

Opportunity Area Portrait

Deptford Creek/ Greenwich Riverside



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London's additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs' performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

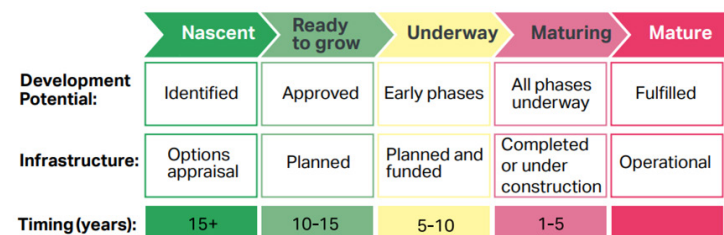
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

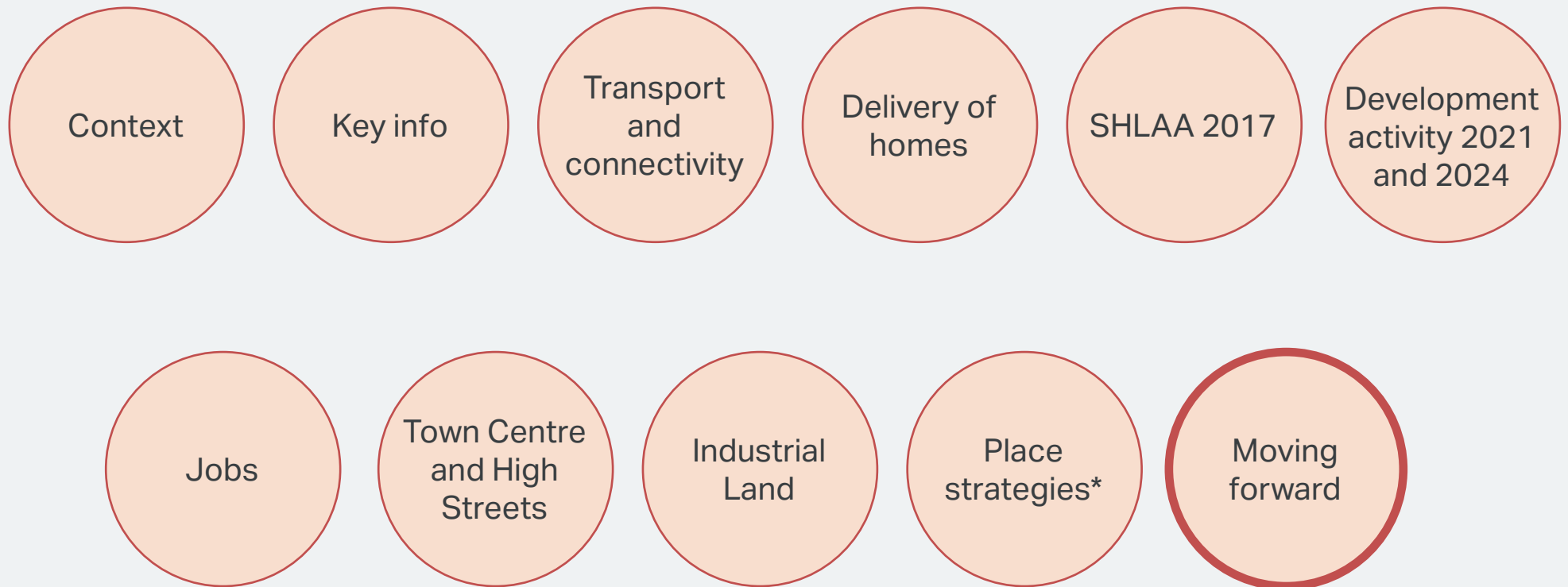


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

Deptford Creek/ Greenwich Riverside Context

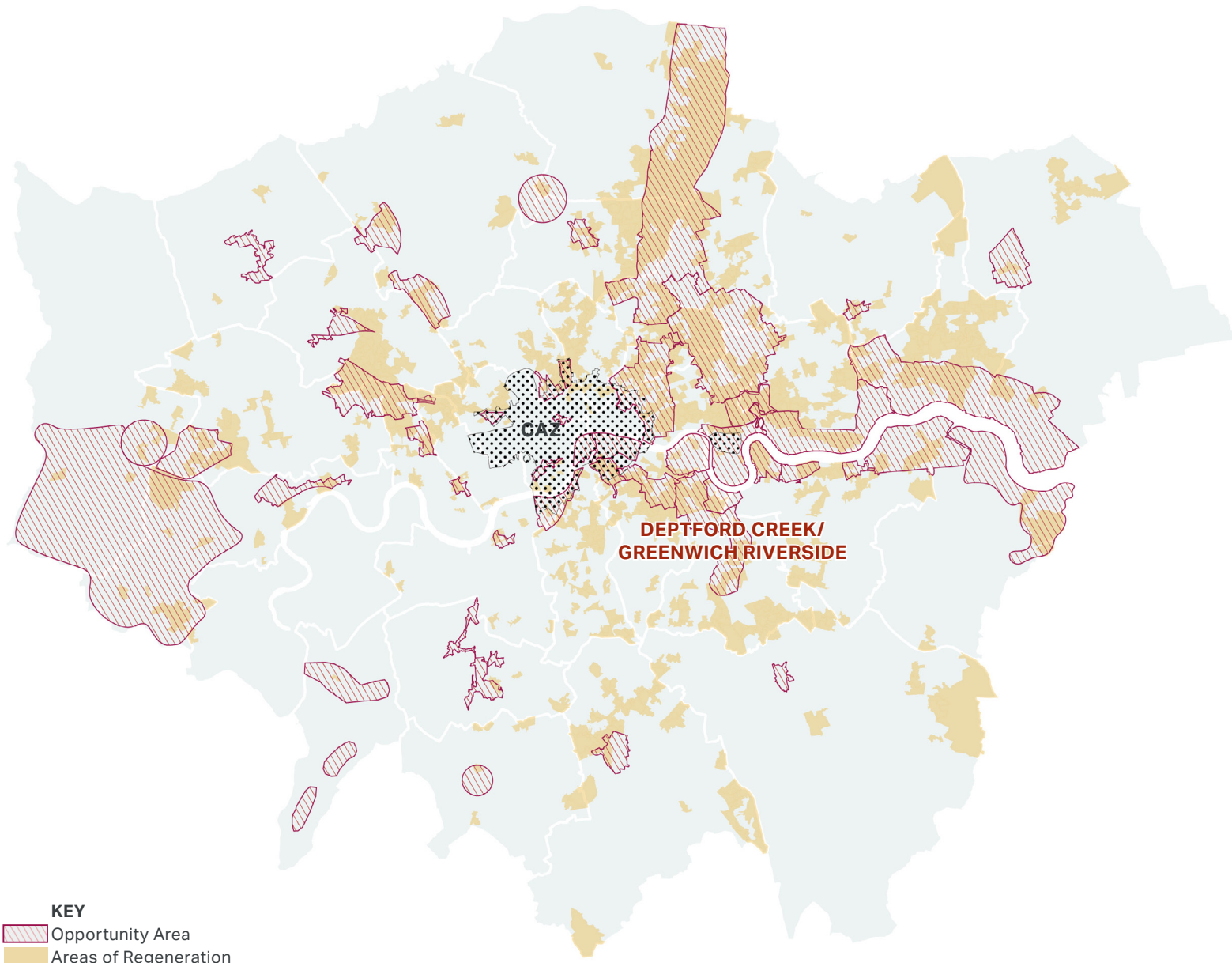
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)
- Paddington (Underway)

The OA is not within the CAZ.

Areas of Regeneration

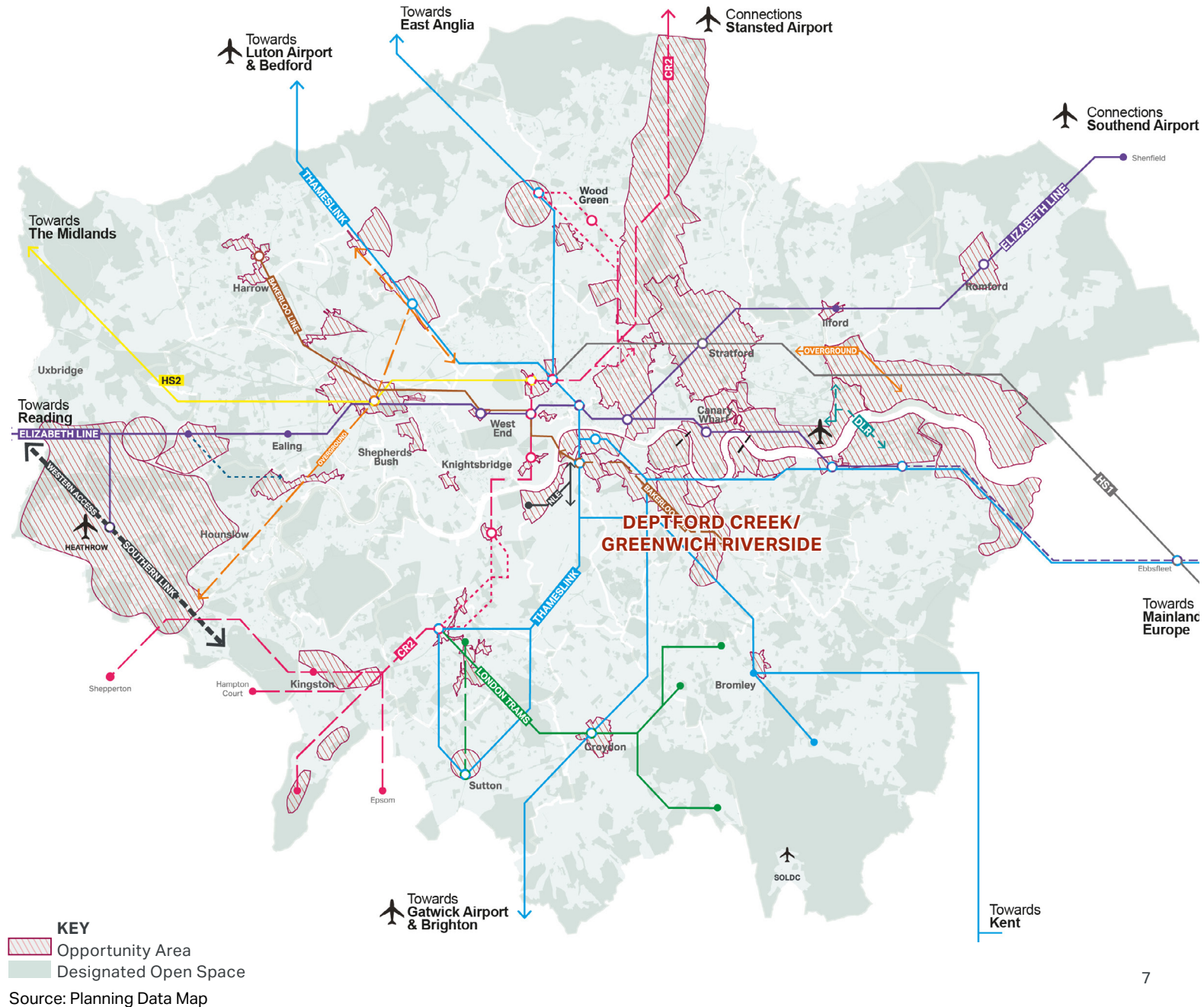
Areas of regeneration are identified in the southwest part of the OA.



Deptford Creek/ Greenwich Riverside Context

Transport and Growth Corridors

- Served by the, DLR, London Overground and National Rail service.
- Thameslink service currently connects the OA northwards towards Luton Airport, Bedford and East Anglia, southwards to Gatwick Airport, Brighton and Kent and eastwards to Mainland Europe.

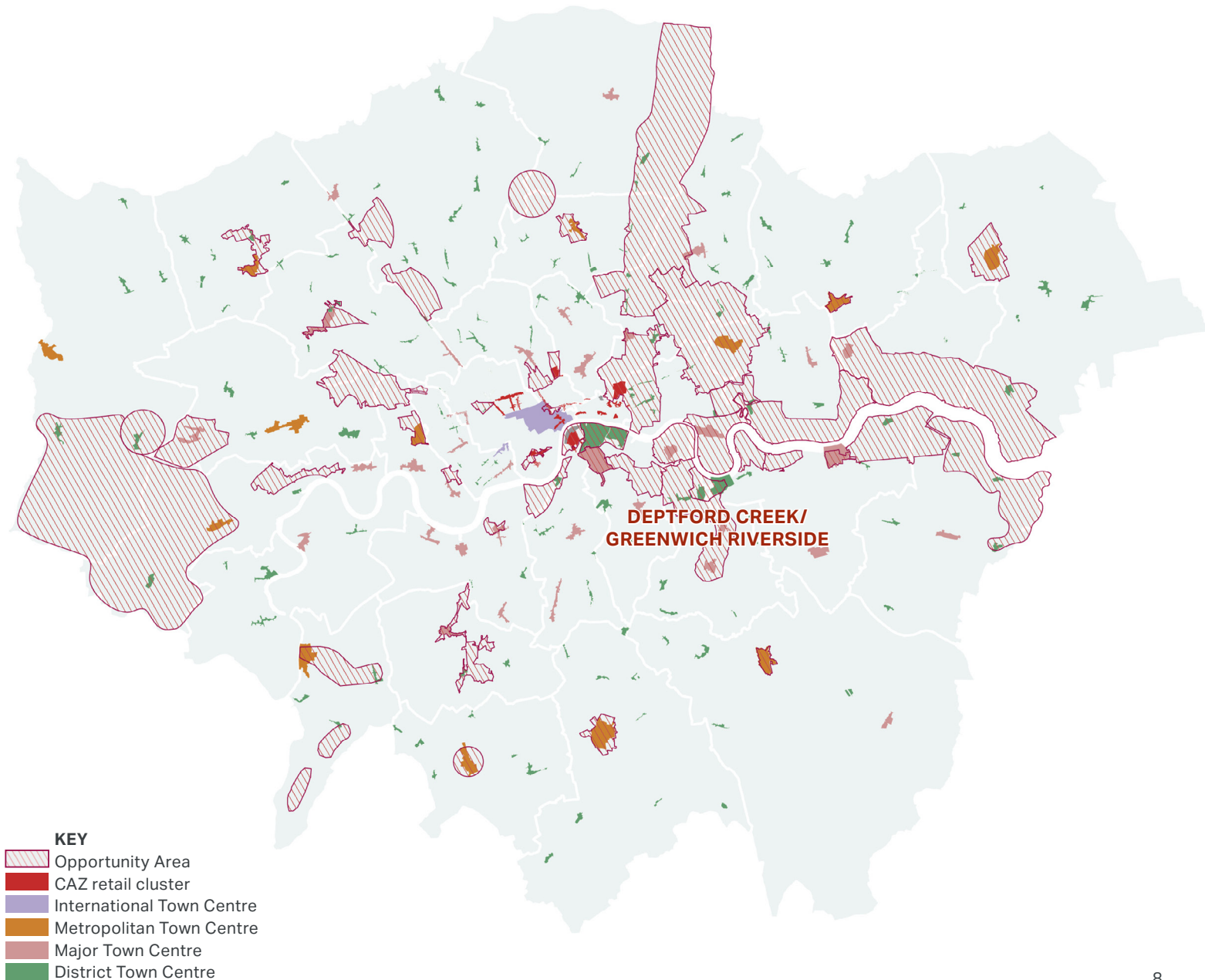


Deptford Creek/ Greenwich Riverside Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

The OA is home to Deptford District Centre, and part of Greenwich West.



Source: Planning Data Map

Deptford Creek/ Greenwich Riverside

Key info

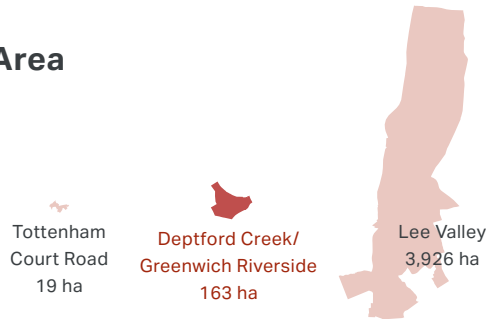
London Plan Designation Year

2004 2008 2011 2016 2021

Borough

LB Lewisham, RB Greenwich

Area



OA specific plans

N/A

Local Plan status

Examination in Public (LB Lewisham),
Regulation 18 (RB Greenwich)

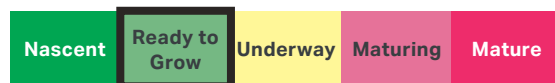
Growth Corridor

Bakerloo Line Extension

Housing Delivery Test 2023

Presumption

OA status (London Plan 2021)



London Plan 2021 capacities by 2041



Source: Google Earth

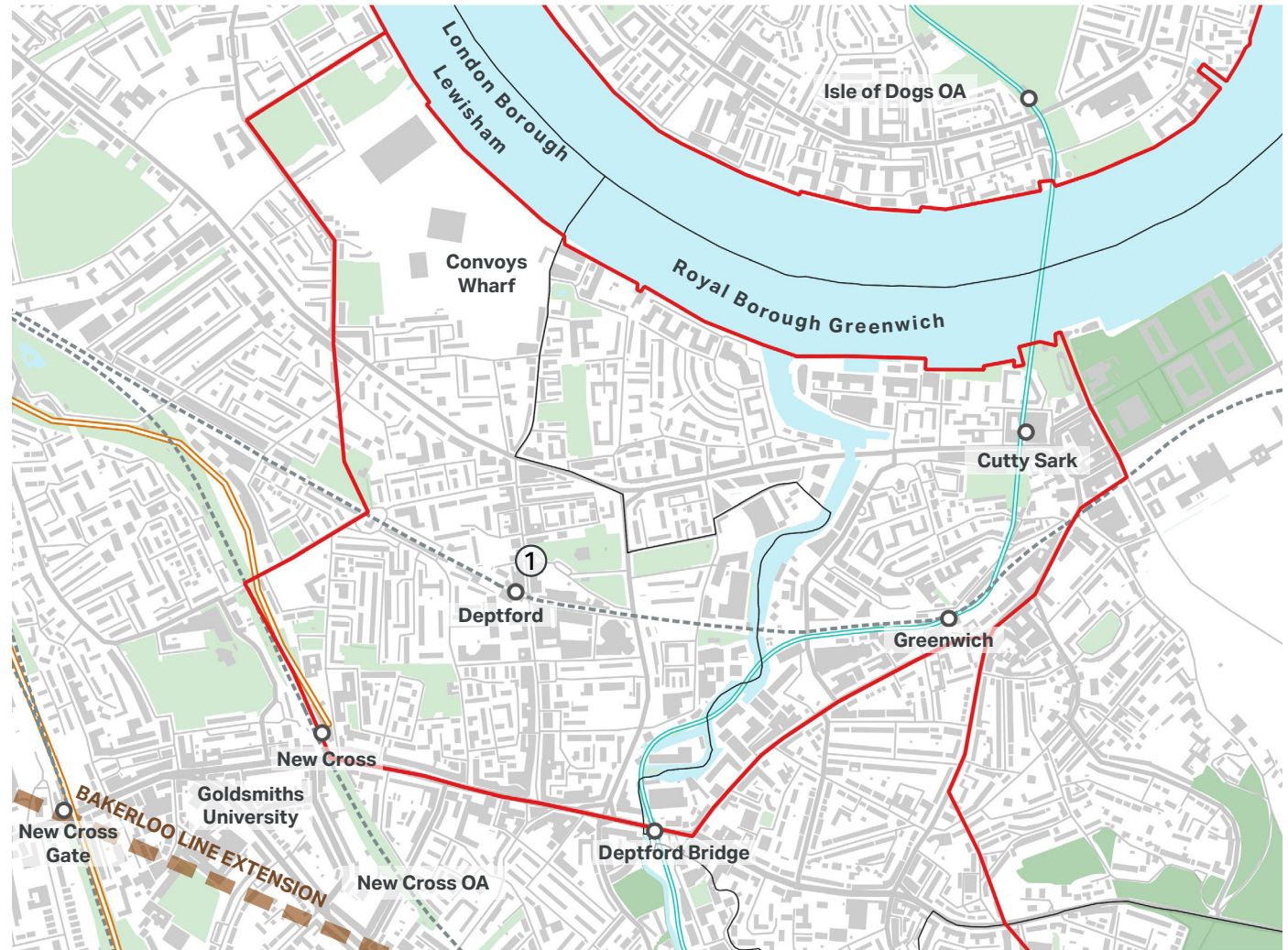
*Note that the LESD (2021) increased the capacity to 3,200 new jobs








KEY
Opportunity Area

Deptford Creek/ Greenwich Riverside

Transport and connectivity

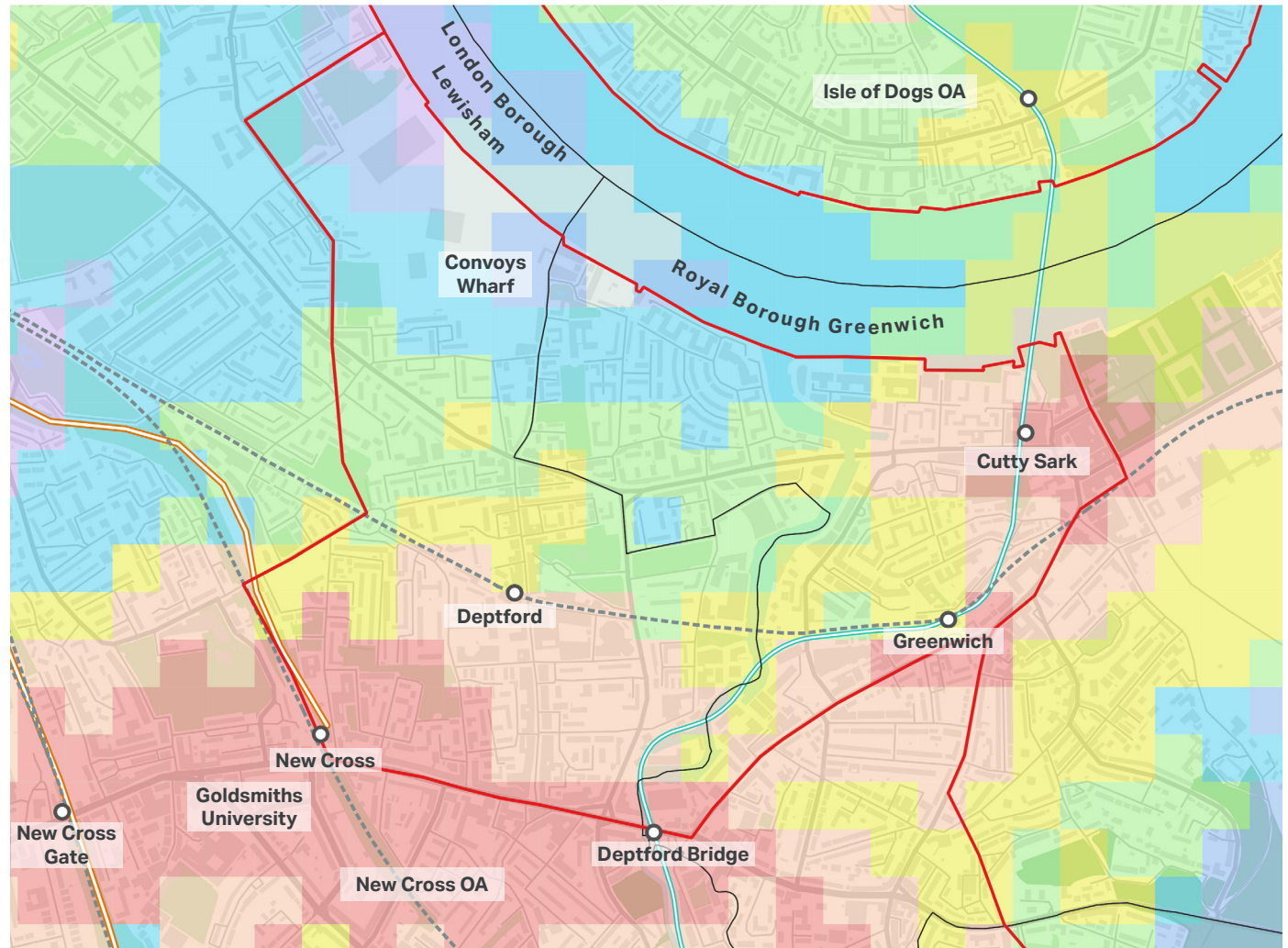
- DLR in the east part of the OA.
- Overground connecting the west part of the OA.
- Potential impact of future BLE.
- East - West connections along the Creek, and beyond: Walking/ Cycling potential strategic connectivity along the river (identified on emerging Local Plans).



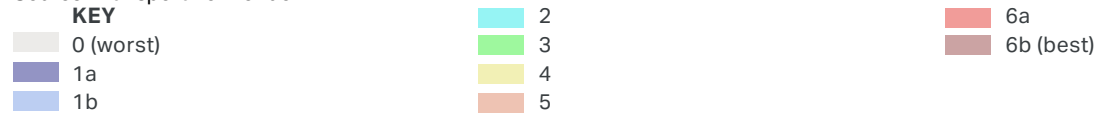
KEY			
	Opportunity Area		Station
	Metropolitan Open Space		National Rail
	Open Space		DLR
			Overground

Deptford Creek/ Greenwich Riverside

Transport and connectivity: PTAL 2031



Source: Transport For London



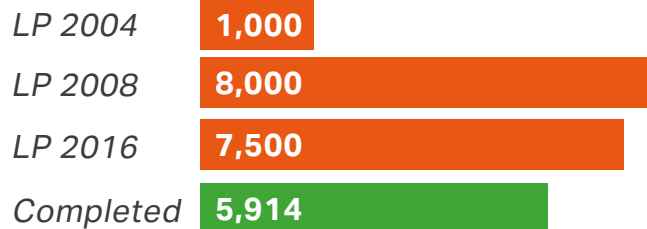
Deptford Creek/ Greenwich Riverside

Delivery of homes



Delivery pre-2019

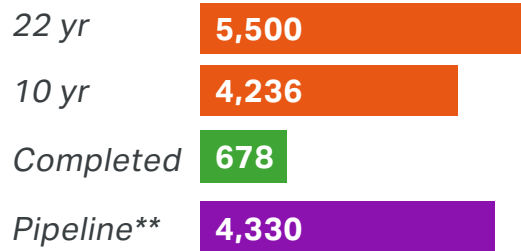
Completions since designation against capacity



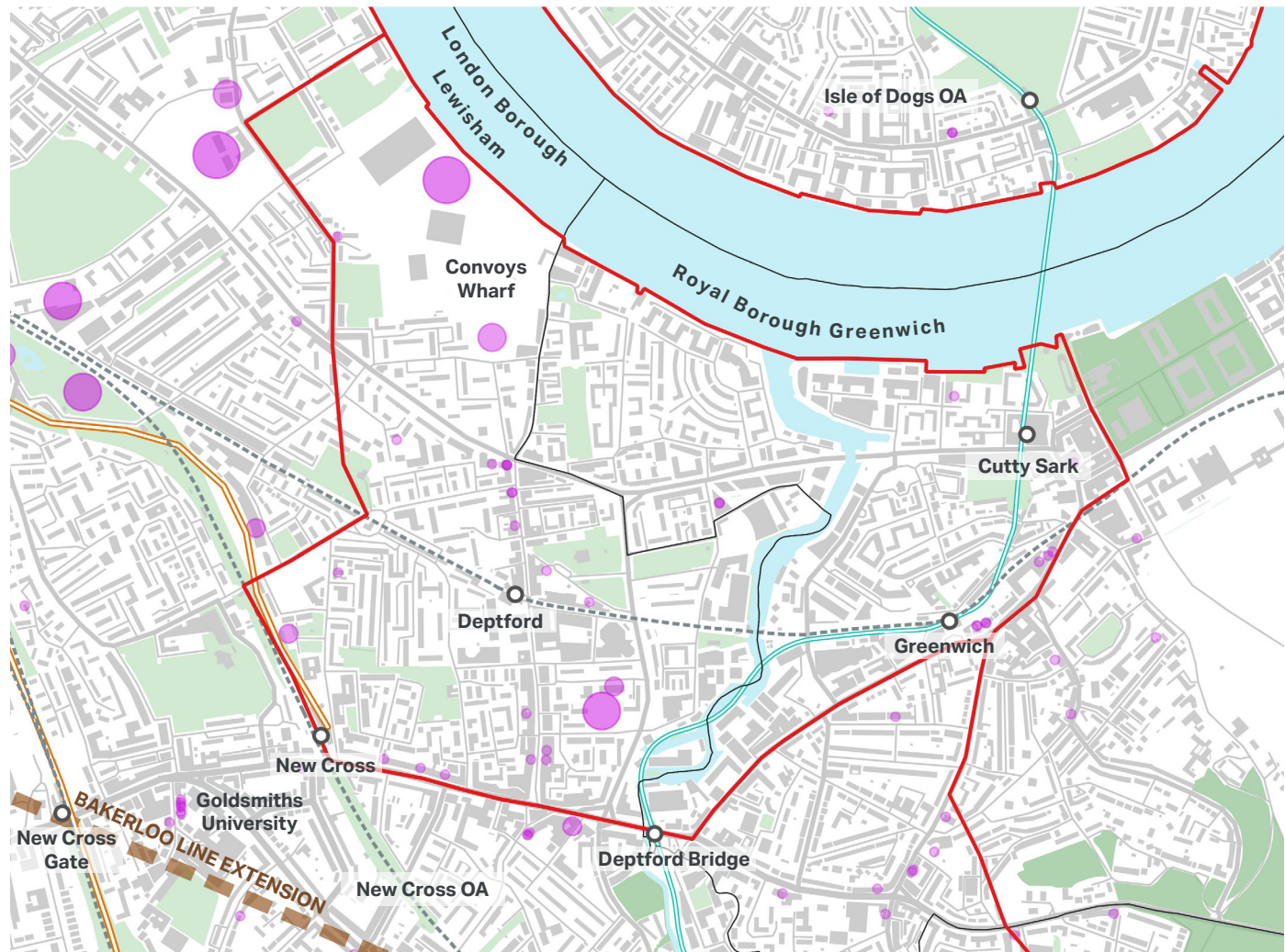
The OA exceeded its capacity at designation, and between 2004 and 2019 delivered 80 per cent of the LP 2016 indicative homes capacity set for 2031.

Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



Majority of the OA's pipeline are sites within LB Lewisham, approximately 180 units are within RB Greenwich. Considering the pipeline and completions, the OA is on track to meeting its indicative capacity.



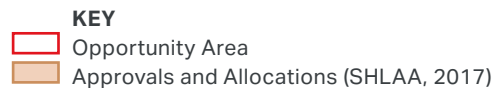
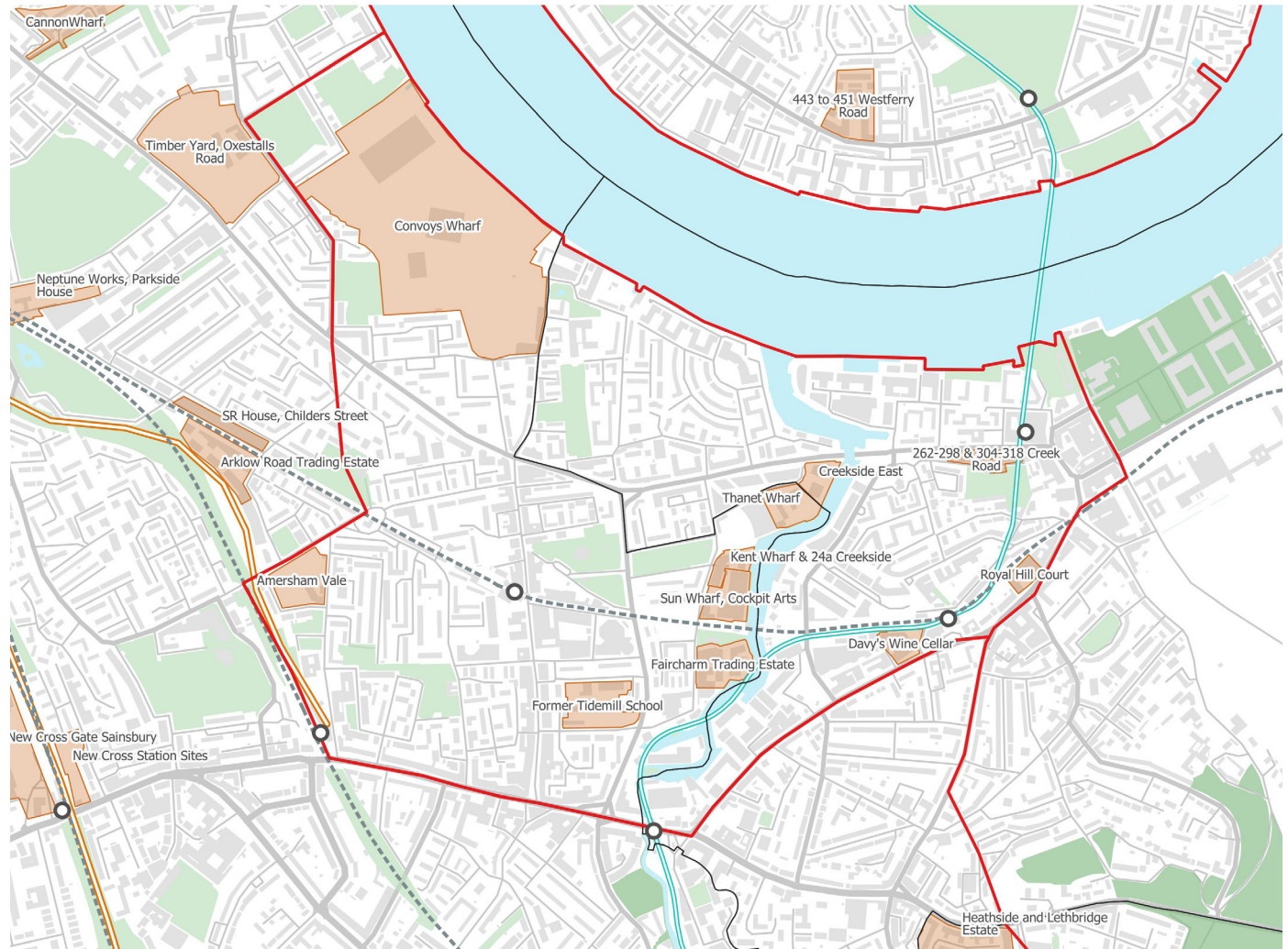
KEY
 Opportunity Area
 Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.
 ** [Residential Pipeline in 2023/2024](#) consists of any residential units that are live at the end of the financial year (2023/2024).

Deptford Creek/ Greenwich Riverside SHLAA 2017: Approvals and allocations

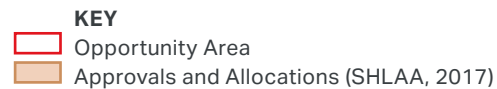
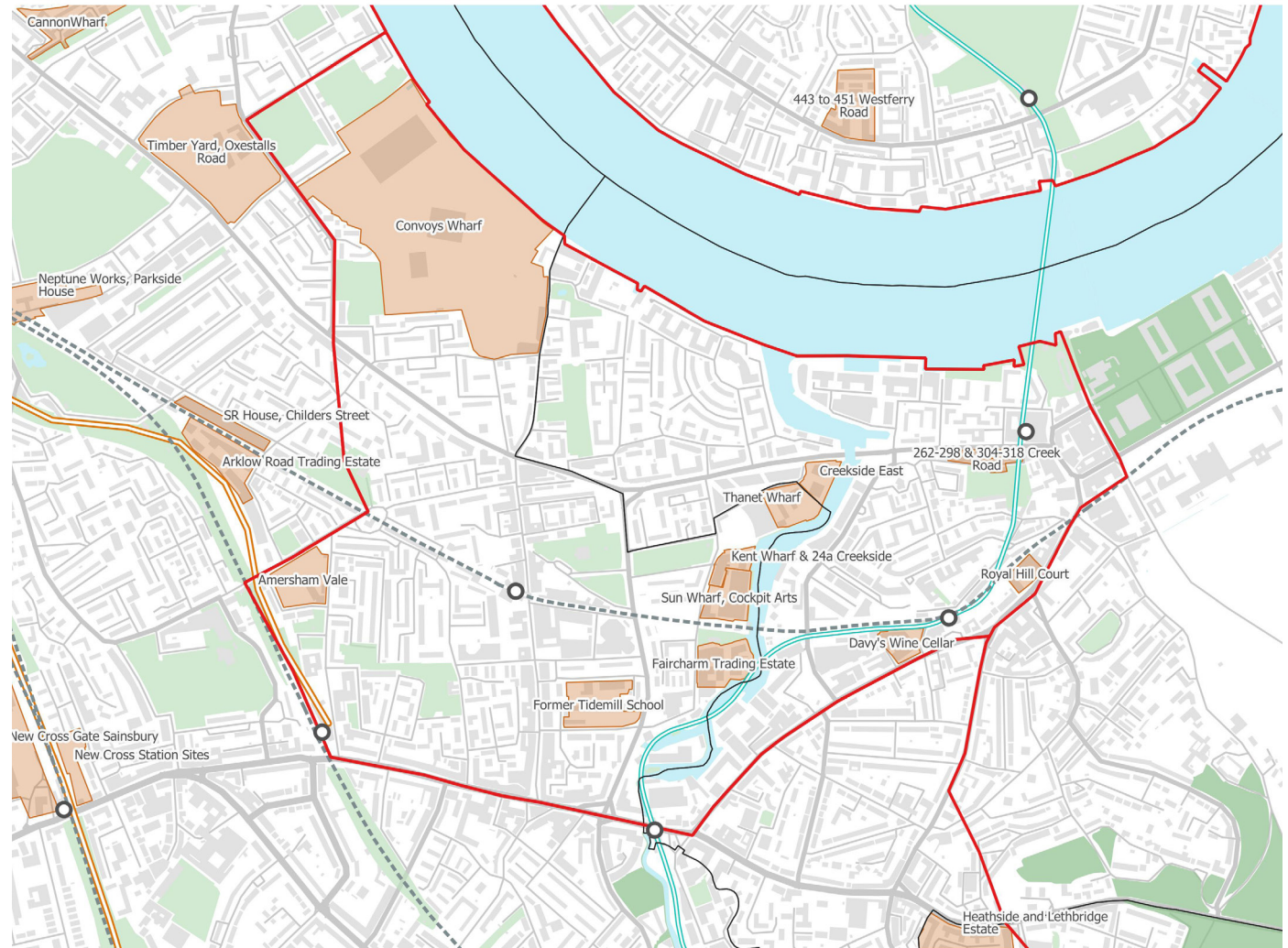


- Most of the sites in 2017 were approvals and allocations.
- At 40 acres, Convoys Wharf is the single largest development site in the OA - consent granted for a mixed-use employment land designation – delivering a mix of industrial employment, main town centre and new homes.
- Convoys Wharf: DC/13/083358 outline application - resolved to grant planning permission by Mayor of London in March 2014 and permission granted in March 2015 for
- Major challenge with Convoys Wharf stalled site.



Deptford Creek/ Greenwich Riverside SHLAA 2017: Approvals and allocations

- Positive image of progress since 2017 as approvals in the OA exceed or meet the SHLAA 2017.
- Amersham Vale, Kent Wharf and Faircharm have been fully delivered

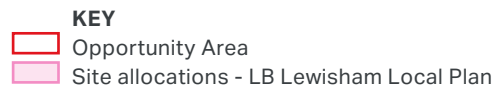
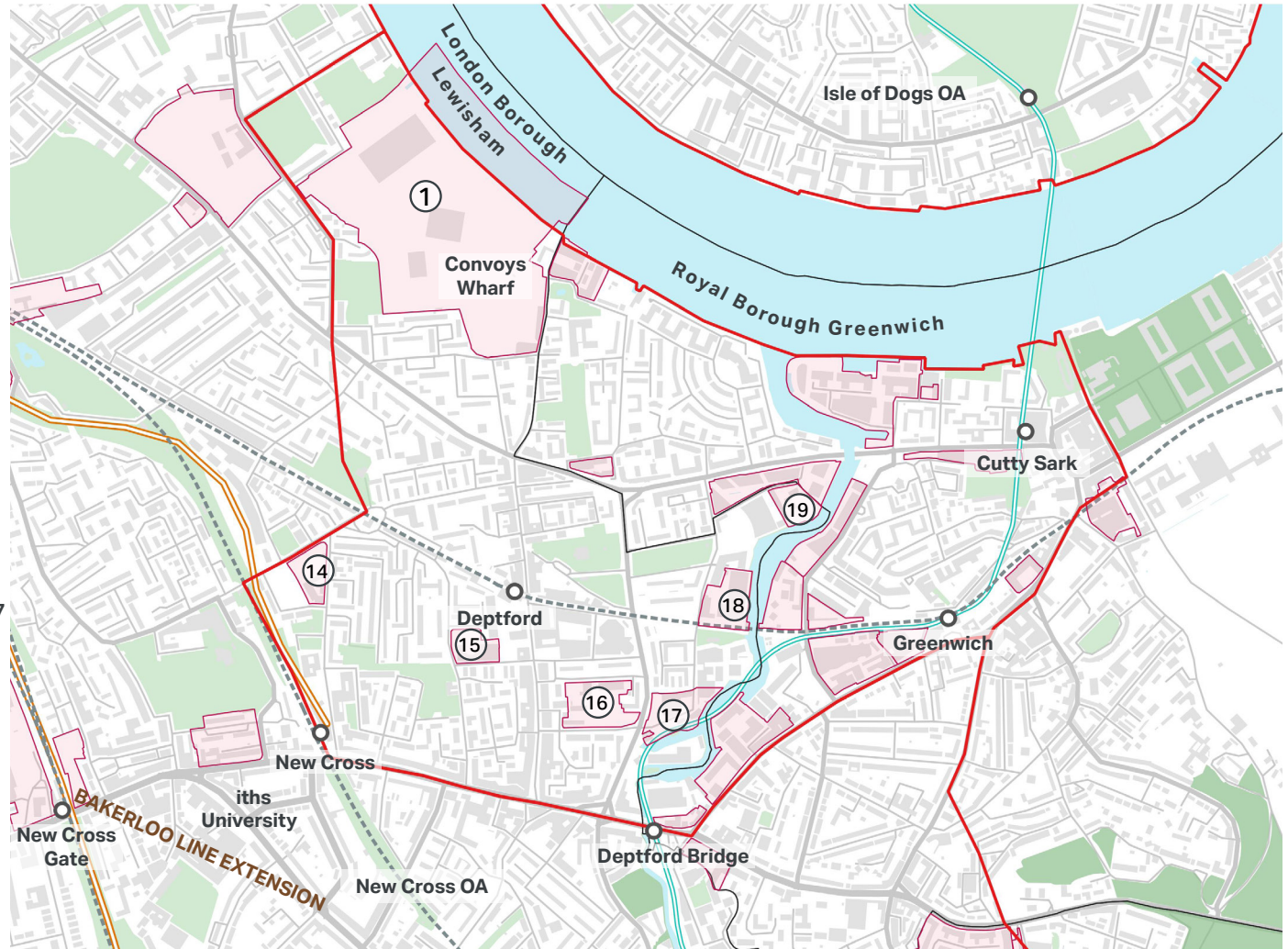


Deptford Creek/ Greenwich Riverside

Site allocations: Lewisham Local Plan

LB Lewisham emerging local plan identifies seven sites in the OA:

- ① **LNA SA1:** Convoy's Wharf: 3,500 new homes, 47,700 sqm employment, 50,400 sqm town centre.
- ⑭ **LNA SA14:** Amersham Vale, Former Deptford Green School: 120 new homes delivered.
- ⑮ **LNA SA15:** Albany Theatre: 119 new homes, 758 sqm employment, 3,032sqm town centre.
- ⑯ **LNA SA16:** Land north of Reginald Road and south of Frankham Street: 193 new homes. 83 under construction.
- ⑰ **LNA SA17:** Lower Creekside LSIS: 227 homes indicative capacity, 56 homes completed. 8,201 sqm employment.
- ⑱ **LNA SA18:** Sun Wharf: 220 new homes, 1,443 sqm employment. Approved and under construction.
- ⑲ **LNA SA19:** Creekside Village East (Thanet Wharf): 393 new homes, 114 sqm employment, 7,962 sqm town centre. Approved (subject to Section 106 signing)



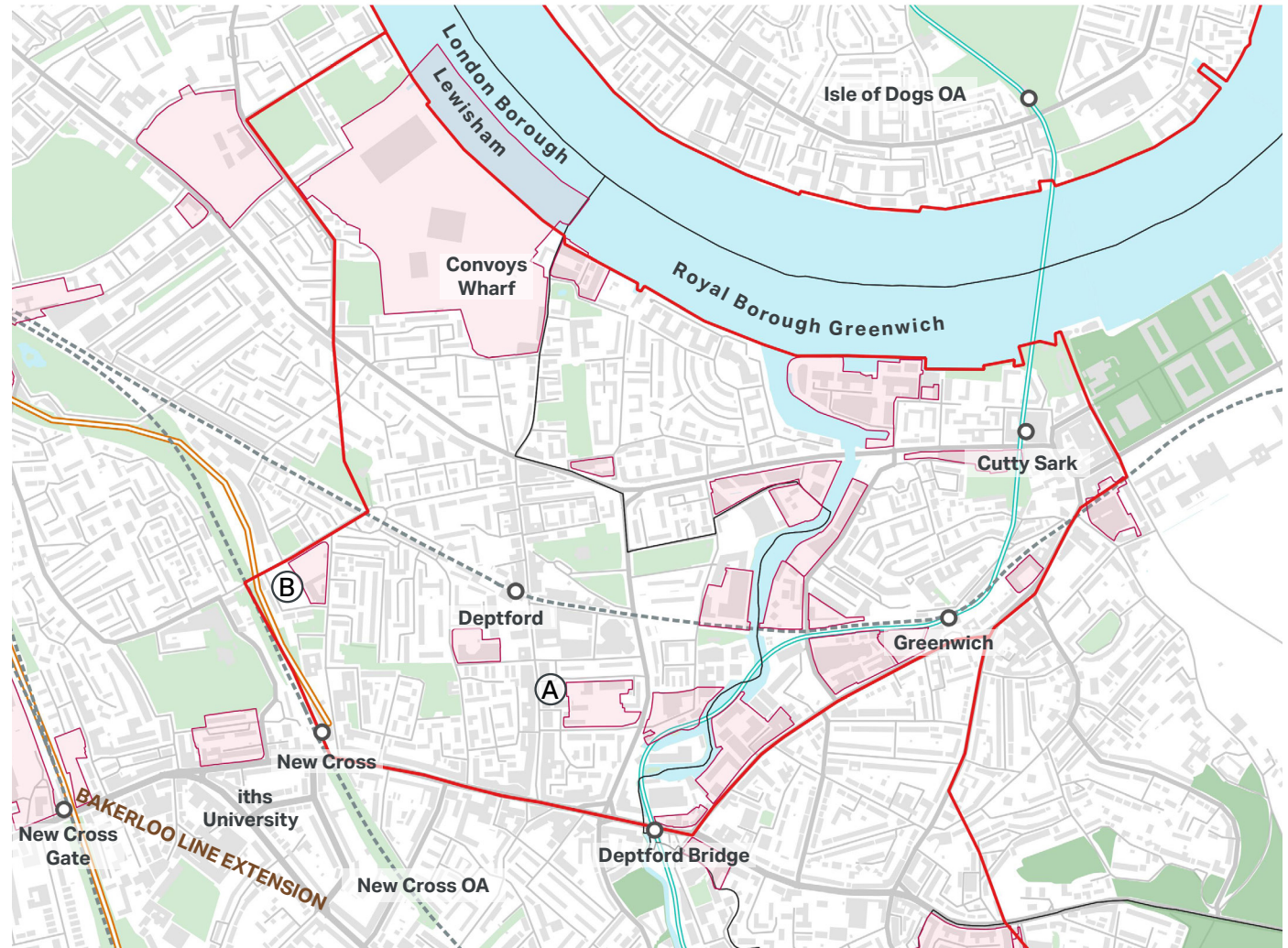
176 homes have been completed across these allocated sites since 2019 to 2025.

Deptford Creek/ Greenwich Riverside

Large consented sites

The Lewisham Housing Trajectory as per the new local plan identifies the following North Area large consented sites between 2019 and 2025:

- Ⓐ **Shaftsbury Christian Centre Frankham Street:** 33 homes under construction.
- Ⓑ **Haulage Yard, Hereford Place:** New Cross Gardens, 26 homes completed in 2023.



KEY
Opportunity Area
Site allocations - LB Lewisham Local Plan

Deptford Creek/ Greenwich Riverside

Development activity 2021



Source: vu.city

KEY

Yellow square	Consented
Blue square	Under construction
Grey square	Completed

Deptford Creek/ Greenwich Riverside

Development activity 2024



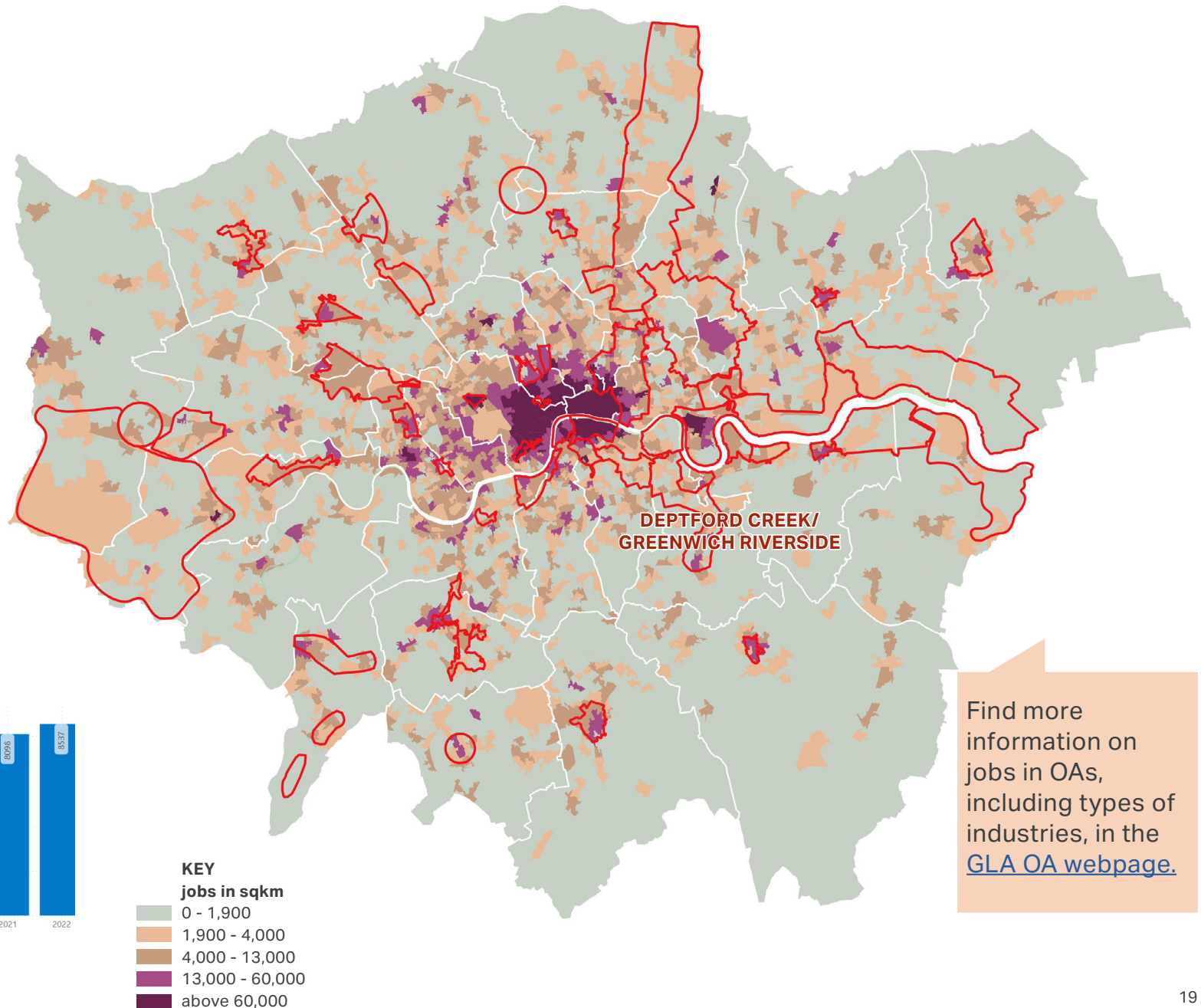
Source: vu.city

KEY

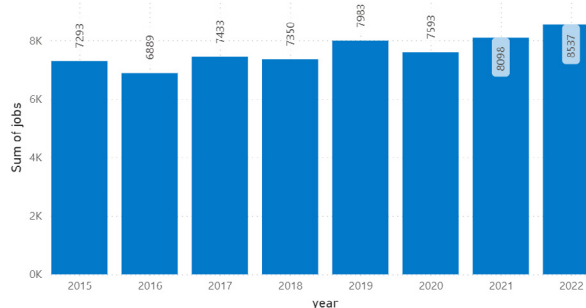
Yellow	Consented
Blue	Under construction
Grey	Completed

Deptford Creek/ Greenwich Riverside Jobs

- Higher densities in the Greenwich side of the OA.
- LB Lewisham Regulation 19 identifies most of the OA as 'Mixed Use Employment Location' (Convoys Wharf site).
- Positive trend in jobs in the OA since 2019.
- For reference, in 2023 there were 68,000 jobs in LB Lewisham, and 91,000 jobs in RB Greenwich of which 8,251 were in the OA.



Jobs by year in the OA



Source: Census, Business Register

Deptford Creek/ Greenwich Riverside

Town Centres and High Streets



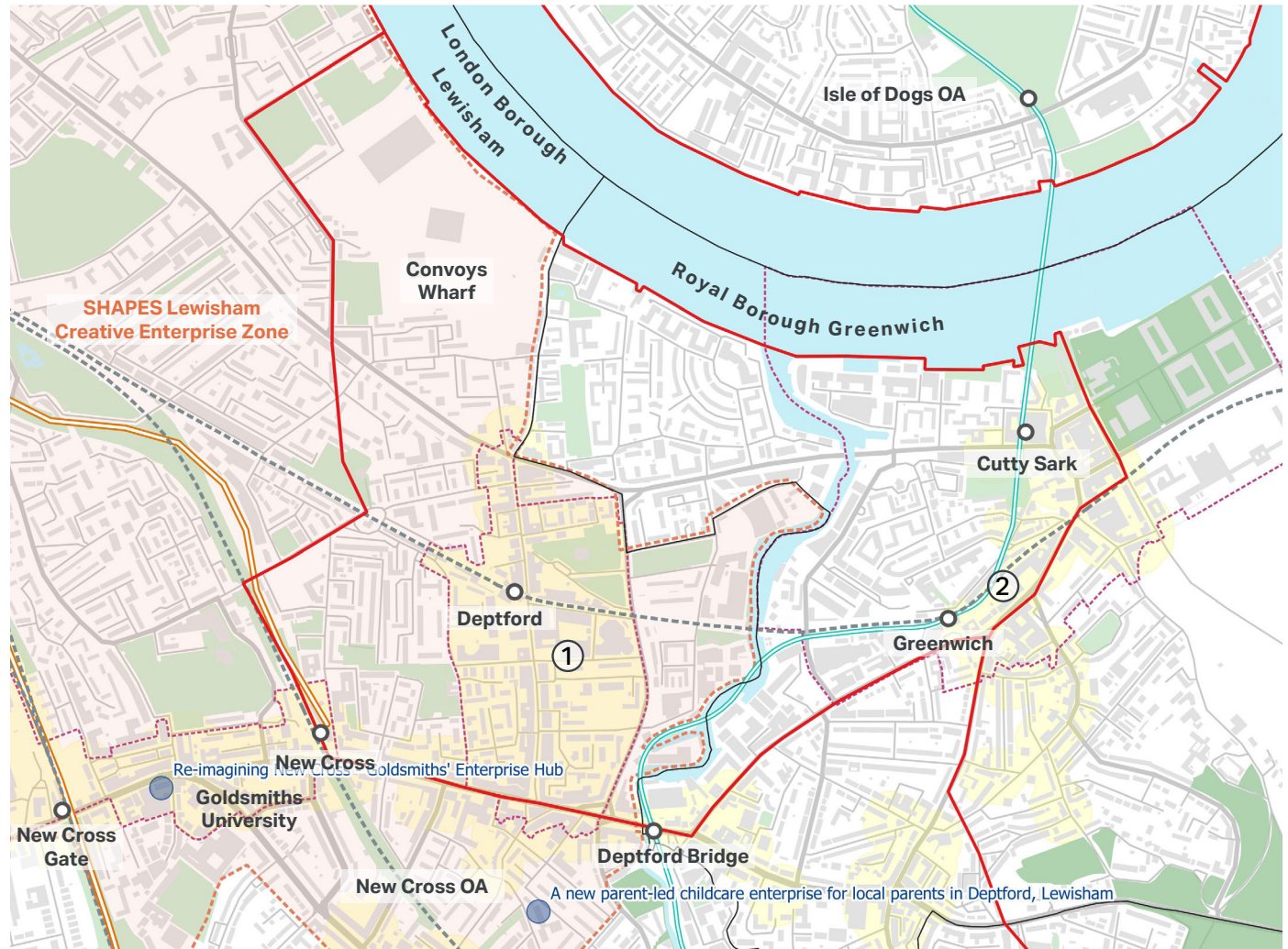
- The OA is home to Deptford District Centre, and part of Greenwich West.
- Several high streets are within the OA.



① Tidemill Academy and Deptford Lounge / Pollard Thomas Edwards Architects



② Greenwich West

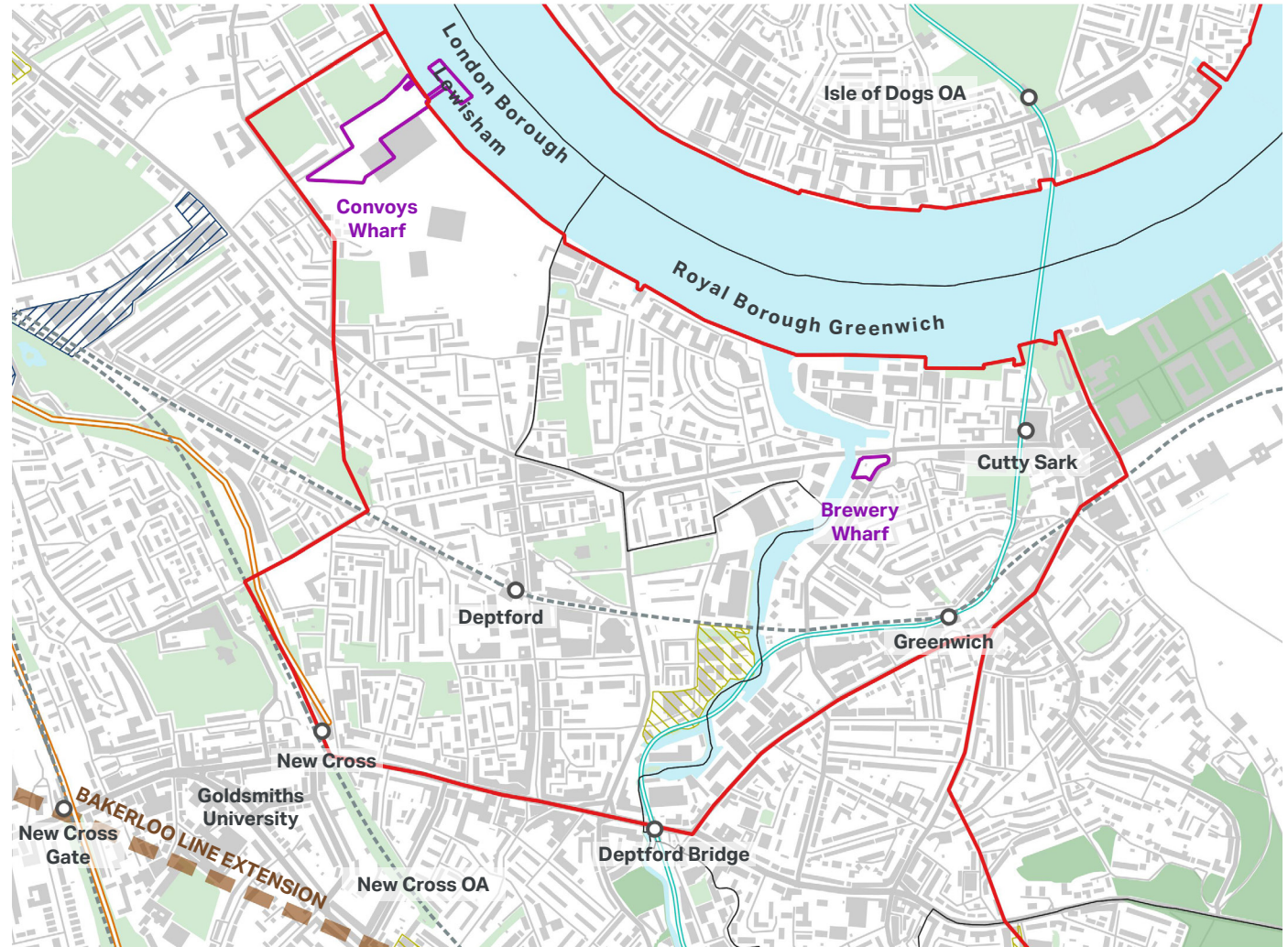


Deptford Creek/ Greenwich Riverside

Industrial land: Designations



- 1.5 per cent of the OA land is LSIS

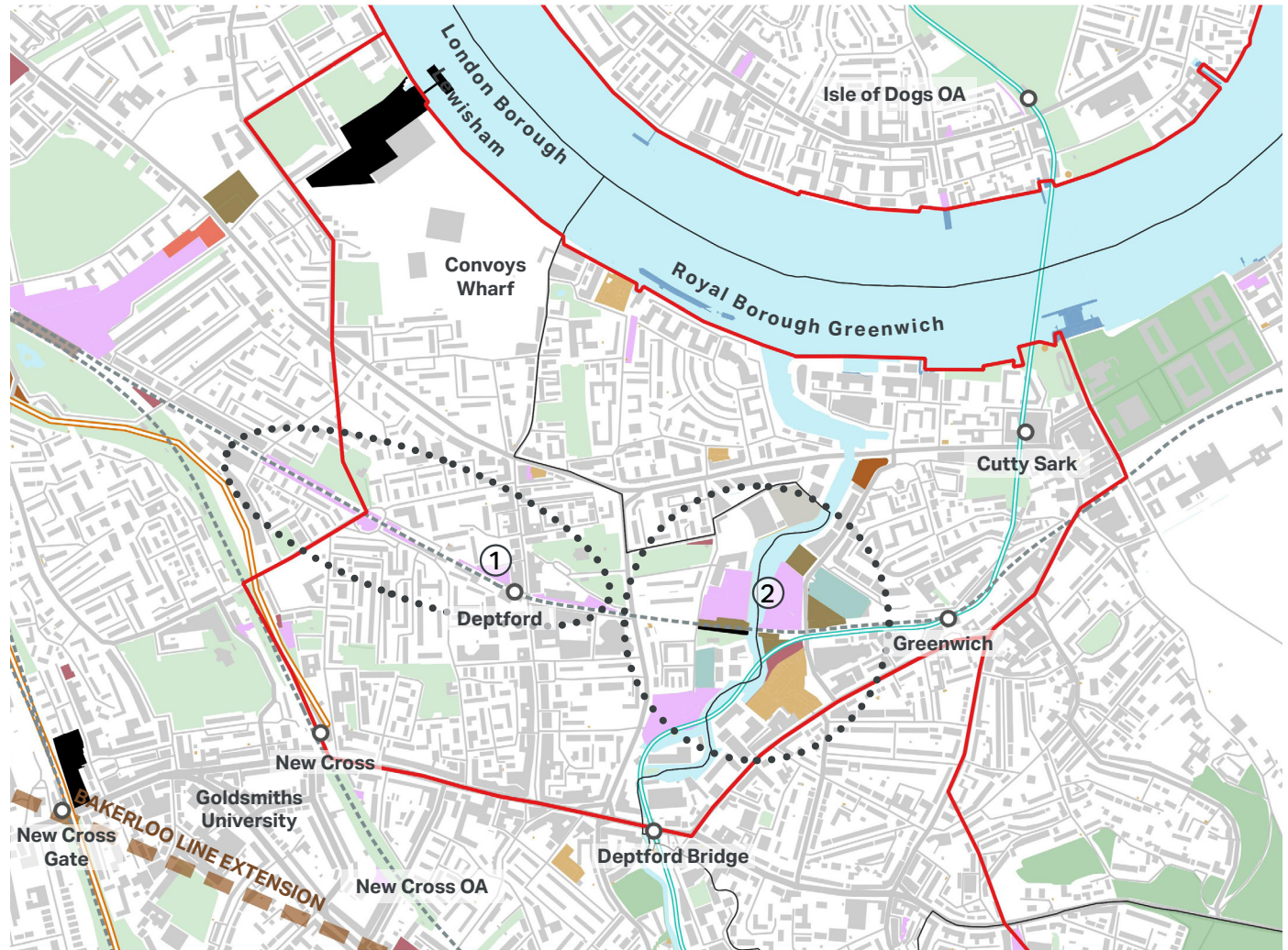


Source: London Industrial Supply Study

- KEY**
- SIL
 - LSIS
 - Safeguarded wharf

Deptford Creek/ Greenwich Riverside

Industrial land: Types of industry



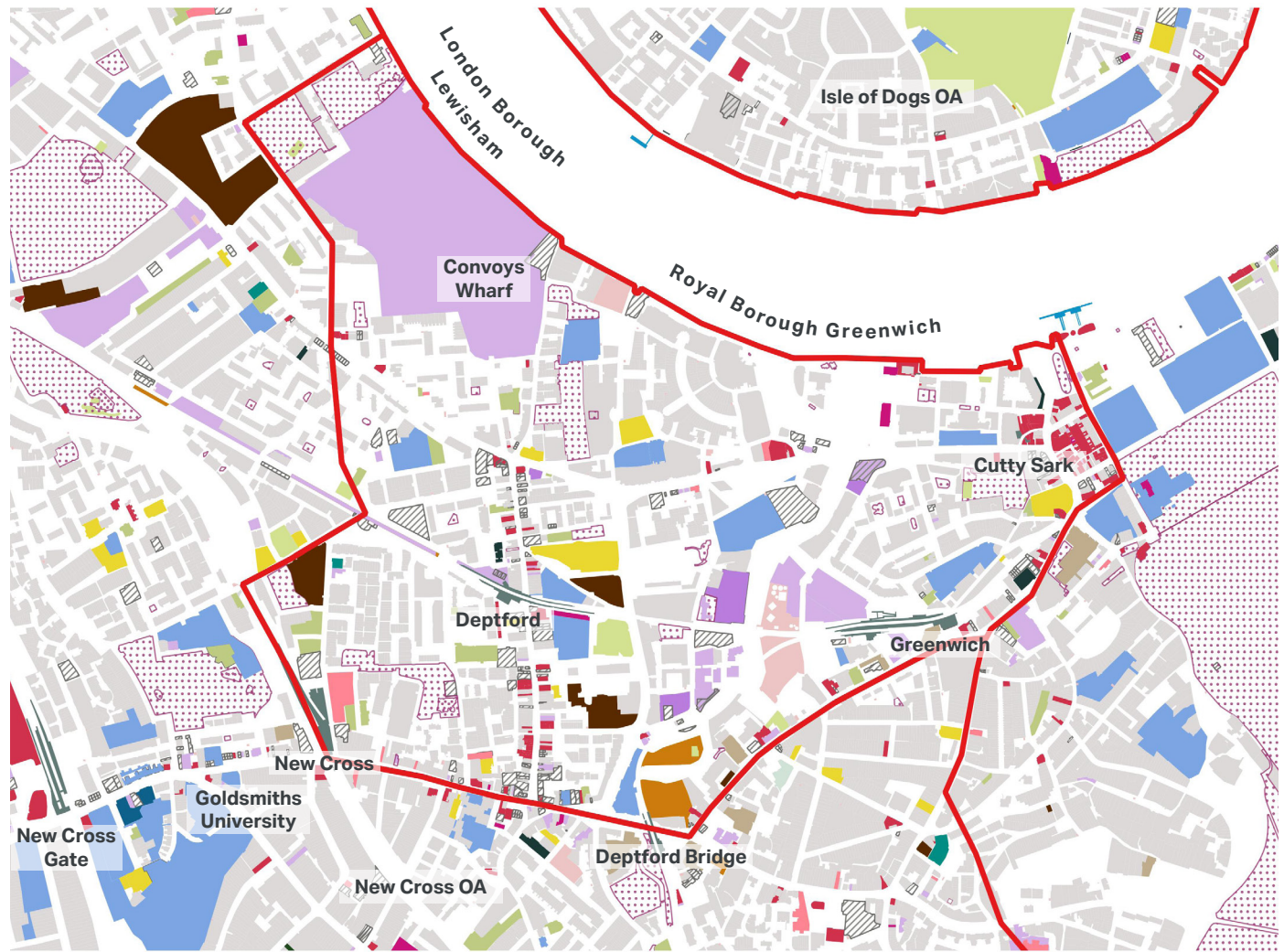
Source: London Industrial Supply Study

KEY

- General Industry
- Community Services
- Land for buses
- Land for rail
- Land with vacant buildings
- Light Industry
- Open storage
- Self storage
- Utilities
- Vacant industrial land
- Warehouse
- Waste management and recycling

Deptford Creek/ Greenwich Riverside

Land uses



Source: OSNGB, City Intelligence Unit (GLA)

- KEY**
- Opportunity Area
 - Attraction or Activity
 - Commercial Activity: Animal Services
 - Commercial Activity: Distribution or Storage
 - Commercial Activity: Industry/ Business site
 - Commercial Activity: Other
 - Commercial Activity: Retail
 - Community Services: Funerary
 - Community Services: Emergency Services
 - Community Services: Other
 - Community Services: Religious Worship
 - Construction
 - Education & Culture
 - Government Services
 - Medical or Health Care
 - Mixed Use
 - Residential Accommodation
 - Sports Attraction or Facility
 - Temporary or Holiday Accommodation
 - Transport: Rail
 - Transport: Road, Track or Path
 - Transport: Water
 - Unknown Use
 - Utility or Environmental Protection

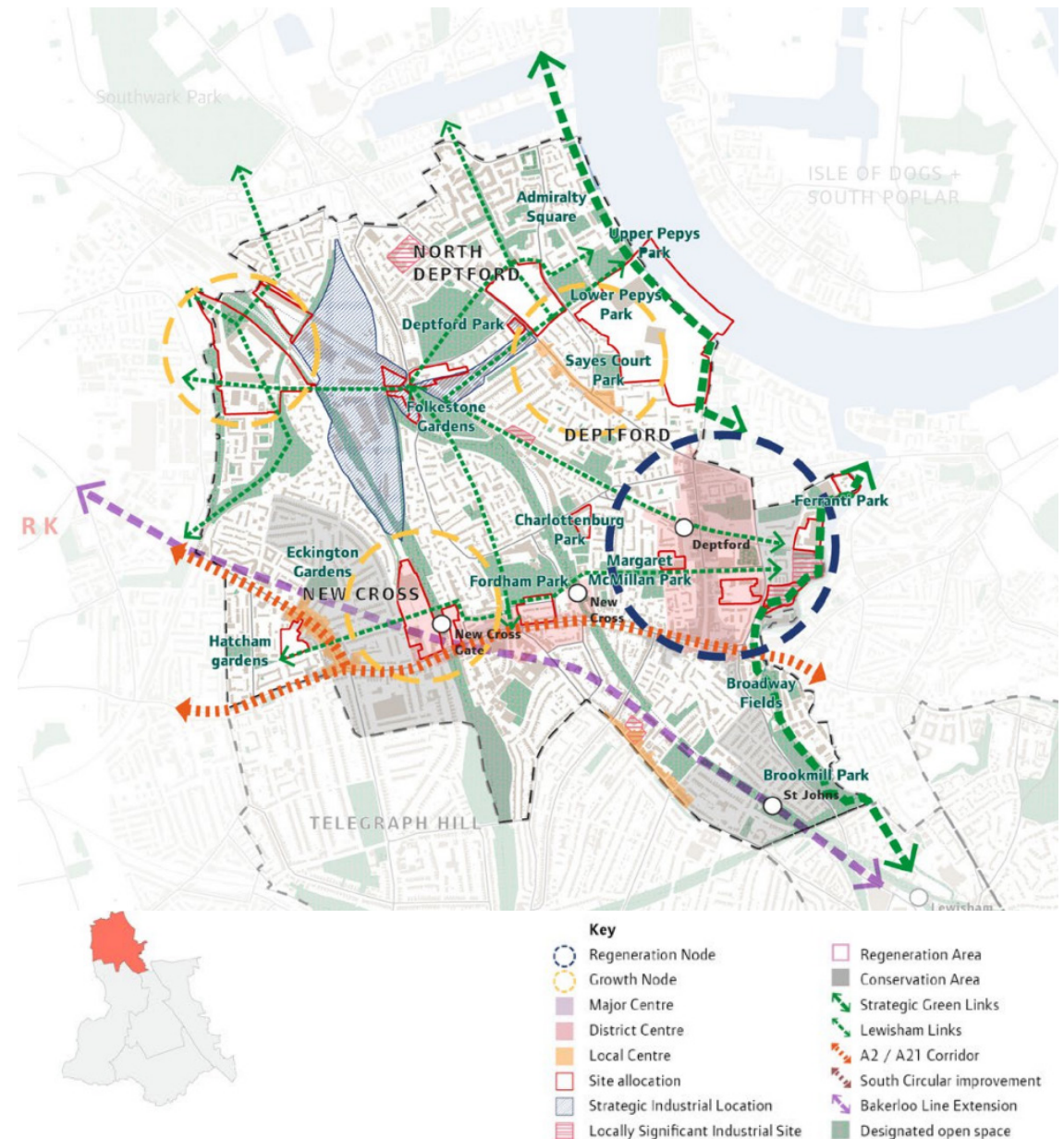
Deptford Creek/ Greenwich Riverside

Place strategies: Lewisham neighbourhood and place policies

The emerging Lewisham Local Plan contains principal policy instruments that will deliver the Opportunity Area objectives.

The following neighbourhood and place policies are relevant to a part of the OA that are within the Lewisham North Area.

- Policy LNA1 North Area Place Principles
- Policy LNA2 New Cross Road/ A2 Corridor
- Policy LNA3 Creative Enterprise Zone
- Policy LNA4 Thames Policy Area and Deptford Creekside



Source: [Lewisham Local Plan - Proposed submission document \(January 2023\)](#)

Deptford Creek/ Greenwich Riverside

Moving forward

- One of the oldest OAs, designated in 2004, it delivered more than 80 per cent of its London Plan 2016 capacity prior to 2019. **The OA is on track for delivering** its London Plan 2021 indicative homes capacity.
- LB Lewisham shows a positive approach to growth, demonstrating a sufficient supply of housing consents and five-year housing land supply but reports that developer delivery performance as being weak.
- **A major challenge** in the pipeline is the delivery of the 3,500 homes in Convoys Wharf (stalled site). Land assembly opportunities in the OA and direct engagement with developers or landowners could unlock this site.
- **Positive story when it comes to creating new jobs.** Culture has a significant role in the OA, which is an established cultural quarter in the city, with some leisure and tourism-related provision. Increased presence of workspaces and studios.
- **Role of BLE and impact in the OA:** potential economic benefits (connecting residents to jobs), and wider placed-based benefits for communities.
- **Improved east-west connectivity** on the Creekside and beyond remain a priority for the OA.

Proposition

To be moved from 'Ready to Grow' to 'Underway' to reflect development progress.

