of contact and invitation to a preview of the public exhibitions.

26 invitations were sent at each stage. Two Councillors attended the stage 1 preview session. At the second stage of consultation we were asked to cancel the preview, however two Councillors attended the main events.

Separately, the team also had meetings with Senior Councillors on two occasions and a number of pre-application meetings with Royal Borough of Greenwich officers, as well as meetings with GLA, CABE and TfL.