

## NEWS RELEASE SLB – PR0504 - 6<sup>th</sup> July 2005

### **Urban design charette for Deptford Creek a success.**

South London Business's City Growth initiative hosted a one day urban design charette on 29<sup>th</sup> June at The Albany, Deptford. The charette was attended by a number of local leading architects, including: Nicholas Burwell Architects; Buckley Gray Yeoman; MacDonald Egan; Squire Partners and Alexander Sedgley Architects. Lead by Nicholas Burwell. The day focused upon the relationship between Deptford and Greenwich, their perceived qualities and their interface along Deptford Creek.

City Growth is business led approach to economic development which focuses on the competitive advantages and potential of inner cities. It is based on the approach of Initiative for a Competitive Inner City set up by Professor Michael Porter at Harvard Business School. The aim is to create an environment which is attractive to business to encourage businesses to remain/locate and prosper in the area, which in turn will help to drive economic regeneration and create jobs and wealth, as opposed to the traditional regeneration model of directly addressing deficiencies and social needs. Pauline Lam, City Growth Project Manager, said "We hope that the day will be the start of a process that promotes the improvement of the physical and business environments in the area and that by engaging those who are already connected to the area a momentum may be gained that feeds a positive force into the development of the area".

Following presentations on planning history and policy from John Miller and Steve Merryfield of Lewisham and Greenwich Councils respectively, the participating architects, developers, landowners and members of the local creative industries, toured the area and divided into groups to generate ideas and proposals for the area.

During the day several themes began to emerge, including the use of existing railway and transport structures to offer linkage between the two centres and the importance of defining and retaining the identity of each and their respective gateways. The nature of the creek was explored from the perspective of accessibility, land ownership and as an urban landmark. The re-occurring themes included:

- Creekside Public Access
- Greening of the main traffic arteries
- Green connections between Cultural Icons
- Inhabiting the Railway Arches- Europe's longest listed structure.

- Gateway Identifiers
- Preservation of Unique Characters

Pauline Lam will now draw together the ideas, drawings, models of the day and select a number of initiatives to follow up . For further information, please contact Pauline Lam on 020 8320 2467.

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(404 Words)

(Photo Attached: IMG\_2738.jpeg – Architects working on their ideas)

(Photo Attached: 152.Jpeg – Pauline Lam – City Growth Project Manager)

**Notes to Editors:**

For further information, please contact: Ross Feeney, Policy & Communications Manager - 020 8256 1281 or Pauline Lam – City Growth Project Manager - 020 8320 2467

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