



Green light for Greenwich Peninsula:

The largest single regeneration project London has ever seen

The largest single regeneration project the capital has ever seen, creating 15,720 homes, 12,000 jobs, and an entire new district for London on Greenwich Peninsula, has been given the go-ahead by the Royal Borough of Greenwich.

A diverse community for 28,000 people living in an area twice the size of Soho will now be created in this distinctive loop of the River Thames, wrapped by a public river frontage 1.6 miles long. The scheme will include two schools, independent shops bars and restaurants, public squares and parkland, all serviced by the Jubilee Line. The scheme has a gross development value of £8.4billion.

Developer Knight Dragon has unveiled a new vision for this residential led project, originally consented in 2004 on a much smaller scale but which had stalled for many years.

"It's a huge project and a huge responsibility" says Sammy Lee, Vice Chairman of Knight Dragon, "Something like this only happens once in a generation in London. We have big plans for the Peninsula and the team, the determination and the finance to deliver them."

History in the making

The new masterplan for Greenwich Peninsula designed by internationally renowned London-based architects Allies & Morrison received a resolution to grant from Royal Borough of Greenwich last night.

Richard Blakeway, Deputy Mayor for Housing, Greater London Authority, hailed the approval of the capital's biggest regeneration project. He said: "This transformation of what was a disused site will not only provide thousands of much-needed new homes for Londoners, but also bring jobs as part of the wider regeneration of this key opportunity area."

A place for everyone

London has a real and urgent need for the delivery of more quality homes and the regeneration of Greenwich Peninsula helps address that imbalance of supply and demand. Of the 15,720 homes, a minimum of 3930 will be affordable and will be included in every neighbourhood on the Peninsula. Knight Dragon already has nearly 3,000 homes under construction, with 700 homes completing this autumn and the first residents moving in this month. Richard Margree, CEO of Knight Dragon says *"Response to the new homes has been tremendous, with our 7th London launch last weekend. Savvy first time buyers, owner occupiers and investors clearly see the potential the Peninsula offers."*



The Thames comes back to life

The 1.6 miles of the River Thames surrounding the Peninsula is set to experience a new lease of life. A 5km running track will sweep along the riverfront and weave through the neighbourhoods on the Peninsula. A floating performance space, The Jetty, has already opened and the MBNA Thames Clipper is set to increase its East London route. As the Peninsula develops, a possible direct Clipper service from Greenwich Peninsula to Canary Wharf is also being considered.

Imagination and collaboration

Over the last 18 months Knight Dragon have been collaborating with world-class creatives from different fields such as Tom Dixon, Stevie Parle, Conrad Shawcross, SOM and Conran & Partners to develop a new approach to urban renewal. Four new restaurants, two bars, an art gallery, golf driving range and new gardens are already open and the Peninsula will host Alex Chinneck's landmark piece for the London Design Festival later this month. Margree says *"We seek out the best talent who share our belief that big ideas and attention to detail must go hand in hand to deliver brilliant, authentic and enduring concepts."*

The Peninsula in numbers

Some key facts highlight the sheer size and scale of this ambitious masterplan:

150 acres – twice the size of the Kings Cross regeneration scheme

15,720 homes – including a minimum of 3,930 affordable homes (half of all affordable homes currently built in London annually)

12,000 jobs

2,000 school places for local children

£500 million investment in public and social infrastructure – schools, doctors surgeries, sporting facilities, public space and parks

London's newest film studio

1.6 miles of public river frontage

www.greenwichpeninsula.co.uk

**For more media information, contact Marion Hardman on 07961 578 401/020
3697 4358 marion.hardman@fourcommunications.com**