



Chapter 2

Vision and Objectives

Vision

Royal Greenwich will be a borough of thriving, inclusive, and resilient communities. Good growth will be delivered through high-quality homes, vibrant town centres, sustainable transport, economic investment and green infrastructure. We will shape a future that celebrates our heritage, champions design excellence, and leads the way in climate action.

Objectives



1. Places

Sustainable growth: We will unlock the full potential of development sites to deliver well-designed, inclusive, and connected places. Through strategic investment and optimising densities, we will enable sustainable growth, strengthen local identity, and create thriving communities supported by infrastructure, jobs, and green spaces.



2. Housing

Deliver adaptable and inclusive homes for all:

We will ensure the delivery of high-quality homes that meet the diverse needs of residents across all life stages, including older people, and people with disabilities. This includes promoting accessible and adaptable housing, including wheelchair user dwellings, supported and specialist housing and encouraging innovative building types.

Promote balanced, mixed, and affordable communities: We will promote the development of balanced and inclusive communities by significantly increasing the supply of affordable homes and ensuring a diverse mix of housing types, tenures, and sizes. This includes prioritising family-sized homes to reduce overcrowding in Royal Greenwich. We will work to ensure that both new and existing residents can access suitable, high-quality homes and remain rooted in their communities.

Align housing growth with infrastructure capacity: We will ensure that new housing development is supported by sufficient infrastructure capacity, including transport, education, health, and green spaces, to maintain high living standards and equitable access to services and amenities.



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3. Employment and Town Centres

Facilitate Economic Investment and Resilience:

We will facilitate inward investment and deliver a resilient and inclusive economy by strengthening and protecting existing employment sites, enabling job growth and providing opportunities for the local supply chain.

Business Growth and Workspace Provision:

We will support business growth by delivering high-quality, affordable, and flexible workspace in town centres and designated employment areas such as Strategic Industrial Locations (SIL) and Locally Significant Industrial Sites (LSIS).

Promote vibrant and diverse town centres: We will support the adaptive reuse and revitalisation of our town centres; by encouraging thriving town centres which provide high-quality new homes and a mix of daytime and evening retail, leisure, community, culture and service uses that meet the evolving needs of residents, businesses, and visitors.

Support the visitor economy and social infrastructure:

We will strengthen Royal Greenwich's role as a visitor destination, supporting sustainable tourism, culture, leisure and hospitality uses, while ensuring a high-quality and inclusive offer. We will support and protect social infrastructure, including community, health, education and cultural facilities, and require development to contribute appropriately to its delivery.



4. Design and Heritage

Promote high-quality design across all development: We will ensure new development achieves a high standard of design responding positively to local character, context, and identity, encouraging innovation in architecture while respecting our rich historic environment.

Celebrate, protect and enhance Greenwich's unique heritage assets: We will promote awareness and appreciation of the borough's rich heritage, safeguard the integrity of the Maritime Greenwich World Heritage Site, and protect and enhance our conservation areas, listed buildings, locally significant heritage assets, and strategic and local views.

Promote heritage-led regeneration: We will support the adaptive reuse of historic buildings to support sustainable development and cultural vitality, as well as encourage the use of heritage as a catalyst for placemaking and economic growth, especially in town centres and waterfront areas.



5. Environment

Create healthy, high-quality and resilient environments: We will deliver attractive, accessible and sustainable places that people want to use, and which support our communities' health and wellbeing. We will do this through strengthening environmental quality in both green spaces and urban environments, improving air and water conditions, minimising pollution, and creating resilience to climate change through provision of infrastructure and urban greening.

Protect natural assets and promote sustainable environmental management: We will enhance biodiversity and green and blue infrastructure and ensure development responsibly manages impacts such as flood risk, contamination and waste, supporting a more sustainable and resource-efficient borough.



6. Climate Emergency

Reaching Net Zero: We will ensure development supports the aspiration to reach net zero and significantly reduce carbon emissions. New buildings will be designed and constructed to the highest standards of energy efficiency, incorporating low carbon technologies and sustainable design principles.

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Delivering a circular and low carbon built environment: We will promote whole life carbon reduction and circular economy principles in all development, prioritising the reuse of existing buildings and materials, minimising embodied carbon, and ensuring that resources are used efficiently and sustainably throughout the lifecycle of development.



7. Transport

Enable safe and sustainable travel: We will improve active and sustainable transport choices by enhancing walking and cycling routes, integrating public transport options, and supporting the transition to low-emission travel. This includes prioritising accessibility, healthy streets and connectivity across the Royal Borough.

Deliver inclusive and well-connected places: We will create places that are welcoming, accessible and safe for all users, and are enhanced through high-quality placemaking, improved public realm and connectivity with new development that strengthens the distinct character and identity of Royal Greenwich.

Figure VI: Key Diagram

