

SILVERTOWN

Retail Opportunities in an Iconic New Neighbourhood

**A 60-acre destination; An East
London neighbourhood awakens**



Retail comes to Silvertown

Silvertown was built in the 1860s for global trade. And today the iconic mills and deep waters of this dockland neighbourhood are reawakening. In a transformation that will see the rise of a new town centre uniting the Royal Docks just 15 minutes from central London.

At the very start, we can announce the release of the first four retail opportunities. To serve a population made up of existing and new residents, and thousands of future daily workers.



Artist impression of Plot 6 - subject to change

The Vision

After 40 years of standing empty, Silvertown is being transformed to deliver next-generation workplaces, educational opportunities, public spaces, cultural destinations, sport, leisure and up to 7,000 homes. A new neighbourhood with a personality building on East London's pioneering industrial past to create a vibrant future.

Artist impression - subject to change

The Royal Docks

With a £5bn investment being made over 20 years, Royal Docks is one of the UK's most important regeneration projects and Silvertown is at its heart.

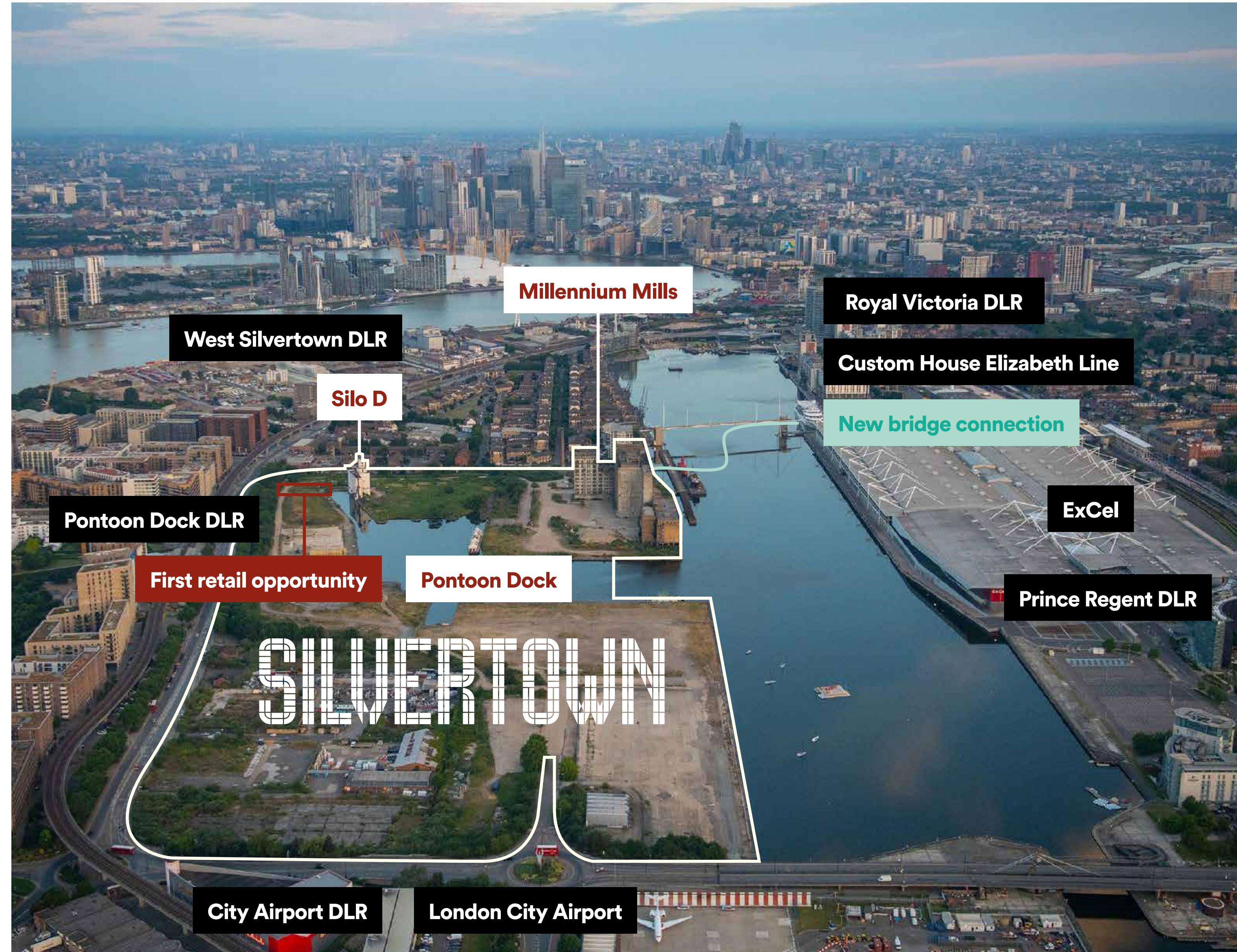
Once the world's largest manmade expanse of water and London's gateway to global trade, this unique waterfront is re-emerging as a commercial and cultural hub. Together, the Royal Docks spans 12 miles of waterfront, 2,200 acres of land, and 250 acres of water and is home to 65,000 people*.

**Royal Docks Delivery Plan 2024-2029.*

The Masterplan

By 2040, hundreds of thousands of residents and future daily workers, and millions of visitors will use Silvertown.

Silvertown is a regeneration project set in an area of already rapid growth. Just 15 minutes away from West End, the neighbourhood will transform London's relationship with its water.



Delivering a new vibrant heart

- Delivered Q2 2029
- Delivered Q3 2031
- Delivered Q3 2032
- Future Phases



Maps are approximate and indicative only and are subject to change.



Huge Opportunity, Small Start

Taking one of the available units will naturally help retailers build loyalty among Silvertown's early adopters, as well as serving tens of thousands of existing local residents who see Silvertown as an emerging hub. In addition, the daily construction workforce is expected to be several thousand.

All are potential customers for occupiers of our first collection of units, which we expect to comprise food and beverage, fitness and convenience stores.

Floorplan

Unit	Use Class	NIA (sq m / sq ft)
A	Retail (E(a)), Food & Beverage (E(b))	93 sq m / 1,002 sq ft
B	Indoor Sport, Recreation or Fitness (E(d))	205 sq m / 2,206 sq ft
C		149 sq m / 1,607 sq ft
D		152 sq m / 1,634 sq ft

To cater to our initial customers in the first four units, we propose a mix of convenience stores, cafés and a fitness and wellbeing provider.

Areas, measurements and layouts given are approximate and indicative only and are subject to change.



Who will shop in Silvertown?

When Silvertown is complete, five user groups will bring as many as 24 million people to Silvertown, to live, work and play.

**Sources: Royal Docks Delivery Plan 2024-2029, CACI February 2020, Excel Expansion - The Guardian, Immerse LDN, LCY - East London Advertiser*

65k*

Existing local residents

Spanning a broad demographic of affluence, this group numbers over 65,000, drawn by the wide range of attractions in The Royal Docks.

Targeting

14k*

Future residents

At least 14,000 affluent consumers will choose Silvertown for its authentic East London vibe, independent retailers and the sheer number of things to do.

Targeting

6k*

Silvertown workers

This creative hub brings in a more affluent consumer, as well as those seeking affordable housing in a vibrant creative area; 6,000 will live here

15.5m*

Excel / airport / hotel users

The number of ExCel visitors is expected to rise to 6.5m per year. 9m people are expected to pass through London City Airport annually. This adds up to 15.5m enjoying Silvertown's cafés, bars, parks, water sports and destination hotels.

8m*

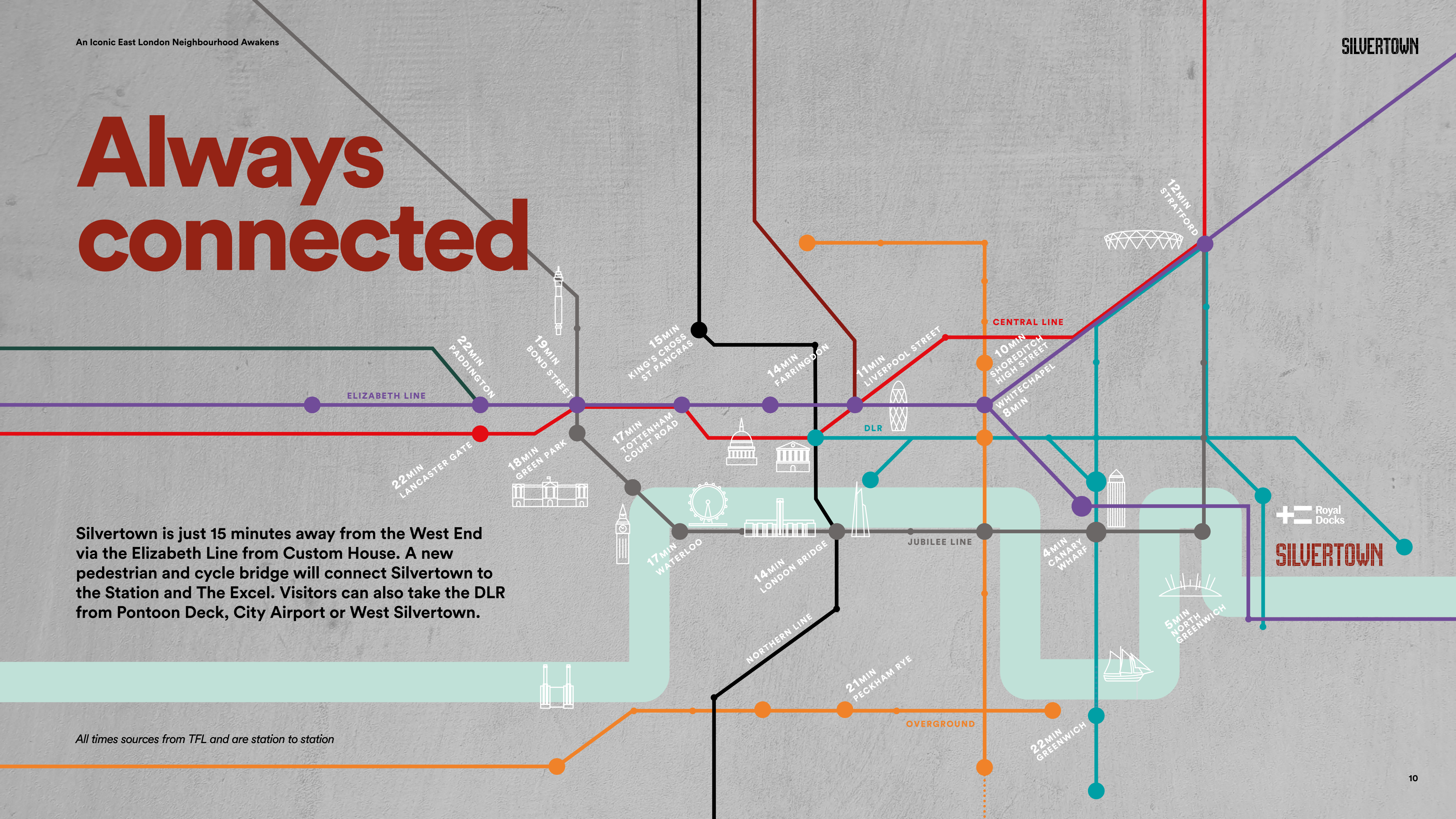
London day trippers

The water, iconic buildings, culture and events, and proximity to the city centre will bring up to eight million Londoners and tourists to Silvertown.

Always connected

Silvertown is just 15 minutes away from the West End via the Elizabeth Line from Custom House. A new pedestrian and cycle bridge will connect Silvertown to the Station and The Excel. Visitors can also take the DLR from Pontoon Deck, City Airport or West Silvertown.

All times sources from TFL and are station to station





Artist impression - subject to change

The people behind the development

Silvertown is being brought back to life via a unique partnership of local people, the public sector and city-shaping specialists. This means surrounding communities and existing residents are stakeholders in its success from the start. Even the Mayor and the London Assembly have moved City Hall from its original location beside Tower Bridge to The Crystal at Royal Dock.



Get in touch to make a unit yours.



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