

DOWN SILVERTOWN SILV

PLANS SUBMITTED TO TRANSFORM SILVERTOWN QUAYS INTO LONDON'S INNOVATION QUARTER – A NEW PIECE OF CITY

17 JULY 2014:

Plans have been submitted for the £3.5bn transformation of Silvertown Quays into a new piece of London, creating an innovation quarter for global brands and businesses, alongside 3,000 new homes, securing a vibrant future for the Royal Docks.

The proposals by The Silvertown Partnership will see the 62 acre derelict site transformed - attracting 13 million visitors each year, contributing £260 million annually to the London economy and creating up to 21,000 jobs – making it the biggest jobs generator in London's Royal Docks.

Silvertown Quays will provide a unique experience in what will be the first purpose built brand destination in the world; and through a series of brand flagships, pavilions and trading houses, organisations will be able to showcase and engage with their consumers through education, entertainment and customisation.

Restored icons of London's industrial past like Millennium Mills will form the heart of 7 million sq ft of development that will re-enliven the dock with cafes, restaurants, commercial and community buildings and a new local centre for the Royal Docks, bringing an additional £33 million to the local economy.

The proposals also include a new landmark bridge which will connect Silvertown Quays with the Crossrail station at Custom House; its imminent arrival in 2018 will bring the City within 10 minutes and the West End of London within 17 minutes.

Sir Stuart Lipton, The Silvertown Partnership, said:

"I'm delighted to announce that proposals for Silvertown Quays have been submitted. Our vision for Silvertown Quays will create a new piece of our city with entrepreneurship, innovation and knowledge economies at its heart; meeting the needs of modern brands, businesses and people as well as delivering for the Royal Docks, for Newham and for London."

"Silvertown Quays represents the next wave of change in east London and the momentum behind it is building. We look forward to continuing to work in partnership with the GLA, Newham and the local residents and businesses to create this exciting new piece of London."

The transformation of Silvertown Quays site is a key part of the Mayor of London and the Mayor of Newham's wider vision for London's Royal Docks, a vision that is continuing apace, bringing thousands of jobs and homes back to the capital's waterways and builds on the success of the development of the Olympic Park and Stratford City.

DOWN SILVERTOWN SILV

The Royal Docks were once the powerhouse of the capital's economy for well over a century and now, thanks to the regeneration of London's Docklands and its designation as London's only Government-backed Enterprise Zone the area offers the best transport connections and a platform for a stunning new piece of city.

The Deputy Mayor for Housing, Land and Property, Richard Blakeway, said:

"The Mayor is overseeing a massive regeneration of the historic Royal Docks returning them to their former glory as a centre for industry and innovation at the heart of the capital's economy. The transformation of Silvertown Quays is part of a huge drive from the Mayor to kick-start development on publicly owned sites across the capital to boost the supply of new homes for Londoners and regenerate local communities. This exciting redevelopment will help rejuvenate the area with thousands of new homes and jobs, and make London's docklands a must go visitor destination for future generations."

The vision will see the Royal Docks redefined as a world class urban quarter, a centre of enterprise and a vibrant new waterside location which will attract new residents, tourists and investment from global businesses.

Support from local communities in and around Silvertown Quays has been overwhelmingly positive for The Silvertown Quay's proposals with over 90% of those consulted in favour of the regeneration of the derelict site.

For more information or to view the proposals people can visit: www.silvertownlondon.com or get in touch with The Silvertown Partnership at consultation@silvertownlondon.com or on 0800 8815 323.

ENDS

DOWN SILVERTOWN SILV

Notes to editors

- The Silvertown Partnership was selected as preferred developer for the Silvertown Quays site in 2012. In June 2013 they signed a Master Development Agreement (MDA) with the GLA. An outline planning application has now been submitted to the London Borough of Newham.
- The Silvertown Partnership, a consortium of Chelsfield Properties, First Base and Macquarie Capital.
- The Silvertown Partnership (TSP) team has a considerable track record for place making – creating exciting, vibrant space for people to live and work. They have substantial resources in delivering high quality homes and creating places across the capital and work with some of the world’s most celebrated architects, public and private sector organisations to deliver innovatively designed and quality homes and spaces that achieve high levels of public demand. The partners have been responsible for a number of notable London developments including Broadgate, Chiswick Park and currently a large part of Waterloo.
- Situated in the Royal Docks Enterprise Zone, the Silvertown Quays site, when complete, will have some of the best transport links in the capital, with direct access to central (10mins) and western London (17mins) via the new Crossrail station coming in 2018. It also benefits from close proximity to ExCeL, Emirates Air Line, the University of East London and City Airport, providing direct links to Europe’s key business and leisure destinations.
- The Royal Docks lies within the stretch of land running from Stratford down the River Lea to the Thames, an ‘arc of opportunity’ with £22 billion of development potential. It is home to ExCeL, the international exhibition and convention centre and London City Airport. The Mayors of London and the London Borough of Newham have set out a joint vision to develop the Royal Docks.
- The Royal Docks was granted Enterprise Zone status from April 2012 in recognition of its strategic importance.
- In February, Communities Secretary Eric Pickles announced funding of up to £12 million for London’s Royal Docks Enterprise Zone:
 - A ground breaking design for a new bridge at Silvertown to link the north and south sides of the docks; and
 - Funding for the Millennium Mills development that will transform an iconic but dilapidated industrial building - stripping out asbestos and making vital structural renovations turning it into an attractive modern work space.
 - The injection is part of £100m of Enterprise Zone funding made by Department of Communities and Local Government to invest in local infrastructure improvements to unlock development like the Silvertown Quays.

DOWN SILVERTOWN SILV

For media enquiries related to The Silvertown Partnership please contact:

Chris Oughton

020 7612 8488

co@londoncommunications.co.uk

Jane Groom

020 7612 8485

jg@londoncommunications.co.uk