

Opportunity Area Portrait

Woolwich



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.

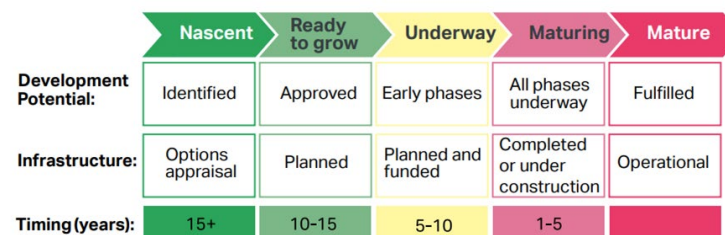
OA boundaries

- 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

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Transport
and
connectivity

Delivery of
homes

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Development
activity 2021
and 2024

Jobs

Town Centre
and High
Streets

Industrial
Land

Place
strategies*

Moving
forward

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

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Context

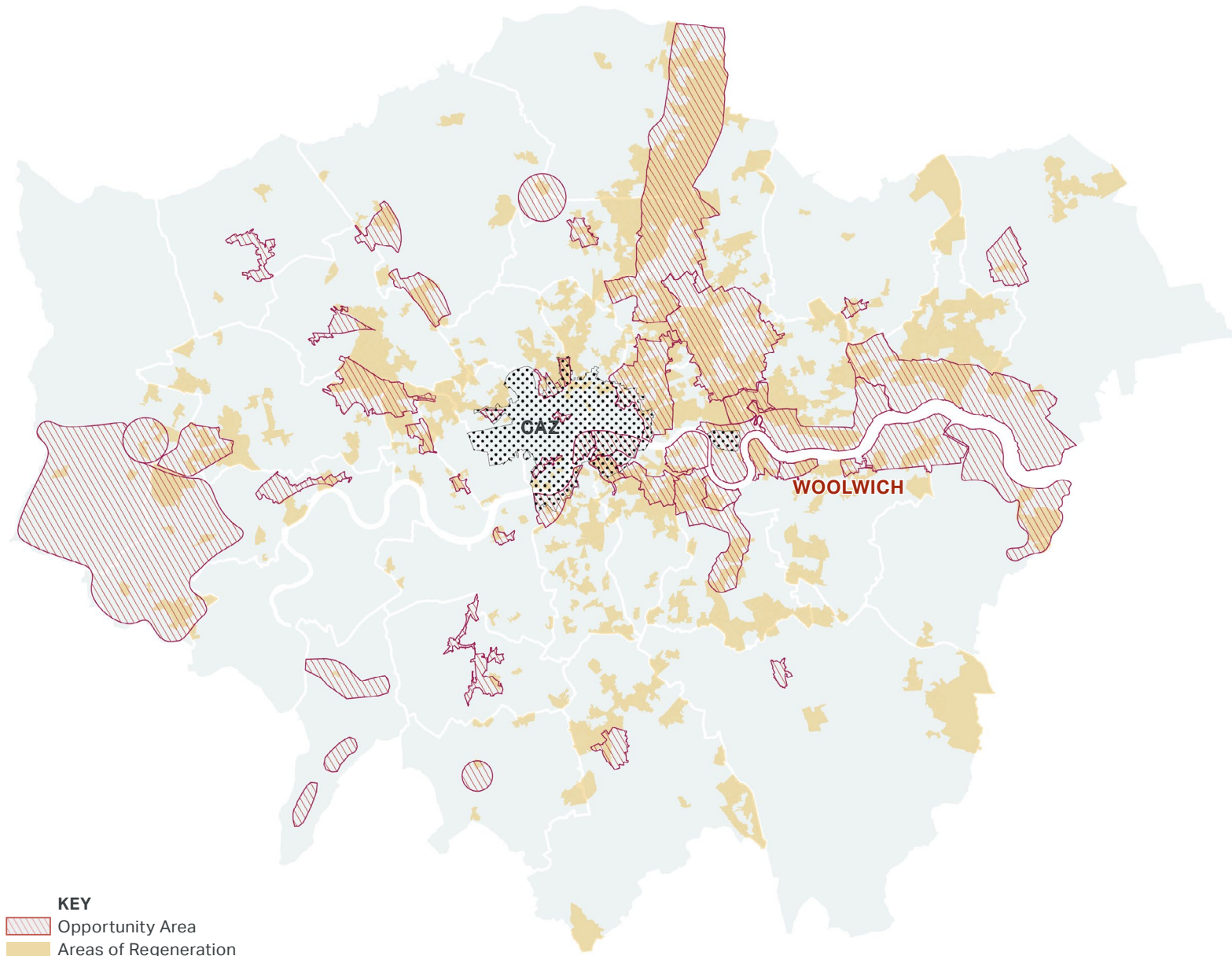
OAs in the CAZ

- 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)

Not relevant for this OA, as it sits in Thames Estuary, but sets the wider context.

Areas of Regeneration

The OA overlaps with areas of regeneration.



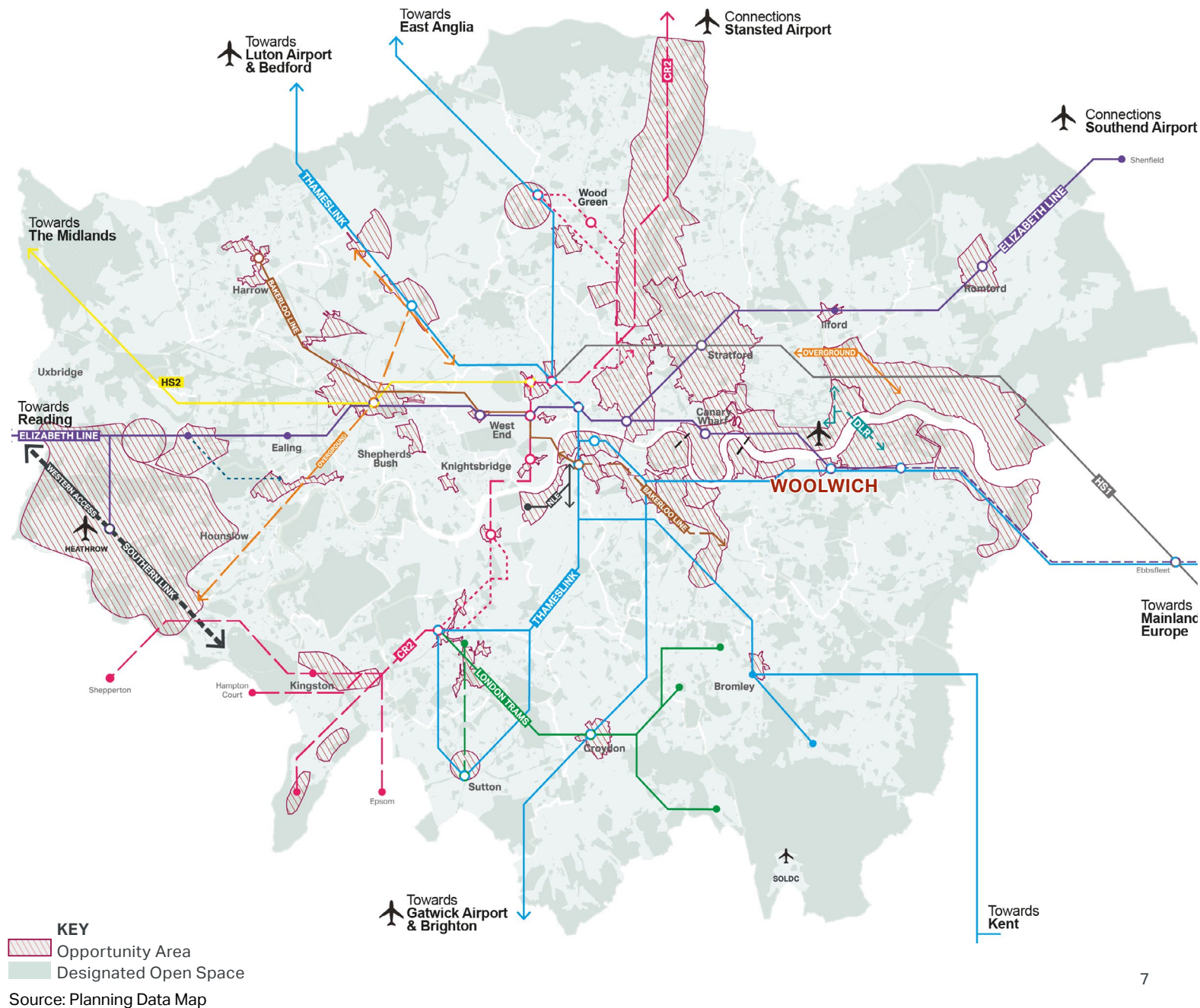
Source: Areas of Regeneration as per London Plan 2021

Woolwich

Context

Transport and Growth Corridors

- Elizabeth Line corridor



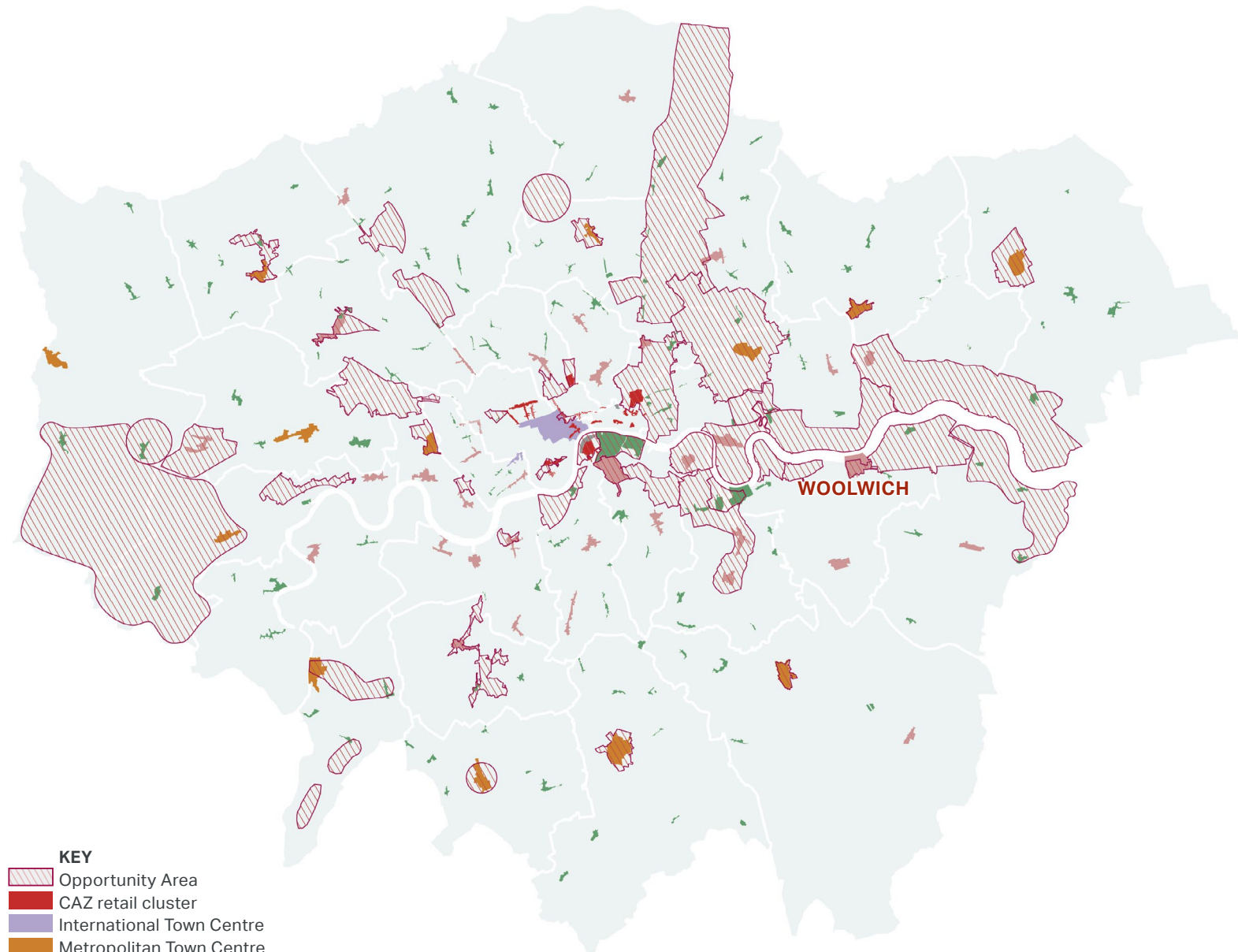
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Context

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 overlaps with Woolwich Major Town Centre.



Source: Planning Data Map

Woolwich

Key info

London Plan Designation Year

2004 2008 2011 2016 2021

Borough

RB Greenwich

Area

Tottenham
Court Road
19 ha

Woolwich
66 ha

Lee Valley
3,926 ha

OA specific plans

Woolwich Town Centre
Masterplan SPD, 2012

Local Plan status

Regulation 18

Growth Corridor

Thames Estuary Growth Corridor

Housing Delivery Test 2023

Presumption

OA status (London Plan 2021)

Nascent Ready to Grow Underway **Maturing** Mature



London Plan 2021 capacities by 2041



Source: Google Earth

KEY
Opportunity Area

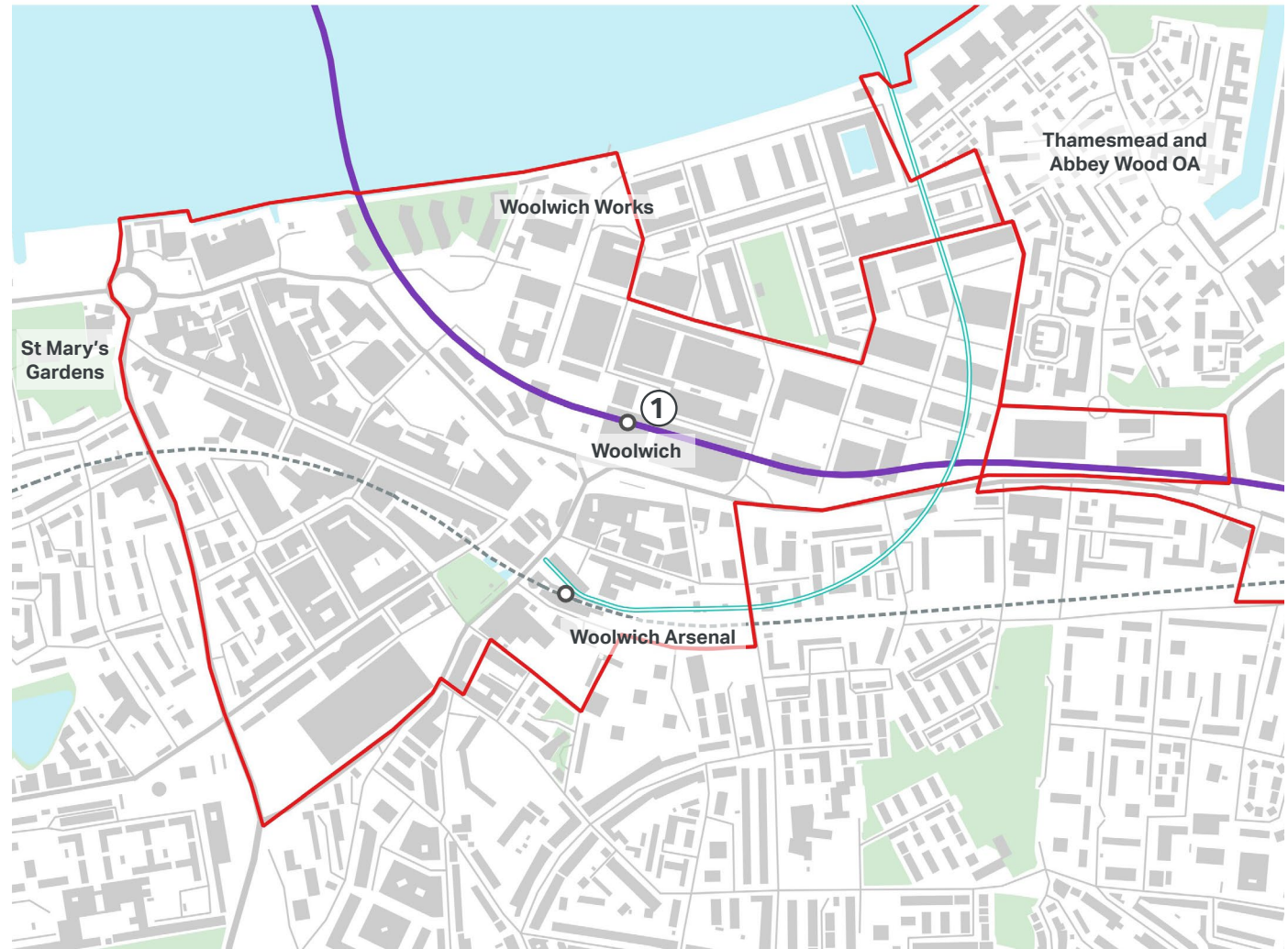
*Note that the LESD (2021) increases the capacity to 2,800 new jobs

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Transport and connectivity

Transport

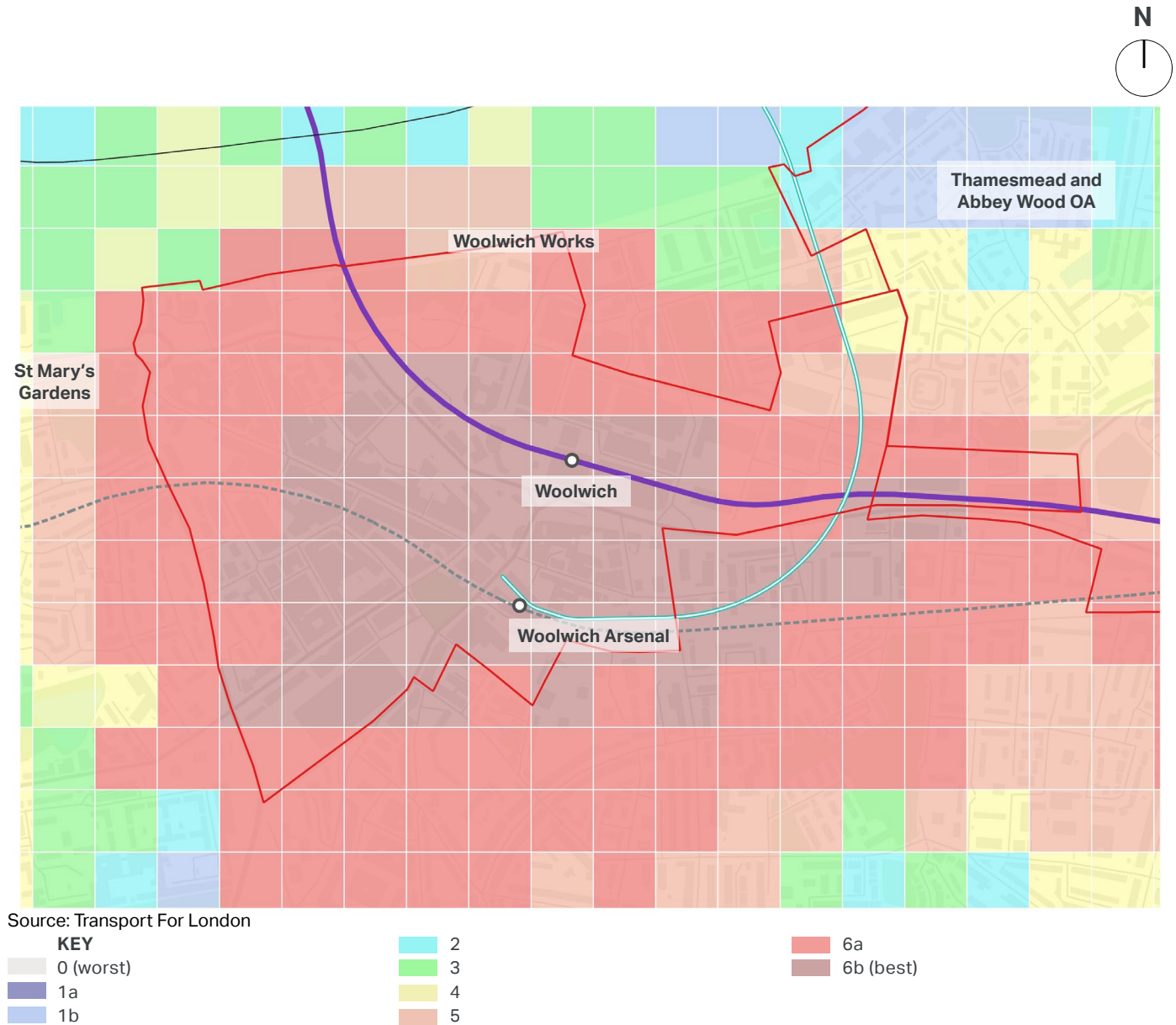
- Part of the Thames Estuary and Elizabeth Line South East catchment area.
- TfL identifying it as an OA where transport it is not holding back development.
- Elizabeth Line station opened in 2022.



KEY	
	Opportunity Area
	Other Open Space
	Station
—	Elizabeth line
- - -	National rail
—	DLR

Woolwich

Transport and connectivity: PTAL 2031

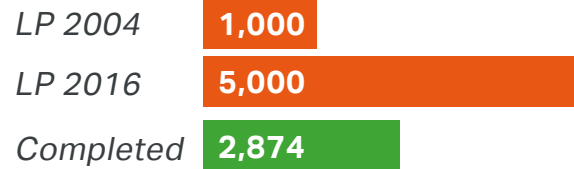


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Delivery of homes

Delivery pre-2019*

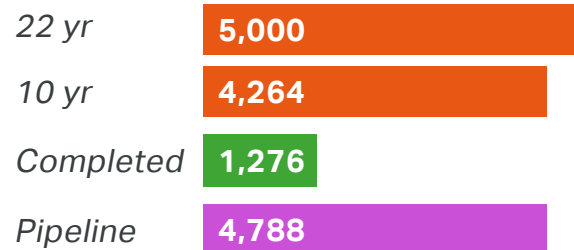
Completions since designation against capacity



The OA exceeded its original capacity at designation, and by 2019 delivered more than 60% of the indicative capacity for new homes by 2031 set in the London Plan 2016.

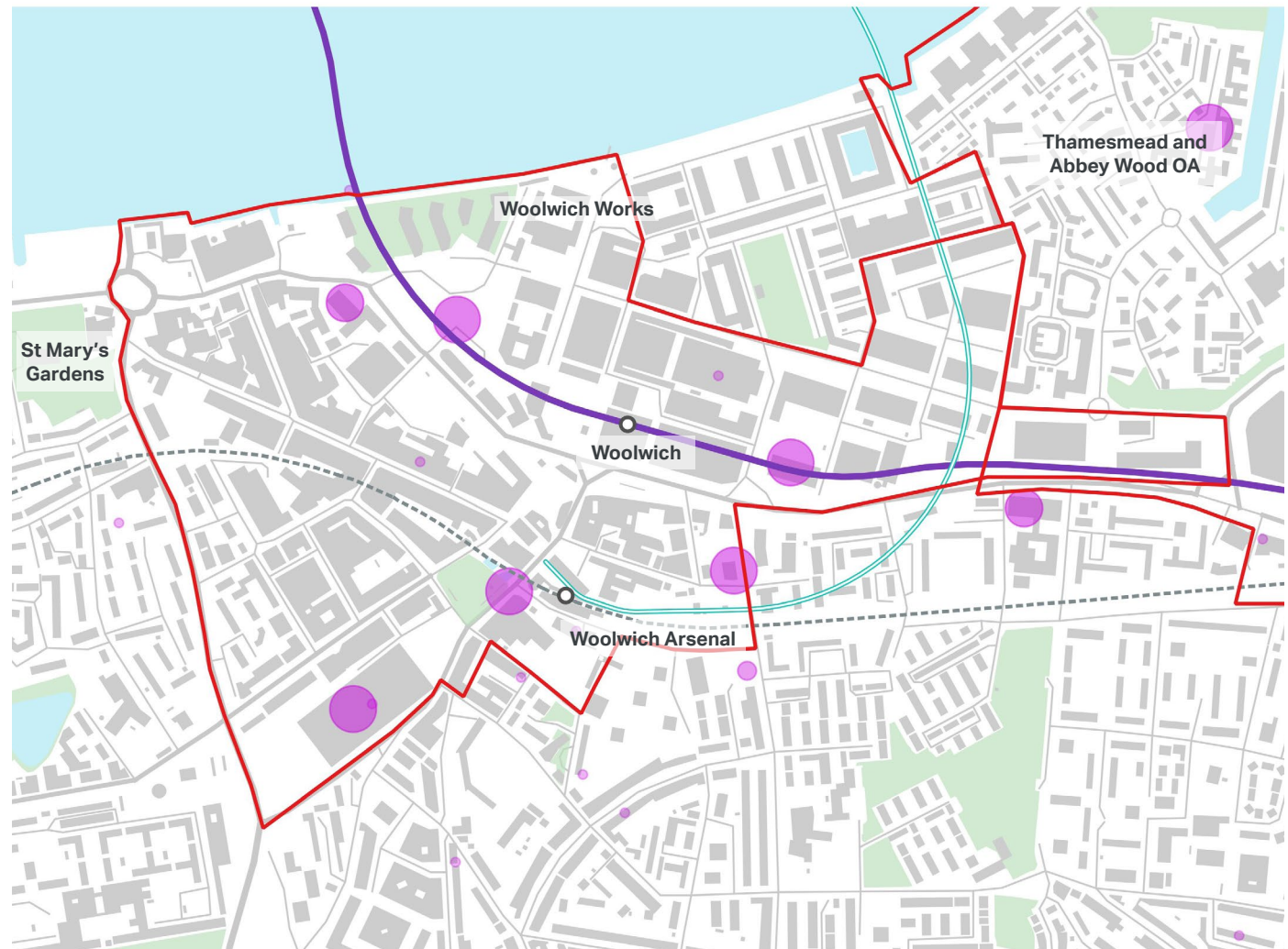
Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity



OA is delivering 250 homes per year, against the indicative delivery rate of 227 homes a year. The existing pipeline and completions by 2023/2024 will exceed its indicative capacity.

**In the London Plan 2008 there was a 15,000 new homes capacity provided for 'Woolwich, Thamesmead & Charlton Riverside East'*



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).

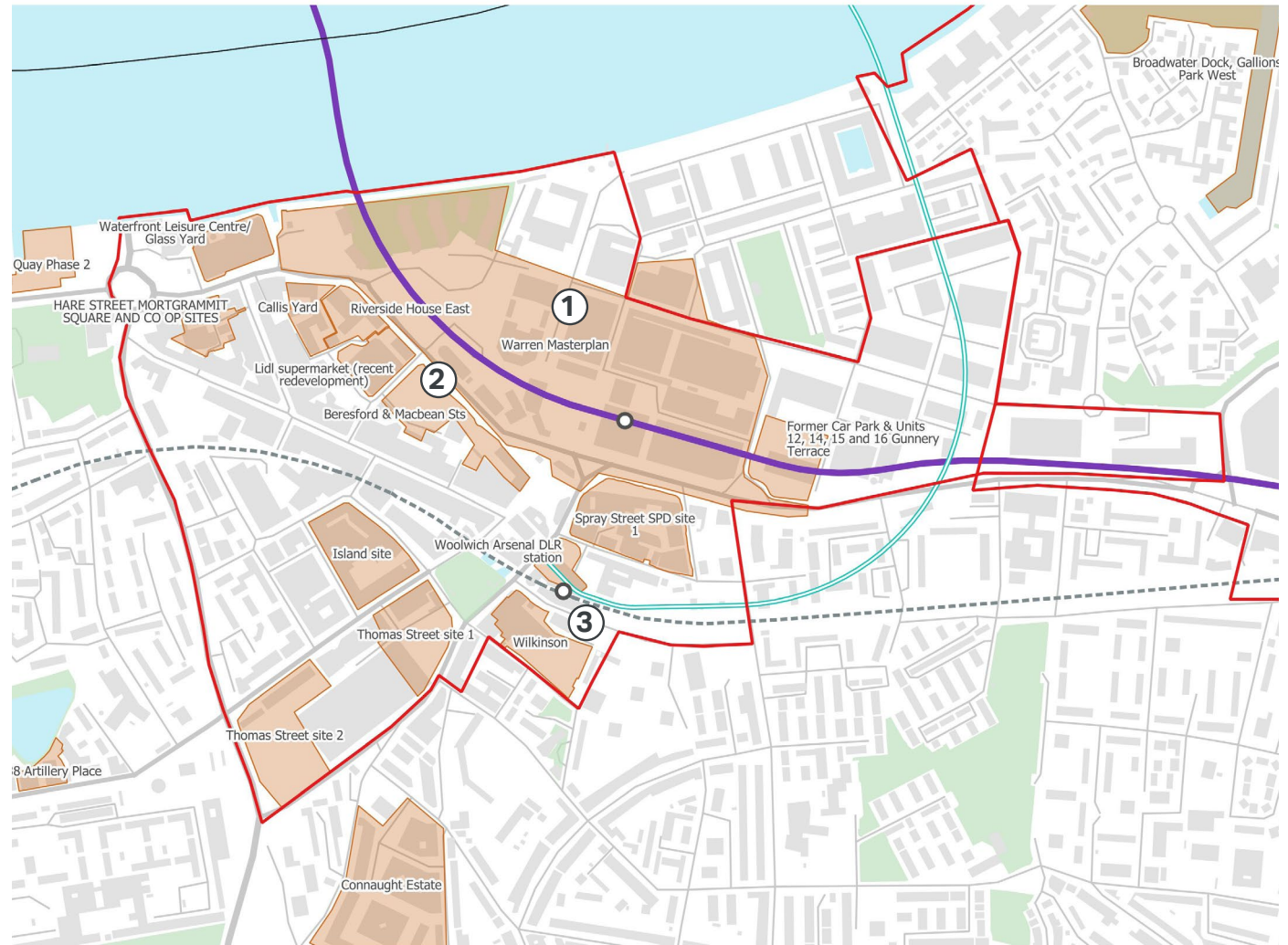


Woolwich

SHLAA 2017: Approvals and Allocations

- Key sites identified in 2017 include:

- ① Royal Arsenal (Warren Masterplan)
- ② Beresford and Macbean
- ③ Sites around Woolwich Arsenal station (Spray Street, Woolwich Central etc)



KEY
[Red outline] Opportunity Area
[Orange fill] Approvals and Allocations (SHLAA, 2017)

Woolwich

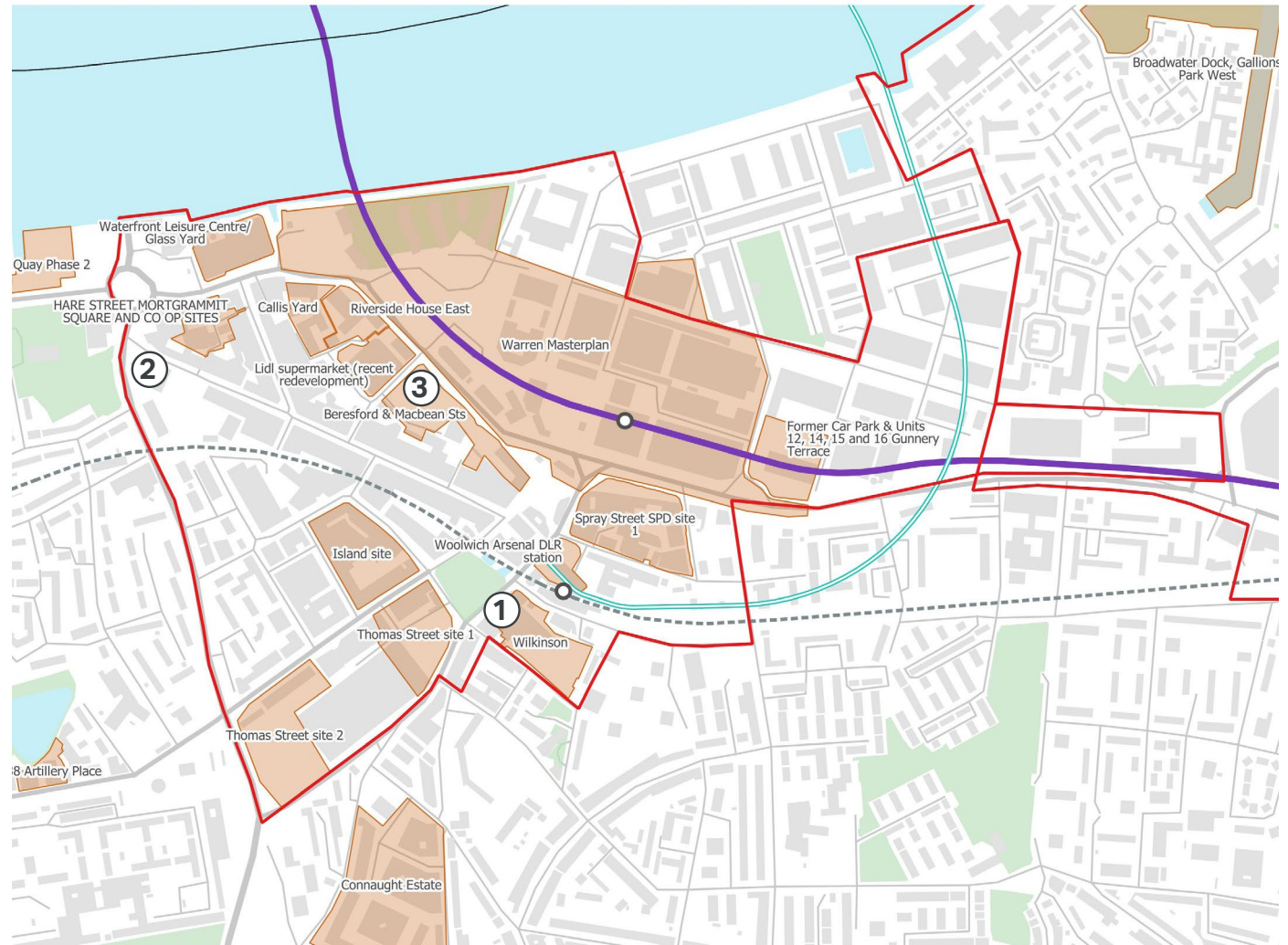
SHLAA 2017: Approvals and Allocations

- ① Construction for the Leisure Centre are underway and expected to be completed by 2025. The proposal includes 500 new homes.



- ② Mortgrammit Square: Plans previously submitted in 2018 - refused due to level of affordable housing. New proposal in planning for 250 BTR and workspaces.
- ③ MacBean Development: Planning proposal included more than 590 units and non-residential floorspace. Planning permission refused (heritage impact) in 2021.

RBG is in continued discussions with developers, and both of these sites are now at either pre-app or live application stage.



KEY
 [Red outline] Opportunity Area
 [Orange fill] Approvals and Allocations (SHLAA, 2017)

Woolwich

SHLAA 2017: Approvals and Allocations

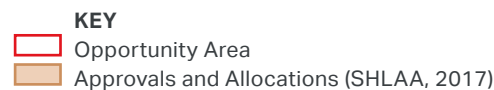
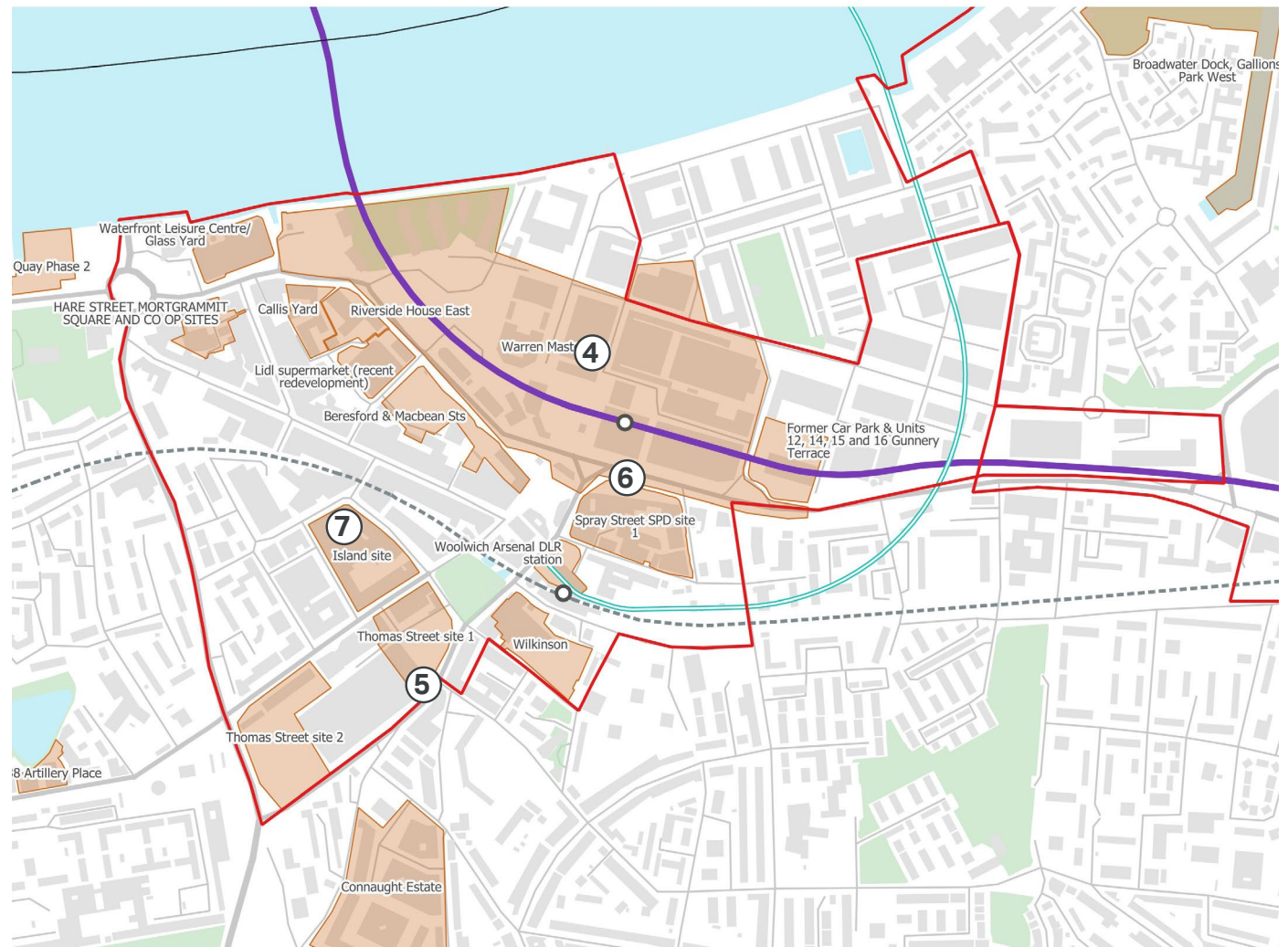
④ Royal Arsenal (mostly completed)

- 3,975 homes have been delivered to date, with 24% affordable.
- more than 400 under construction, and 690 still to be delivered (pause in 2022 pending clarity on fire regs, re-submission in early 2024.)

⑤ Woolwich Central: mixed-used development with 700 homes as approved in 2022. Changes in fire regs impacted scheme start. Site cleared but not under construction.



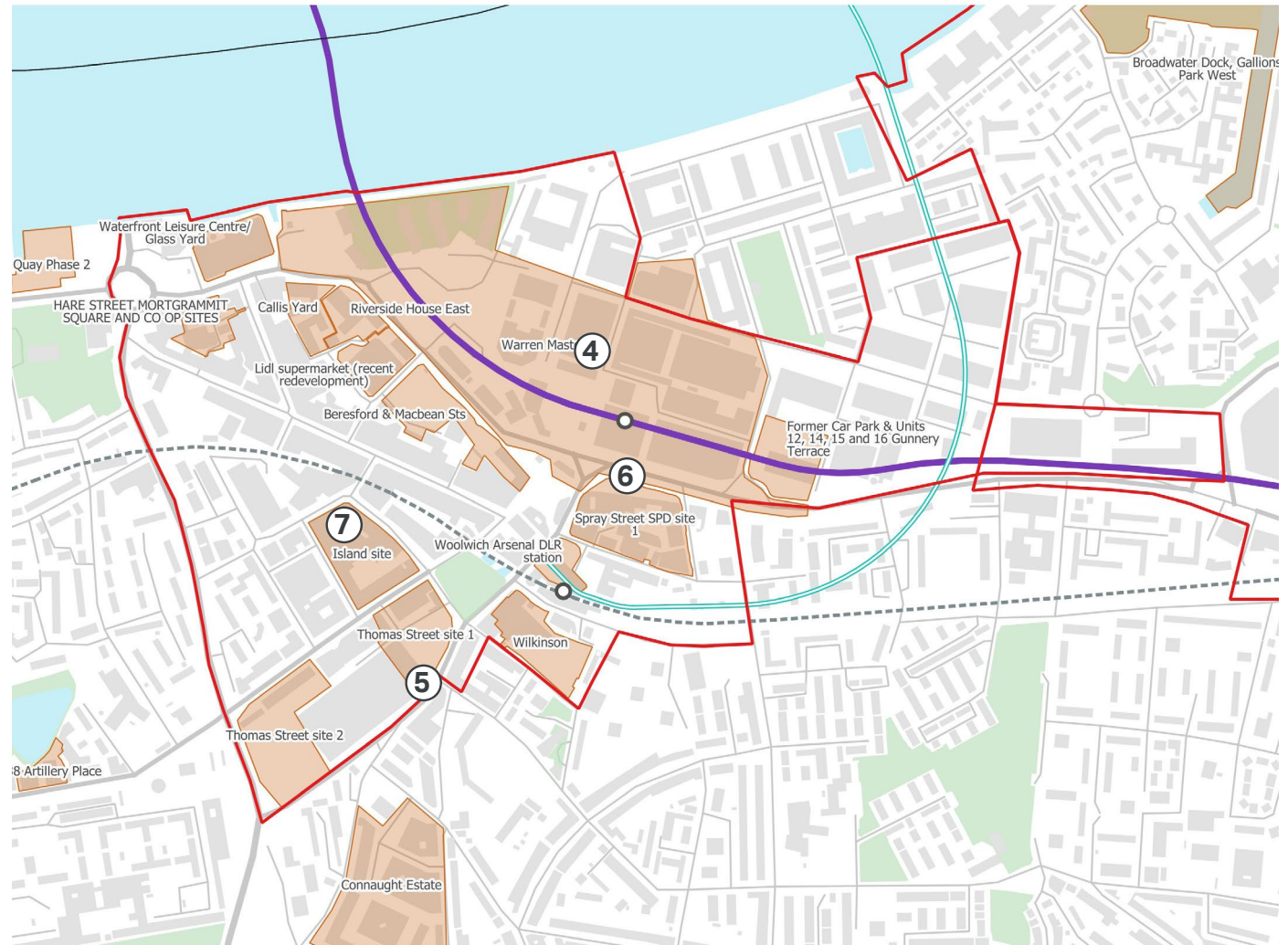
⑥ Spray Street/ Woolwich Exchange: 750 - 800 new homes, social infra, culture and retail. Not commenced. Compulsory Purchase Order granted in July 2023.



Woolwich

SHLAA 2017: Approvals and Allocations

- ⑦ Application submitted in March 2023 for the Island Site. Co-living scheme proposing 494 units, 20 residential dwellings, community uses and retail.



KEY
Opportunity Area
Approvals and Allocations (SHLAA, 2017)

Woolwich

Development activity 2021

- In 2021 activity is concentrated in the Royal Arsenal and waterfront sites.



Source: vu.city

KEY
Consented
Under construction
Completed

Woolwich

Development activity 2024

- Later phases of town centre masterplan in the south are being consented and approved.
- Construction emerging in close proximity to the Elizabeth line station.
- Future potential seems to be located in the west part of the OA; MacBean Street and Mortgramit Square sites.

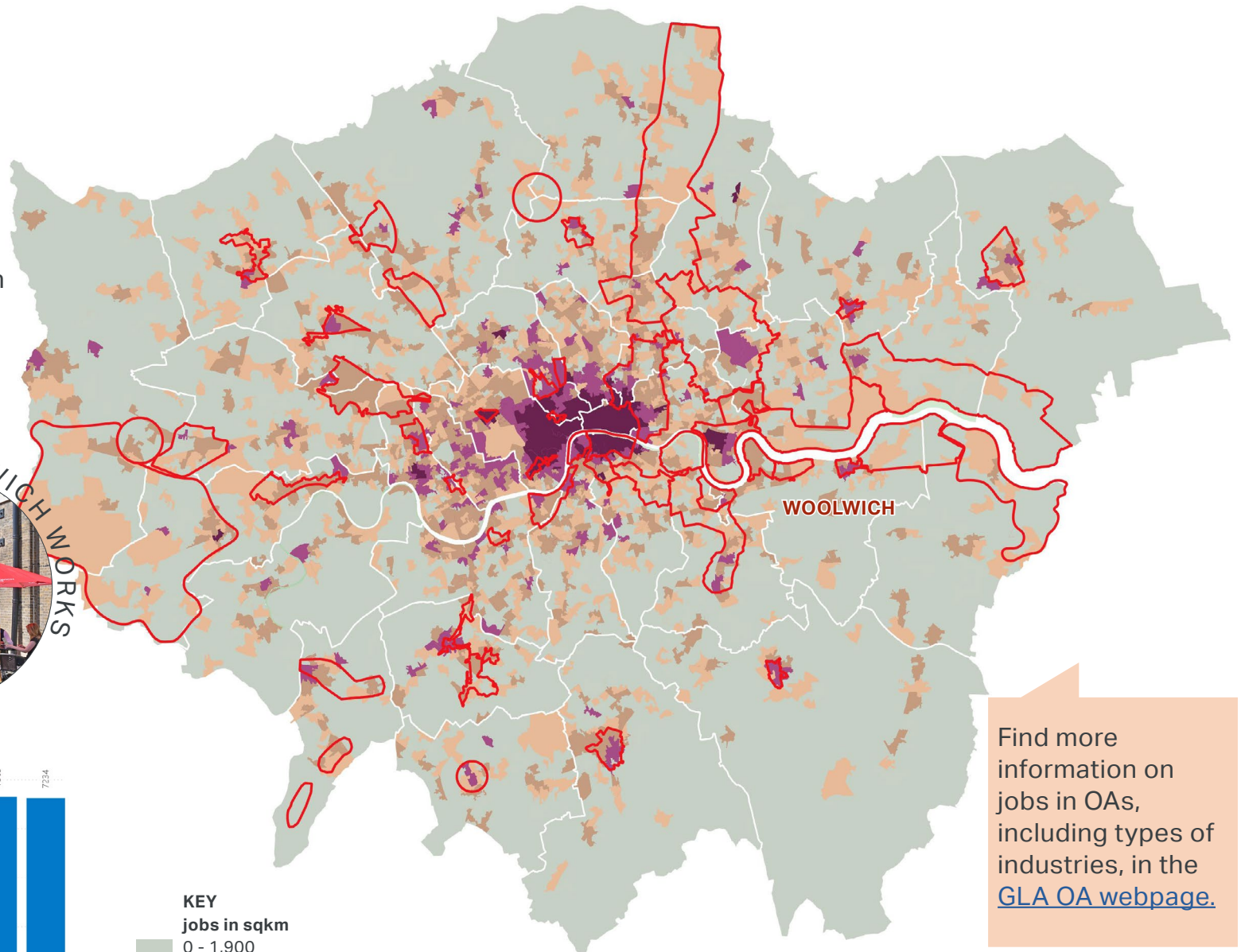


Source: vu.city

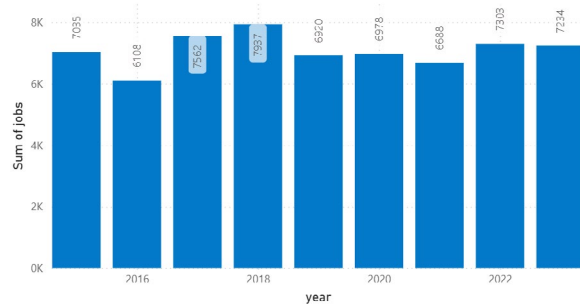
KEY
Consented
Under construction
Completed

Woolwich Jobs

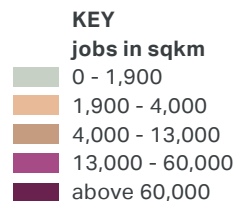
- High density of jobs in the town centre. Hotspot in south east London.
- Woolwich is 8th across all London's OAs in terms of total increase in jobs between 2021 and 2022 (+9%).
- 8 per cent of the borough's jobs are in Woolwich OA.



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](#).

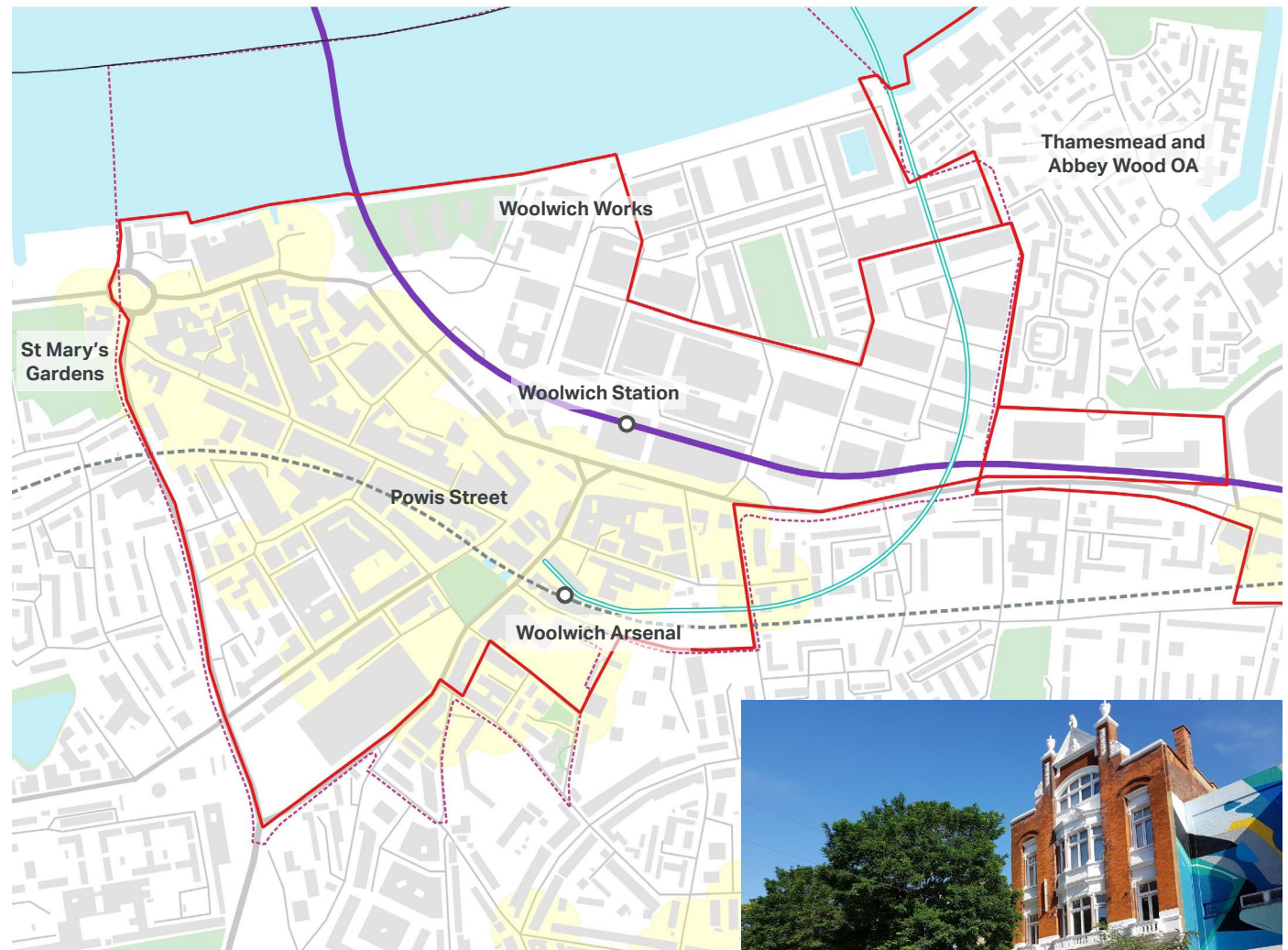
Woolwich

Town Centres and High Streets

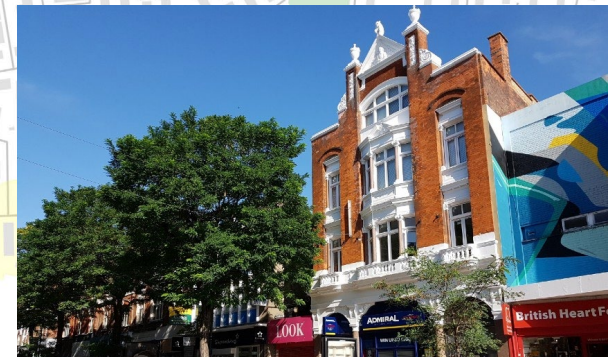
- Currently, Woolwich is a Major Town Centre. Potential for it to be a metropolitan town centre (Local Plan and London Plan 2021).
- Designated as **Night Time Enterprise Zone** in 2022. Focus on enhancing safety and creating a 'lates' destination.
- Woolwich is one of 68 High Streets [Heritage Action Zones](#) across England, and **one of only five in London**, that will be given a new lease of life thanks to a £95 million government-funded programme.
- Improvement to Beresford Square and Powis Street as a result of the funding, and Heritage Action Zones status.



[Woolwich Front Room](#)



KEY
 - Town Centre
 - High street



Powis Street



Woolwich

Land uses



Source: OSNGB, City Intelligence Unit (GLA)

Woolwich

Place strategies: Woolwich Barracks SPD

- Following nearly 250 years of use as a military base, the Ministry of Defence (MOD) has decided that the **Woolwich Barracks site has become surplus to their requirements.**
- The MOD are modernising and consolidating their defence estate, to ensure it is better structured and more economical. The army will maintain a presence in Woolwich, with the King's Troops remaining on site at Napier Lines, however parts of **the site will become available for new uses in 2028.**
- The main building is Grade II* listed with the longest continuous façade of any building in the country.
- RB Greenwich are working with MOD to prepare an **SPD for the Woolwich Barracks site (Issues and Options consultation in February/ March 2025).**
- **This SPD is for a site located just outside the OA, as shown on the diagram (yellow dotted line).**

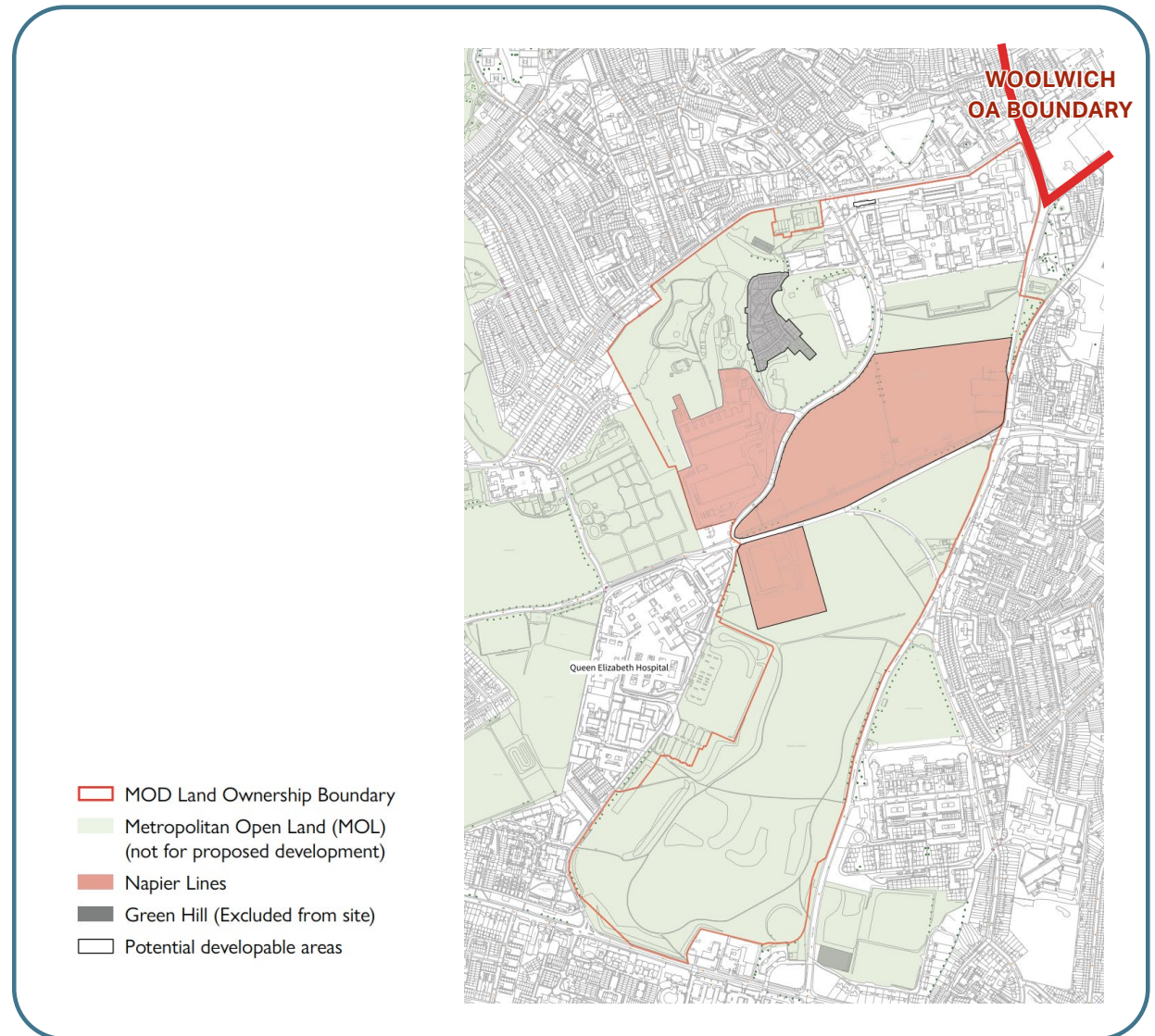


This diagram shows the context/ proximity of Woolwich Barracks to the OA/ Town Centre. See following page for the Woolwich Barracks site boundary.

Woolwich

Place strategies: Woolwich Barracks SPD

- The Royal Borough of Greenwich wants to ensure that if the site is redeveloped, it is managed in a sustainable way which protects the site's valuable heritage buildings.
- Although the site is not within the OA, there are some potential considerations in relation to the OA:
 - **Uses are viable** and some uses may not be appropriate in such close proximity to Woolwich town centre as they may threaten the viability of the town centre, such as larger format retail.
 - **Improved accessibility to open space** in the area and its functionality
 - **Improved connectivity** throughout the site and with the surrounding area
 - **Provision of social infrastructure** to support new development, but also existing communities.



[Drawing from Woolwich Barracks SPD - Issues and Options](#)

Woolwich

Moving forward

- The OA is **on track to meet** (and potentially exceed) its indicative homes capacity by 2041.
- There are some approved sites where **commencement on site has been delayed**. A common barrier seems to have been the uncertainty regarding the fire regulations.
- The OA is home to **a number of dense schemes**, including the Woolwich Riverside with a density of 680 dwelling per hectare.
- The OA is **largely built-out**. Some sites along the waterfront and in the town centre could support further growth (west part of the OA).
- Currently, Greenwich is in the process of **calling for sites** as part of the Local Plan refresh.
- The OA has delivered **400 new jobs since 2019 and until 2022**, which accounts for 40% of the expected LESD jobs (by 2026). Woolwich is 8th across all London's OAs in terms of total increase in jobs between 2021 and 2022 (+9%).

Proposition

- OA to be moved to 'mature', and effectively being de-designated as an OA.
- Opportunities for the emerging masterplan for Woolwich Barracks MOD site (outside of the OA, to the south west) to consider its relation to the town centre and the OA. This could be achieved by ensuring that the emerging masterplan integrates to its surroundings, connects to the existing public transport network, prioritises walking and cycling links to the town centre and other destinations in the OA, and improves access to open and blue infrastructure for local communities.
- Potential for land assembly.



Woolwich Riverside Waterfront Masterplan. Source: Gillespies