

# Opportunity Area Portrait

## Greenwich Peninsula



# 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.

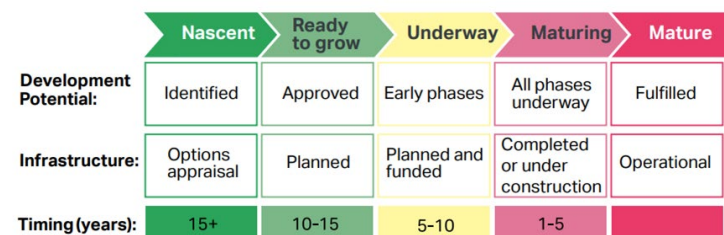
#### OA boundaries

- 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



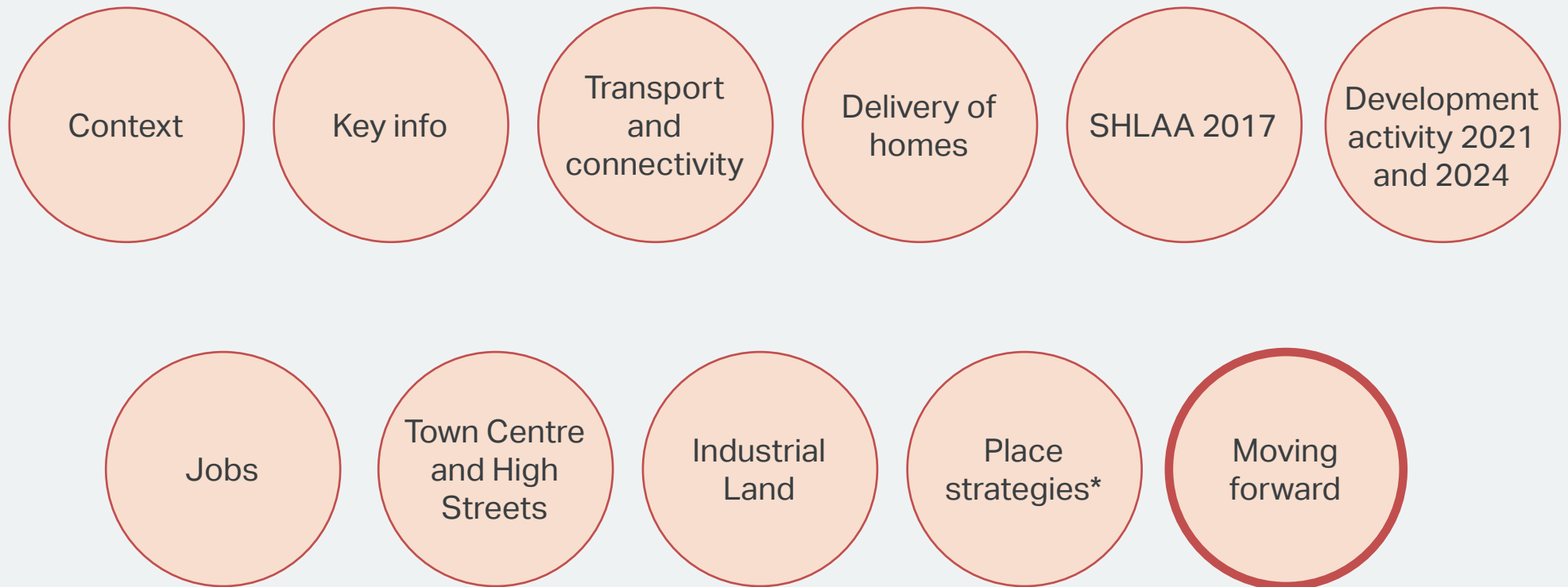
### Additional resources

- 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.

# Greenwich Peninsula

## Context

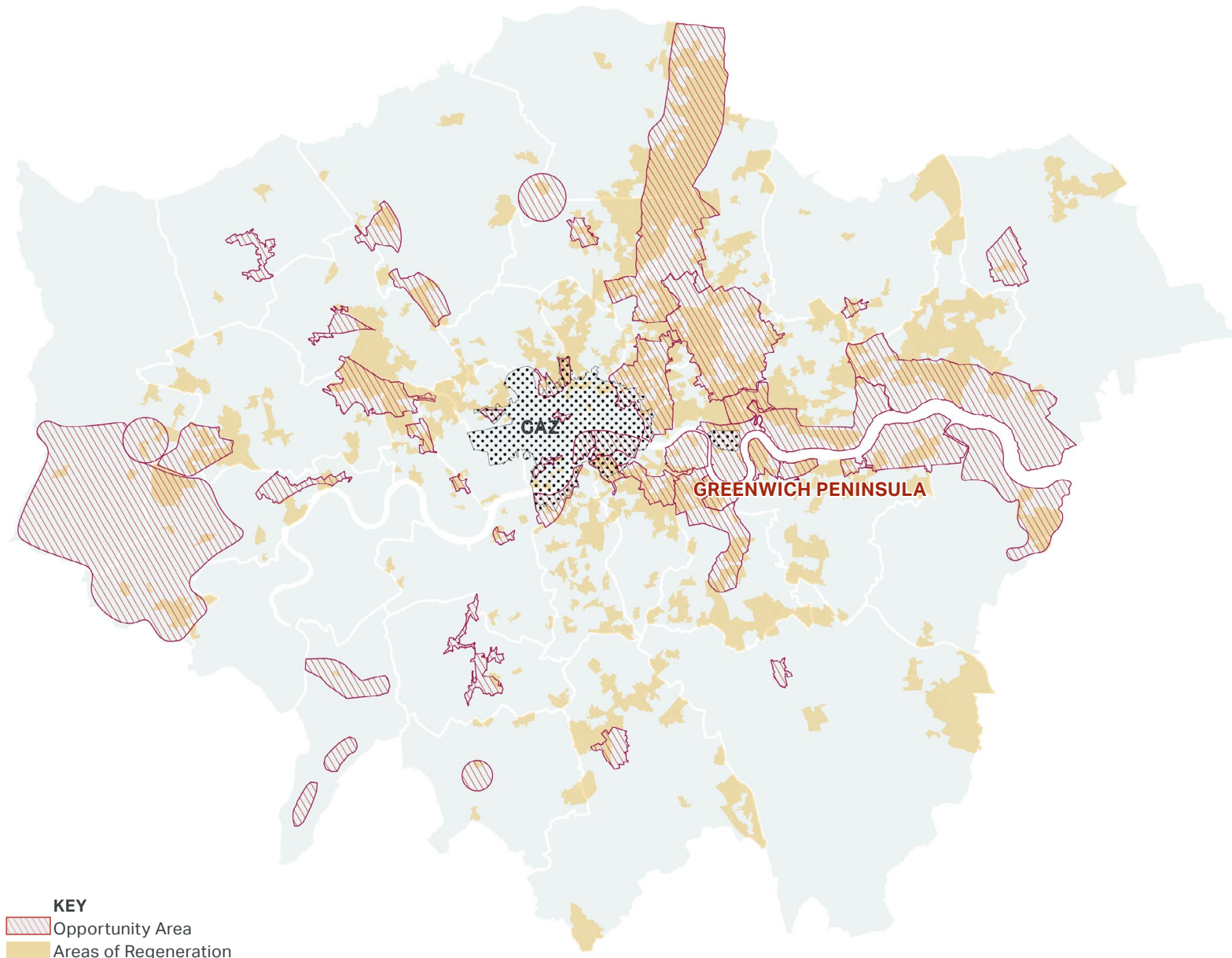
### OAs in the CAZ

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

The OA is not within the CAZ. It is in outer London.

### Areas of Regeneration

Extensive areas of regeneration are identified within the OA boundary.



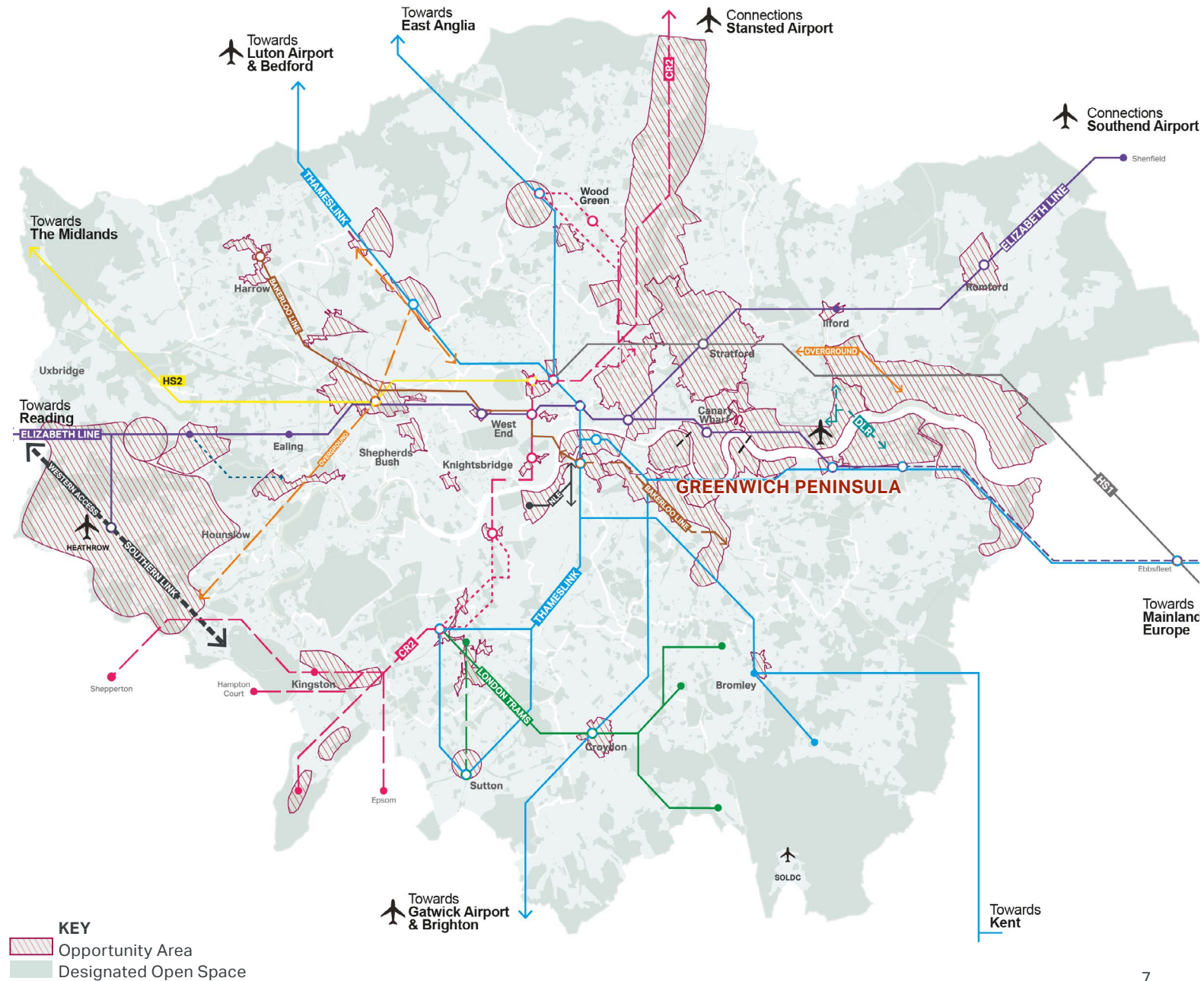
Source: Areas of Regeneration as per London Plan 2021

# Greenwich Peninsula

## Context

### Transport and Growth Corridors

- In the Thames Estuary growth corridor. The OA is served by Underground, the Silvertown Tunnel and Blackwall tunnel.





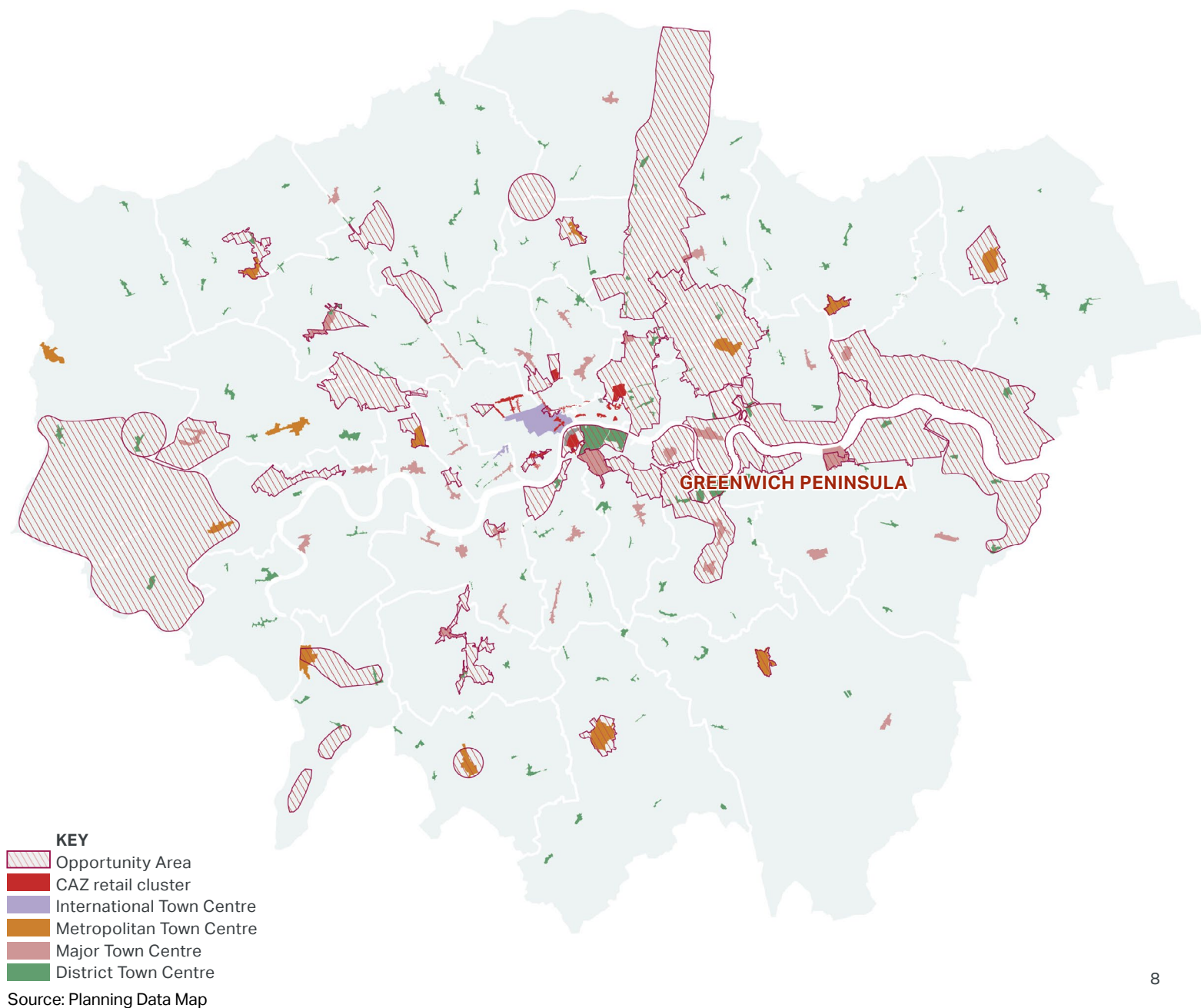
# Greenwich Peninsula

## Context

### OAs and Metropolitan Town Centres

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

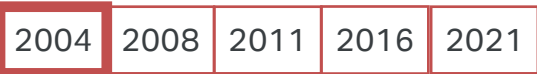
There is no overlap between Metropolitan Town Centre designation and OA designation in the case of Greenwich Peninsula. The OA is home to **North Greenwich District Town Centre**. Greenwich Peninsula masterplan envisions a community of 35,000 people, including new homes, places for work new schools and 19 ha of open space.



# Greenwich Peninsula

## Key info

### London Plan Designation Year



### Borough

RB Greenwich

### Area



### OA specific plans

Greenwich Peninsula West SPD (2012)

### Local Plan status

In progress (Regulation 18)

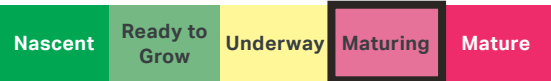
### Growth Corridor

Thames Estuary

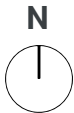
### Housing Delivery Test 2023

Presumption

### OA status (London Plan 2021)



London Plan 2021 capacities by 2041



Source: Google Earth

KEY  
Opportunity Area

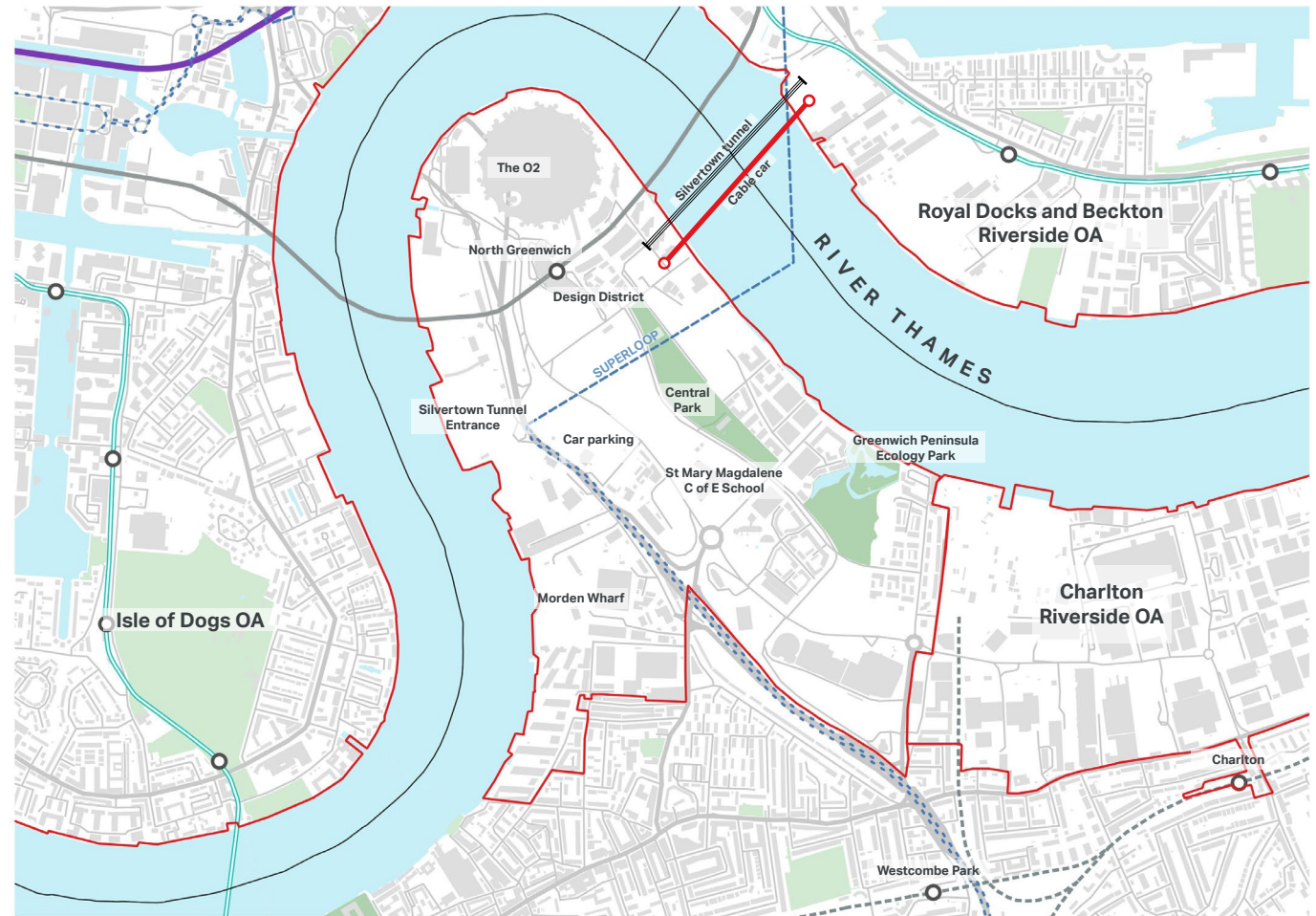
\*Note that the LESD (2021) increased the capacity to 17,300 new jobs



# Greenwich Peninsula

## Transport and connectivity

- Main connections via Jubilee Line and Cable Car,
- New bus routes, including Superloop.
- [Silvertown Tunnel](#) opened in 2025 offering bus services.

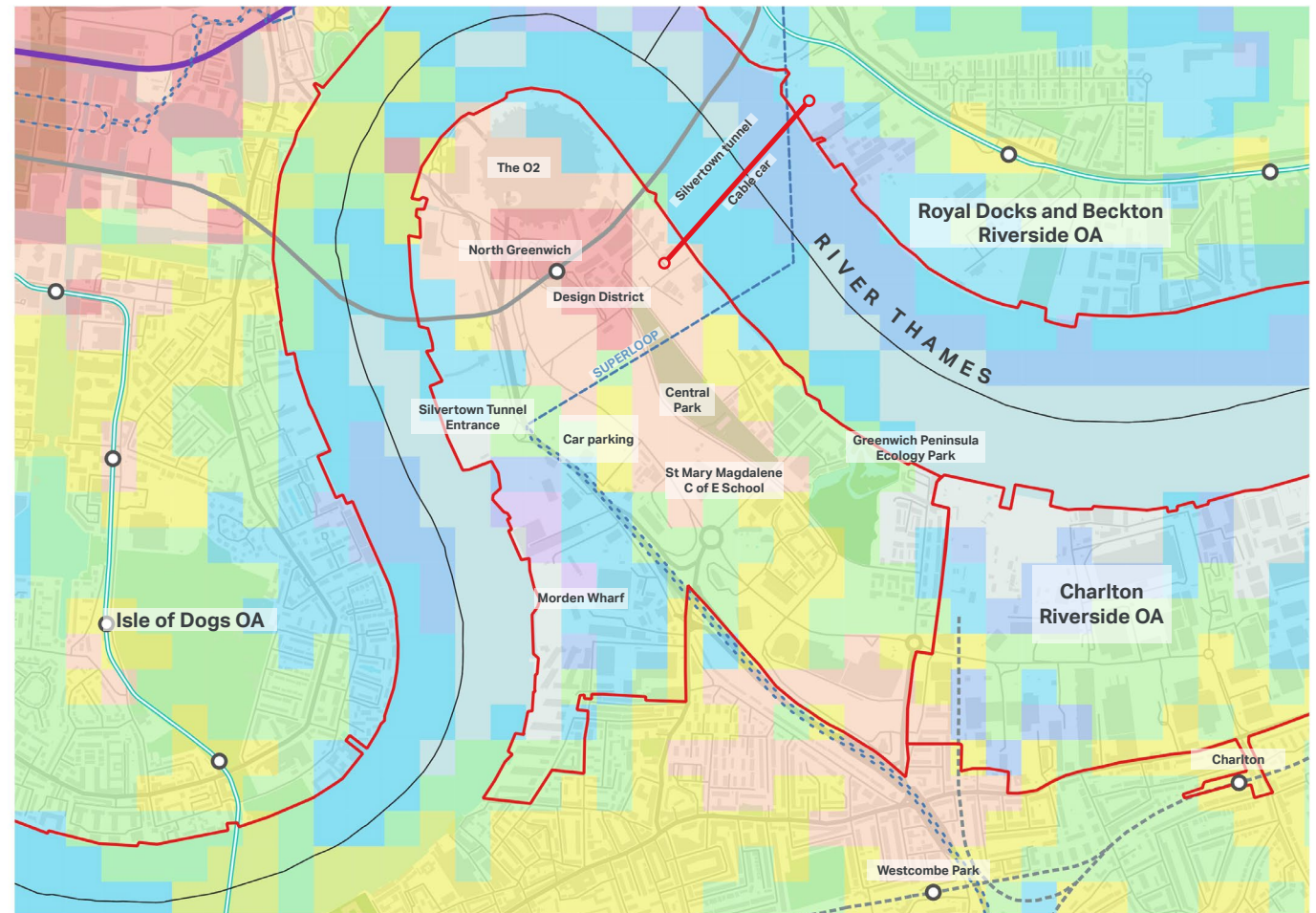


KEY	
<span style="border: 1px solid red; display: inline-block; width: 20px; height: 10px;"></span>	Opportunity Area
<span style="background-color: #90EE90; display: inline-block; width: 20px; height: 10px;"></span>	Metropolitan Open Space
<span style="background-color: #90EE90; display: inline-block; width: 20px; height: 10px;"></span>	Other Open Space
<span style="border: 1px solid black; border-radius: 50%; display: inline-block; width: 10px; height: 10px;"></span>	Station
<span style="border-top: 2px dashed black; display: inline-block; width: 20px;"></span>	National Rail
<span style="border-top: 2px solid black; display: inline-block; width: 20px;"></span>	Jubilee line
<span style="border-top: 2px dashed blue; display: inline-block; width: 20px;"></span>	Superloop

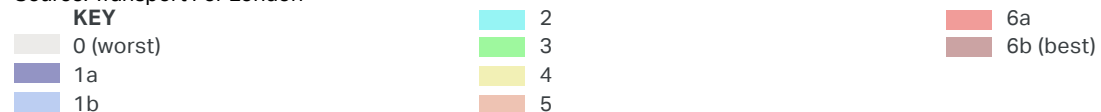
# Greenwich Peninsula

## Transport and connectivity: PTAL 2031

- North Greenwich station has high PTAL.
- Relatively low connectivity in Morden Wharf and Millennium Village.



Source: Transport For London



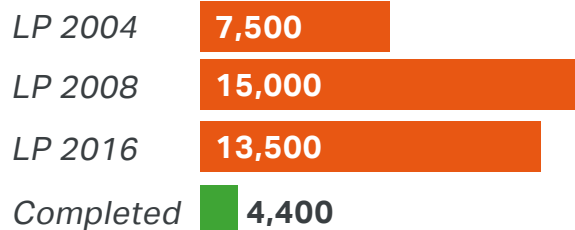


# Greenwich Peninsula

## Delivery of homes

### Delivery pre-2019

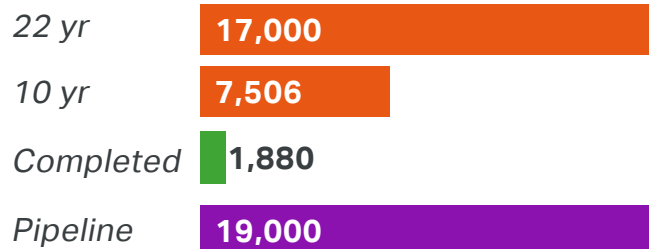
Completions since designation against capacity



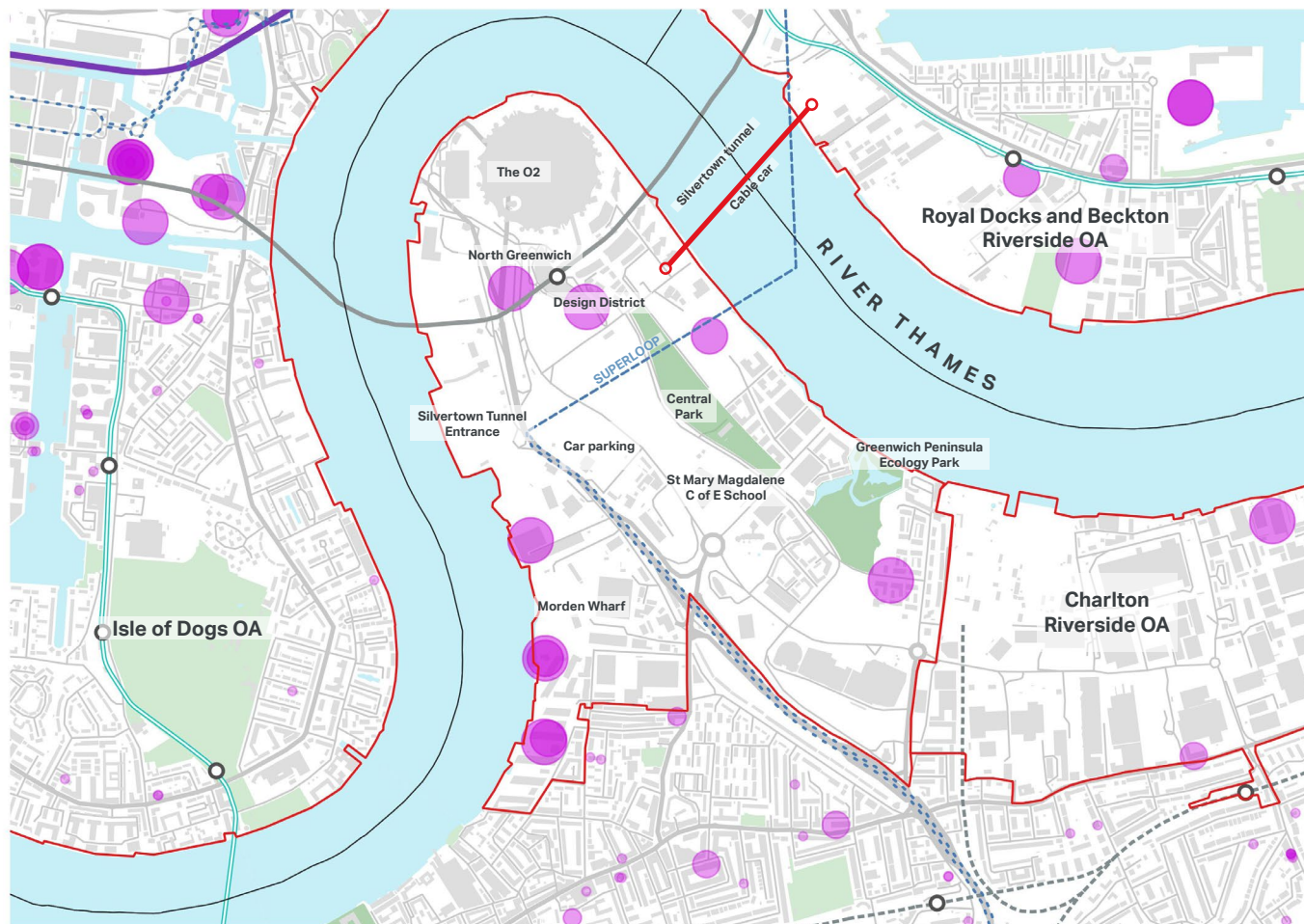
The OA delivered 314 homes by year, against an indicative capacity of 600 homes by year.

### Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



The OA has not delivered a significant amount of homes since 2019. However, delivery seems to be on track; with construction on several plots, planning activity and a high pipeline (reliant on a large outline permission) which if delivered by 2041 would meet the 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](#)

Notes: The 'pipeline' consists of any residential units that are live at the end of the financial year (2023/2024).

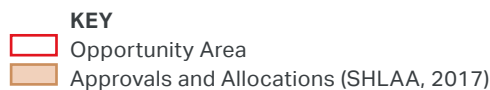
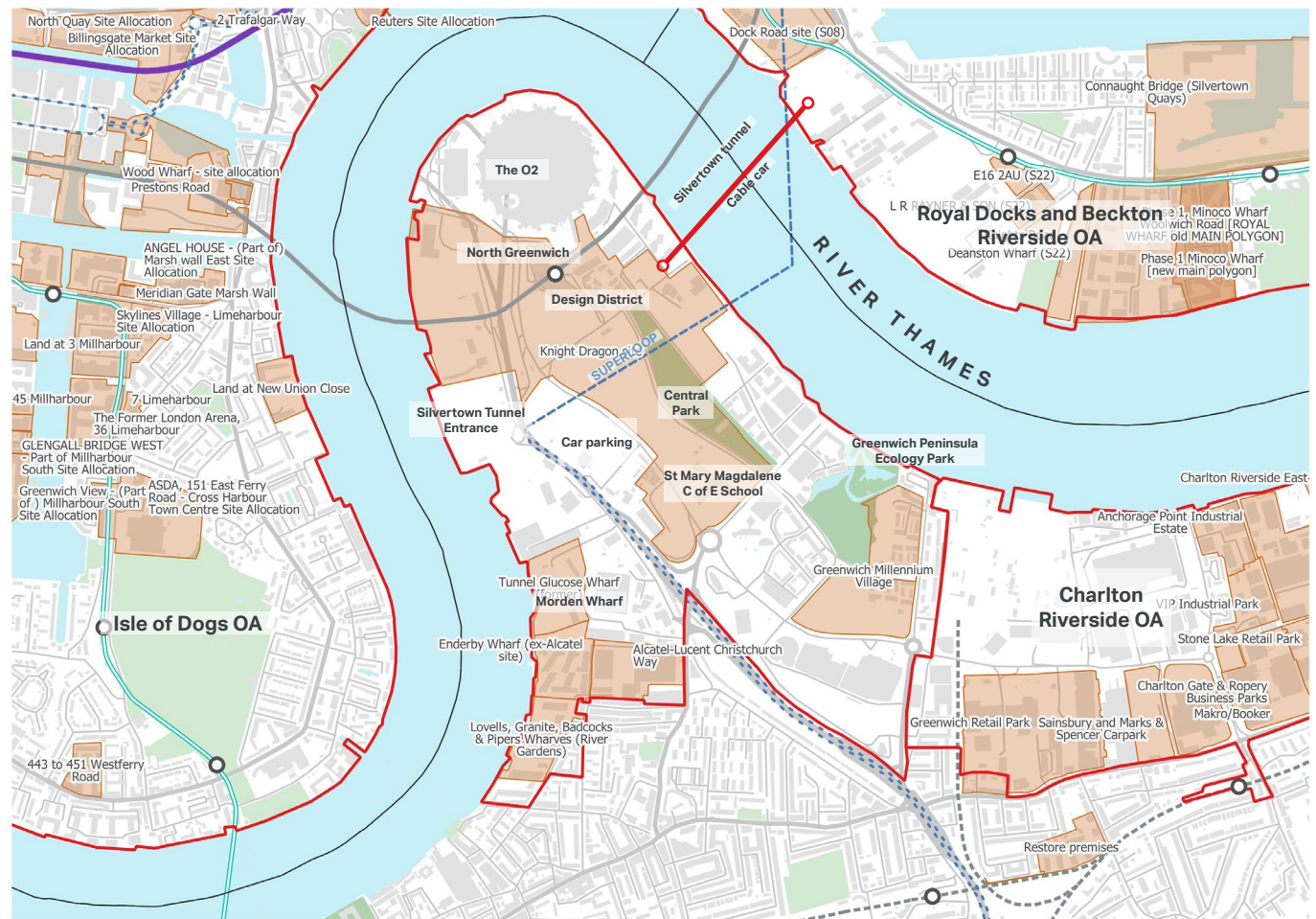




# Greenwich Peninsula

## SHLAA 2017: Approvals and allocations

- Large sites: Knight Dragon, Greenwich Millennium Village and Morden Wharf.
- Low probability sites in 2017 included existing industrial land to the west of the OA.

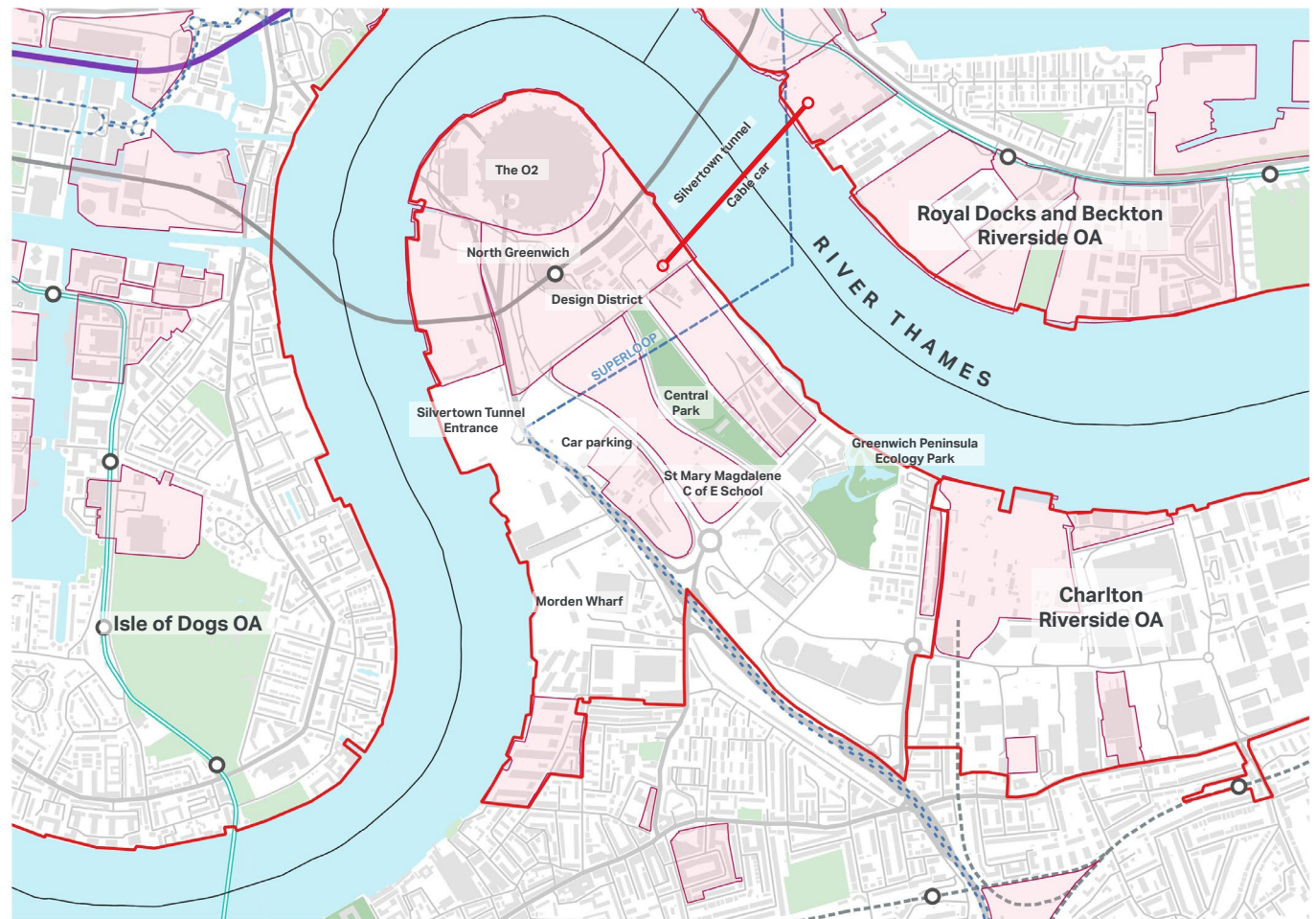


Greenwich Millennium Village

# Greenwich Peninsula

## Site allocations: UDP Site Proposal Schedules

- The map shows Unitary Development Plan (UDP) site proposal schedules from the current [RB Greenwich Local Plan Policies Map](#).
- The entire OA is a designated Strategic Development Location in the current Local Plan.
- Call for development sites for the emerging new Local Plan was carried out in April to July 2024.



**KEY**

- Opportunity Area
- UDP Site Proposal Schedules - RB Greenwich Local Plan



# Greenwich Peninsula

## Site allocations: progress



**Developer**  
Knight Dragon  
**Activity**

- 1

  - Plot 19.05 under construction (16/1786/R)
  - Plot M0121 enabling works underway (M0121: 23/1565/F)



**Developer**  
L&Q  
**Activity**

- 2

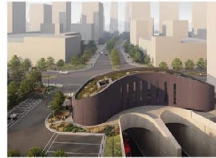
  - Plot 18.03 under construction (19/2733/O)
  - Plot 18.02 under construction (19/2733/O)



**Developer**  
GMVL  
**Activity**

- 3

  - Blocks 401 and 403 under construction (19/1545/MA)



**Developer**  
TfL - STT  
**Activity**

- 4

  - Construction underway



**Developer**  
Crosstree  
**Activity**

- 5

  - Planning and Design stage



**Developer**  
Fairview  
**Activity**

- 6

  - Planning permission anticipated November 2024 (24/0995/F)



**Developer**  
Galliard Homes  
**Activity**

- 7

  - Changes being made to the hybrid planning application. Planning committee estimated in March/April 2025 (20/1730/O)



**Developer**  
Weybourne Group PTE Ltd.  
**Activity**

- 8

  - New application submitted in May 2024 (24/1695/F)



**Developer**  
Auburn Group  
**Activity**





# Greenwich Peninsula

## Development activity 2021



Source: vu.city

### KEY

- Consented
- Under construction
- Completed



# Greenwich Peninsula

## Development activity 2024



Source: vu.city

### KEY

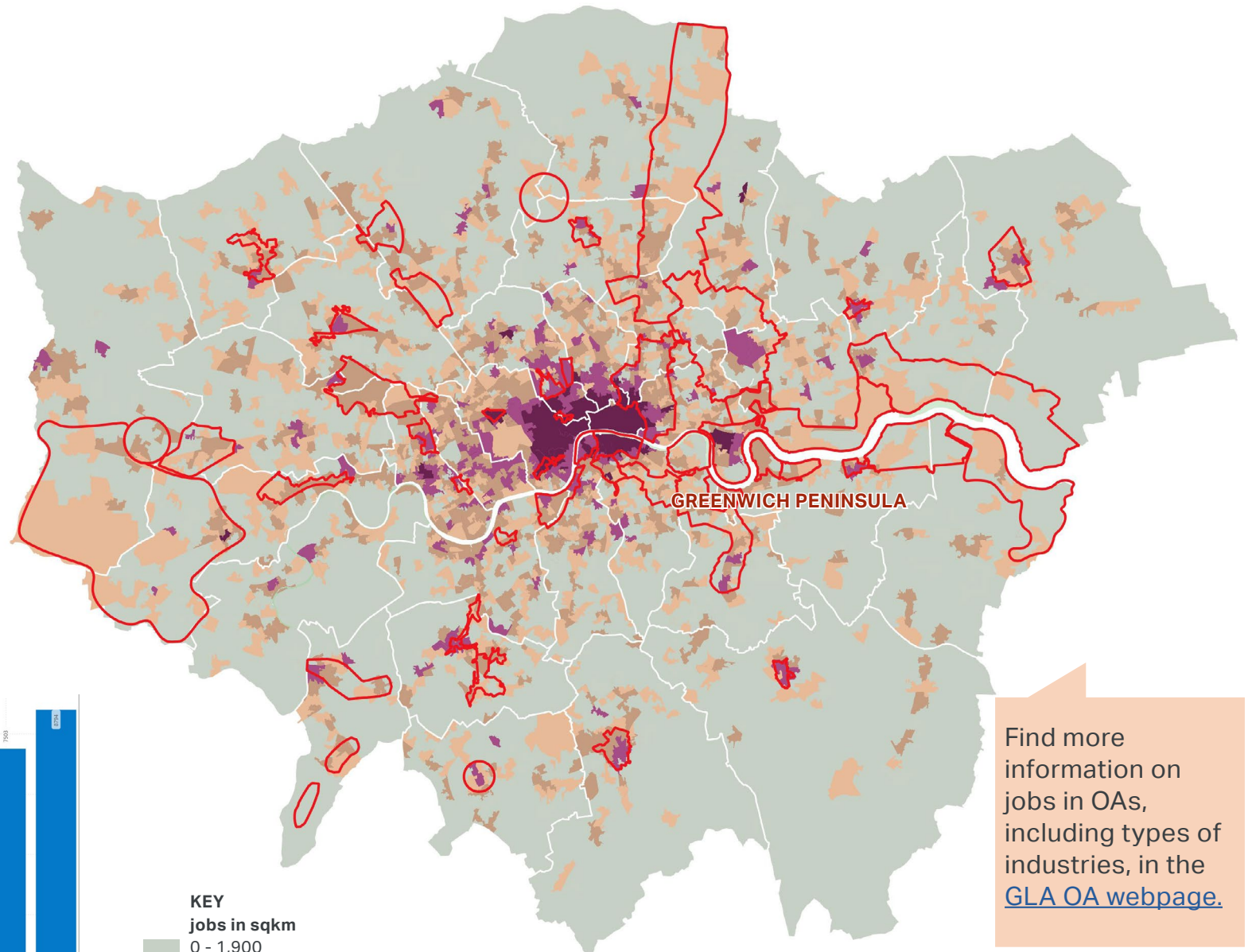
- Consented
- Under construction
- Completed



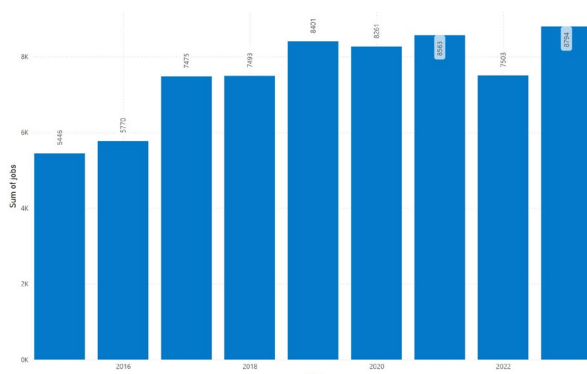
# Greenwich Peninsula

## Jobs

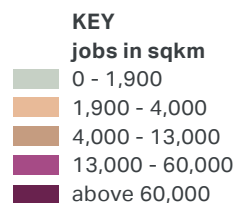
- Relatively low jobs density - justified by the nature of the OA and the stage of development; big empty plots of land, surface car parking and industrial uses.
- In 2023, there were 91,000 jobs in Greenwich of which **10 per cent was in Greenwich Peninsula OA** (8,794 jobs).



Jobs by year in the OA



Source: Census, Business Register

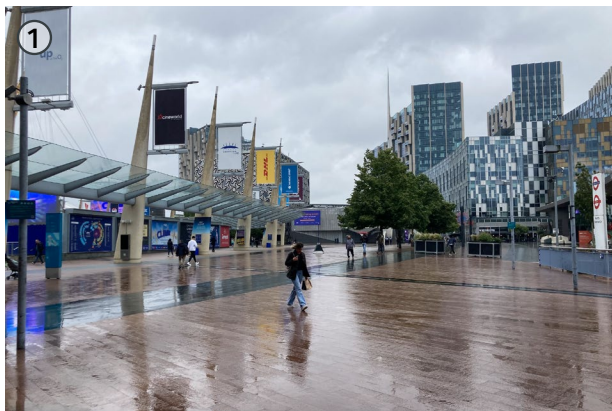


Find more information on jobs in OAs, including types of industries, in the [GLA OA webpage](#).

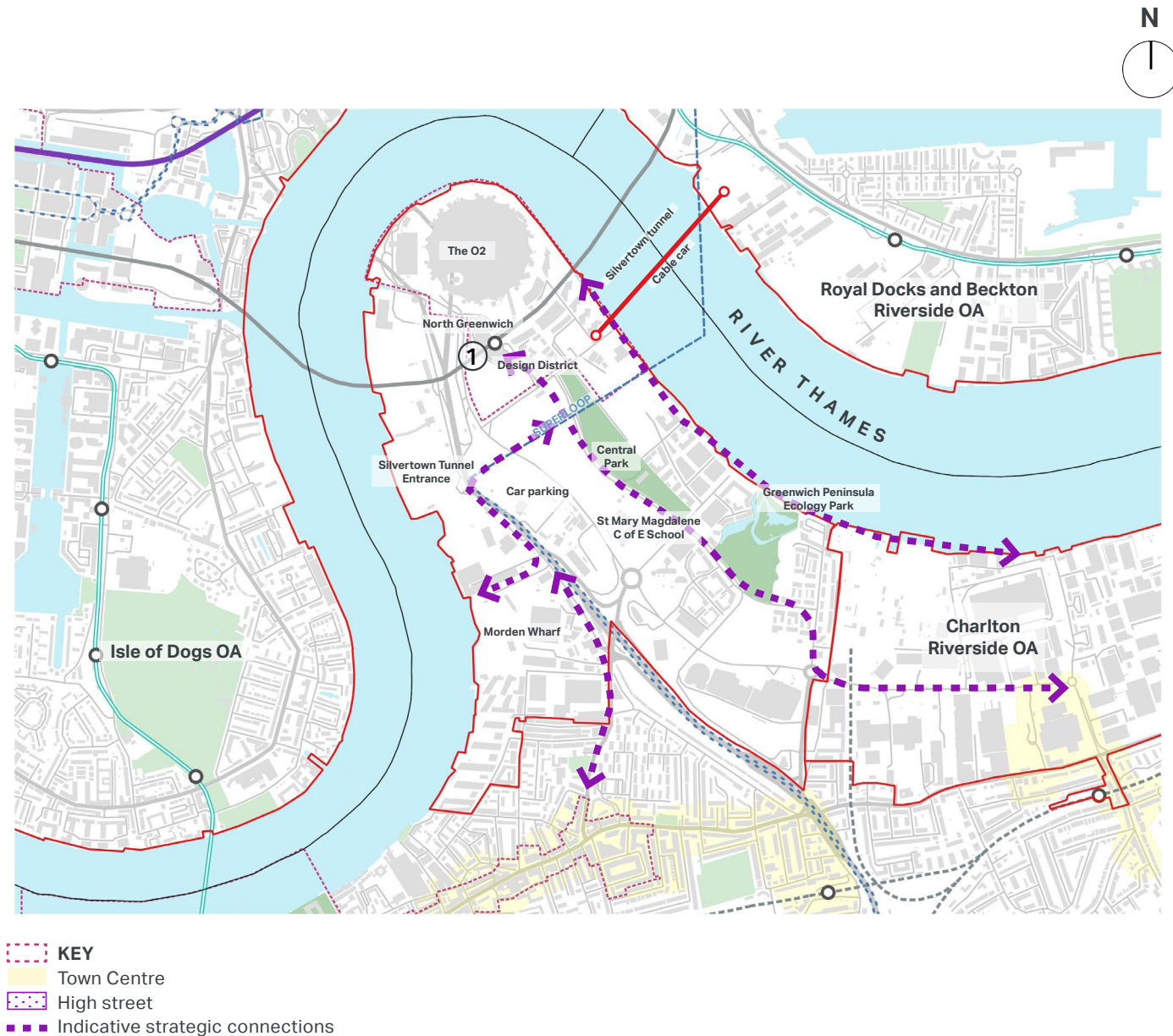
# Greenwich Peninsula

## Town Centres and High Streets

- GLA exploring the designation of a **Creative Enterprise Zone (CEZ)**. It will be a pilot for a private - sector led; the first in London.
- It will be worth exploring relation of CEZ and opportunities for **affordable and inclusive employment**.
- **Connections** (and pedestrian/ cycling experience) of public square and central design district to Charlton Riverside, Morden Wharf, East Greenwich.
- Peninsula square - design competition.
- GLAP considering opportunities for meanwhile uses (parking sites; 10 year opportunity).



Peninsula square





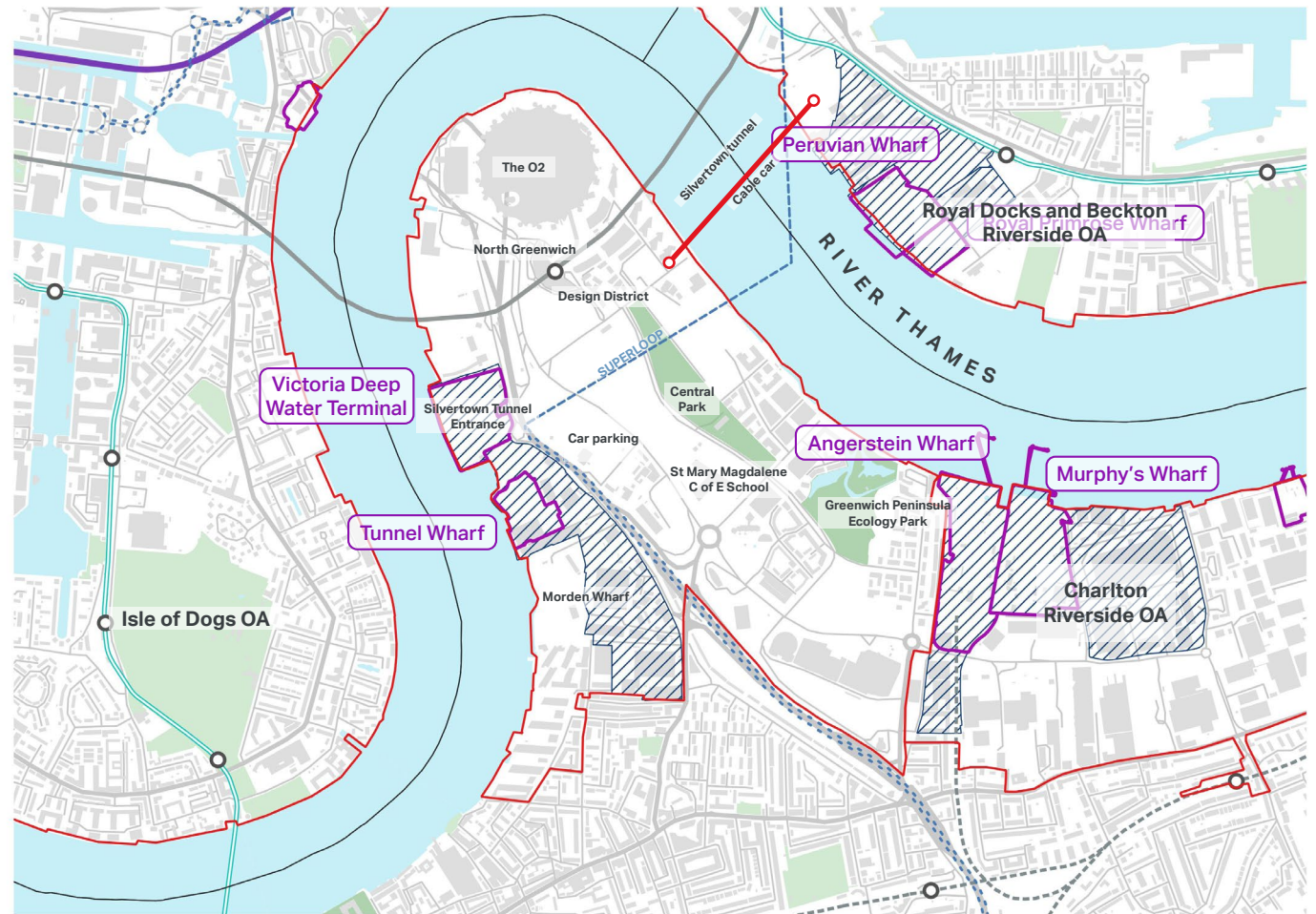
# Greenwich Peninsula

## Protected Industrial land



- **How different neighbourhoods come together:** Important to curate transition/ boundary treatments between industrial and residential.
- Acknowledge requirements and impact (24h operation, acoustic and air impact) of **safeguarded wharves**; including across the river.



Tunnel Wharf and Morden Wharf



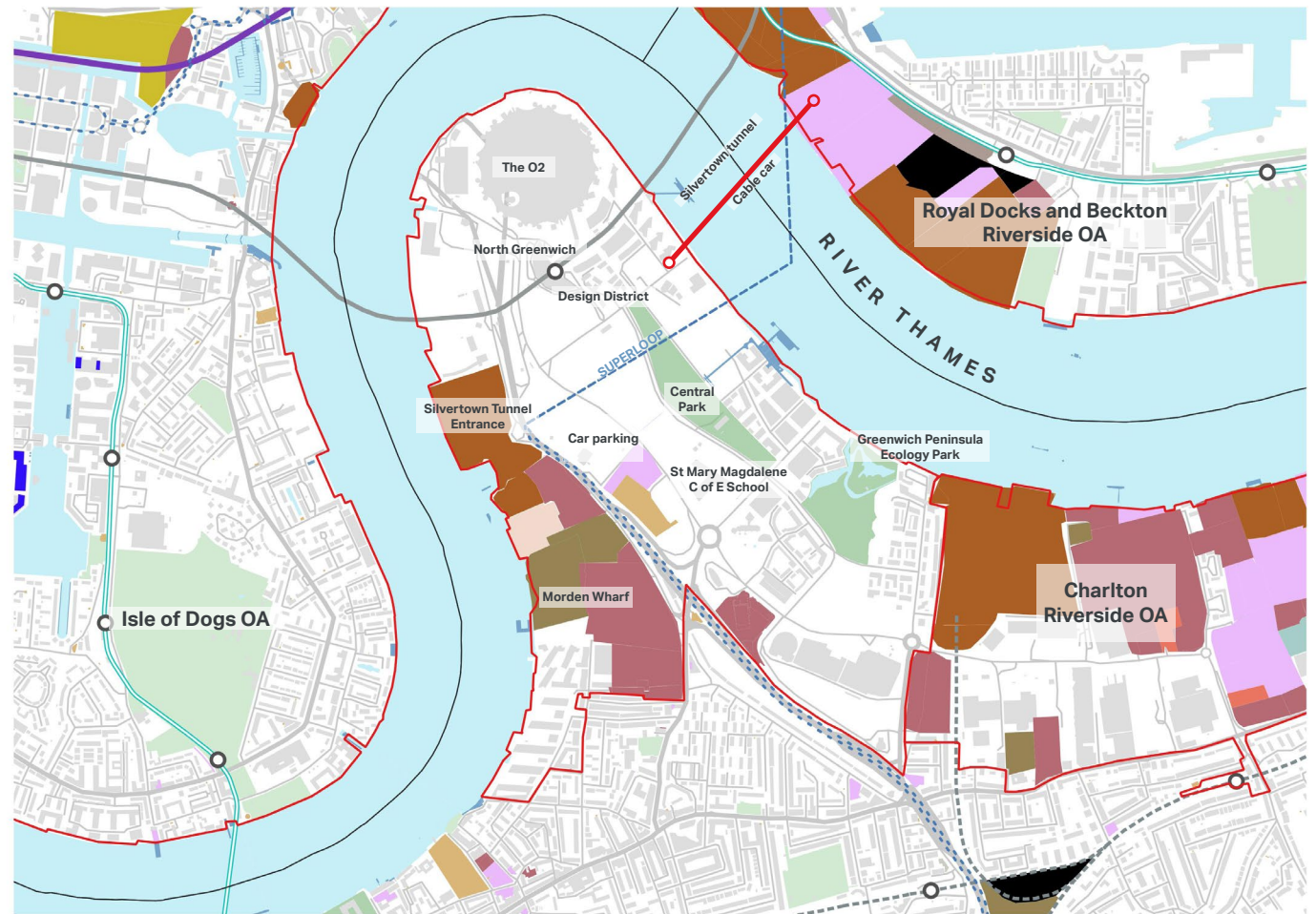
Source: London Industrial Supply Study

**KEY**  
 SIL  
 Safeguarded wharf



# Greenwich Peninsula

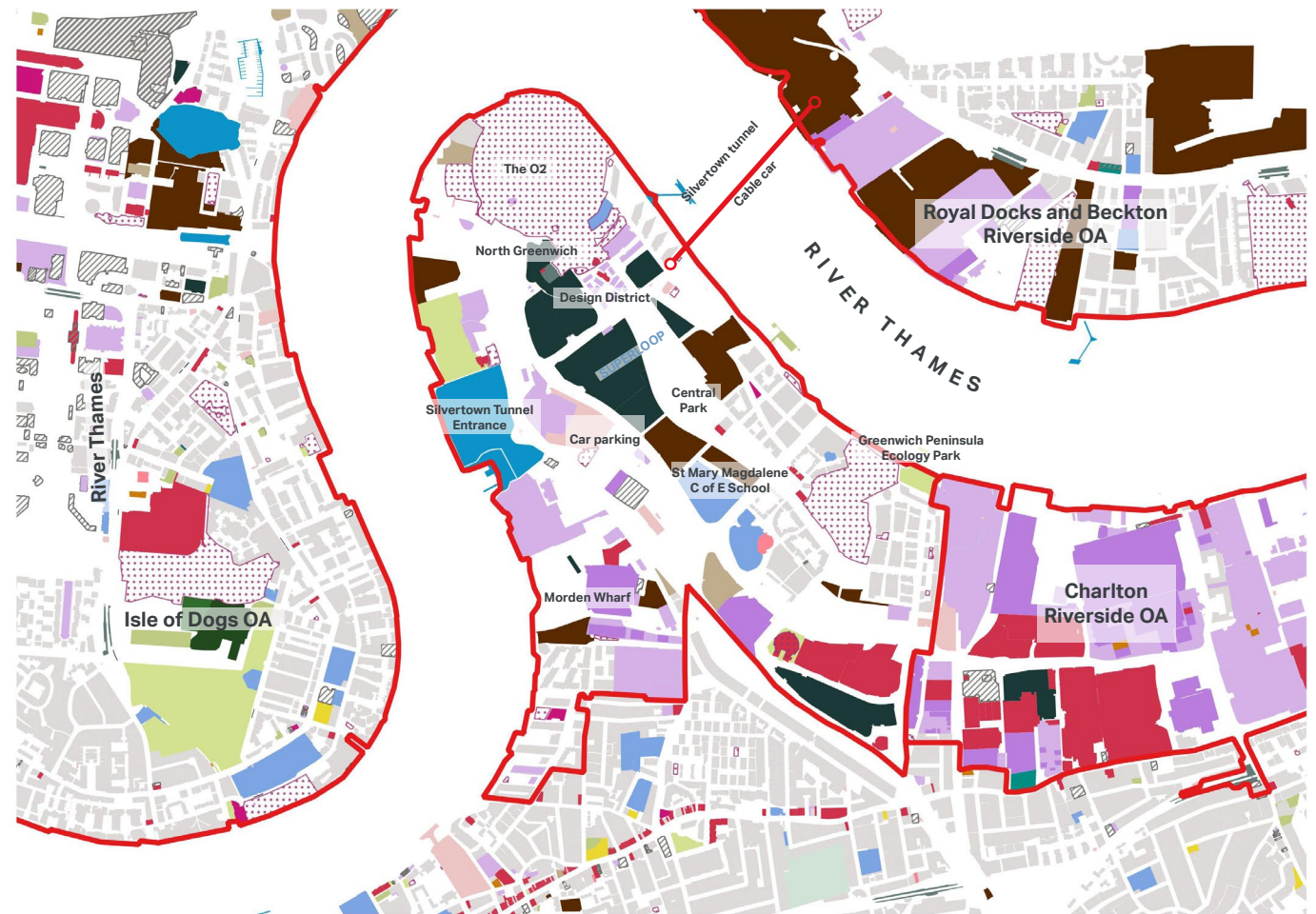
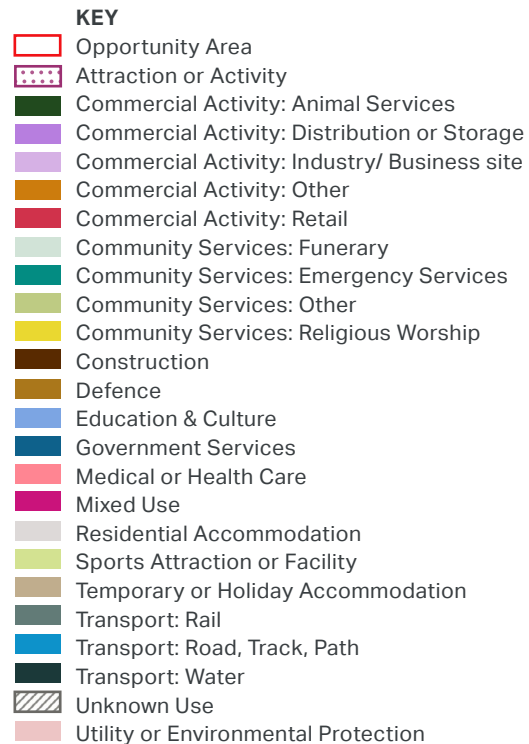
## Industrial land: Type of industry



Source: London Industrial Supply Study

# Greenwich Peninsula

## Land uses



Source: OSNGB, City Intelligence Unit (GLA)



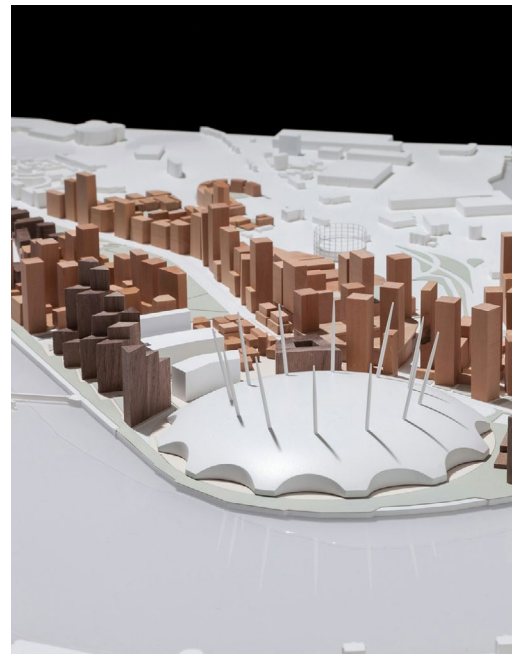
# Greenwich Peninsula

## Place strategies: Masterplan

- Masterplan approved in 2004.
- Revision and approval in 2015.
- **Revision and (outline planning) approval in 2019** (Increase number of homes, change in the boundary; removal of completed parts of the masterplan)
  - an additional 1,757 units across the Masterplan area when compared to the previous consent
  - proposes Large Scale Purpose Built Shared Living and Purpose Built Student Accommodation.



Brickfields neighbourhood. Source: Allies and Morrison.



2015 masterplan model. Source: Allies and Morrison.



2019 masterplan. Source: Allies and Morrison.

	2004 Masterplan	2015 Masterplan	Total 2015 Masterplan + delivered 2004 Masterplan units	2019 Masterplan	Additional units over permitted 2015 masterplan
<b>Units</b>	2,832	12,898	15,730	17,487	+1,757
<b>AH</b>	1,002	2,928	3,930	4,880	+ 950

Comparison of approved masterplans. Source: GLA report

# Greenwich Peninsula

## Moving forward

- Greenwich Peninsula was identified as an Opportunity Area in 2004. Several sites (including Knight Dragon and Morden) have a long planning history. **Currently, most of the permissions are in place**, and construction on several plots is ongoing. However, **delivery is still below target**.
- Consideration and close monitoring of the OA is needed to ensure **high design quality of buildings and open spaces**. (Note: very dense schemes - public realm?).
- **Relation of the OA** with the RD+BR OA and Charlton Riverside is key.

### Proposition

- Retain as 'Maturing'.
- Retain in the radar to monitor affordable homes delivery, meanwhile uses strategy and approach to non-residential spaces (including community spaces).

