

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 just 15 minutes from central London.



Artist impression of Plot 6

The Vision

Silvertown is being transformed to deliver next-generation workplaces, educational opportunities, public spaces, cultural destinations, sport, leisure, up to 7,000 homes and 839,000 sq ft GEA of office & workspace. A new neighbourhood with a personality building on East London's pioneering industrial past to create a vibrant future.

Artist impression

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 daily workers, and millions of visitors will use Silvertown.



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Delivering a new vibrant heart

- **Delivered Q2 2025**
Total residential units – 106
- **Delivered Q2 2029**
Total residential units – 940
- **Delivered Q3 2031**
Total residential units – 935
Total workspace – 54,000 sq ft
- **Delivered Q3 2032**
Total residential units – 590
- **Future Phases**
Total residential units – 3,994
Total workspace – 786,000 sq ft



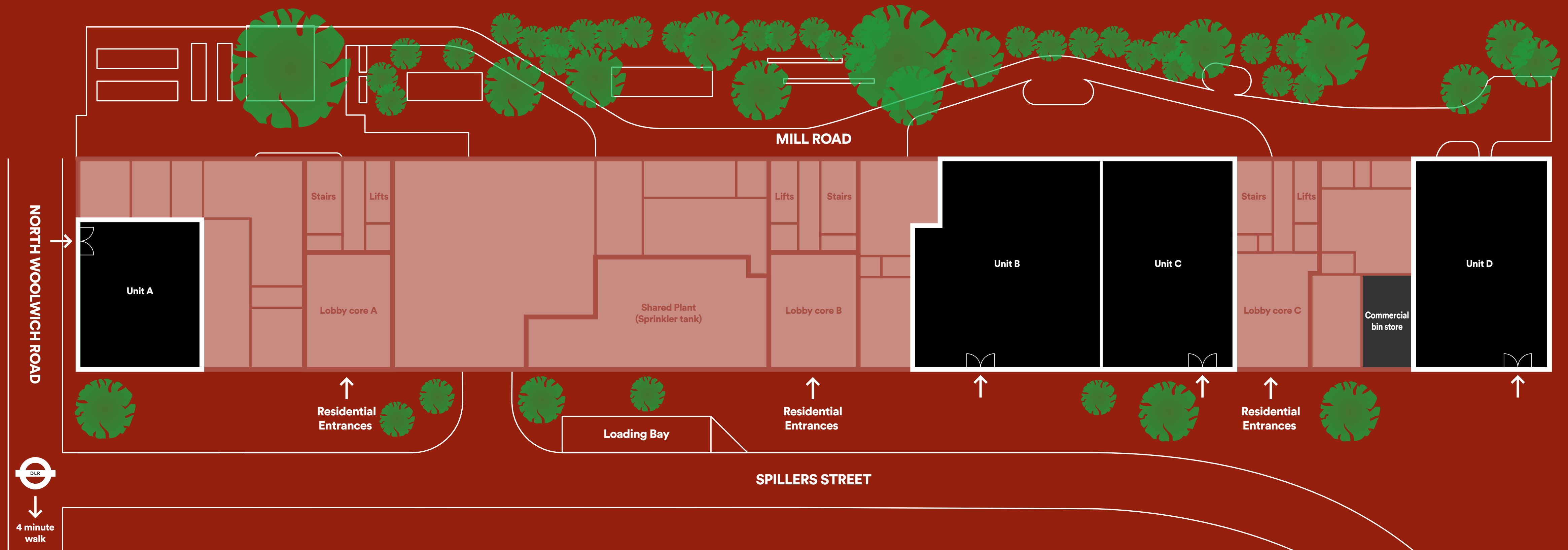
Indicative only and are subject to change.

Floorplan

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

The first phase of Silvertown to be developed is Plot 6, which is on North Woolwich Road and just a few minutes from West Silvertown and Pontoon Dock DLR stations. Sitting beneath Silvertown's first new homes, four units are available and will set the tone for the new neighbourhood.

Areas and layouts are indicative only and subject to change.



Silvertown's customers

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

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.

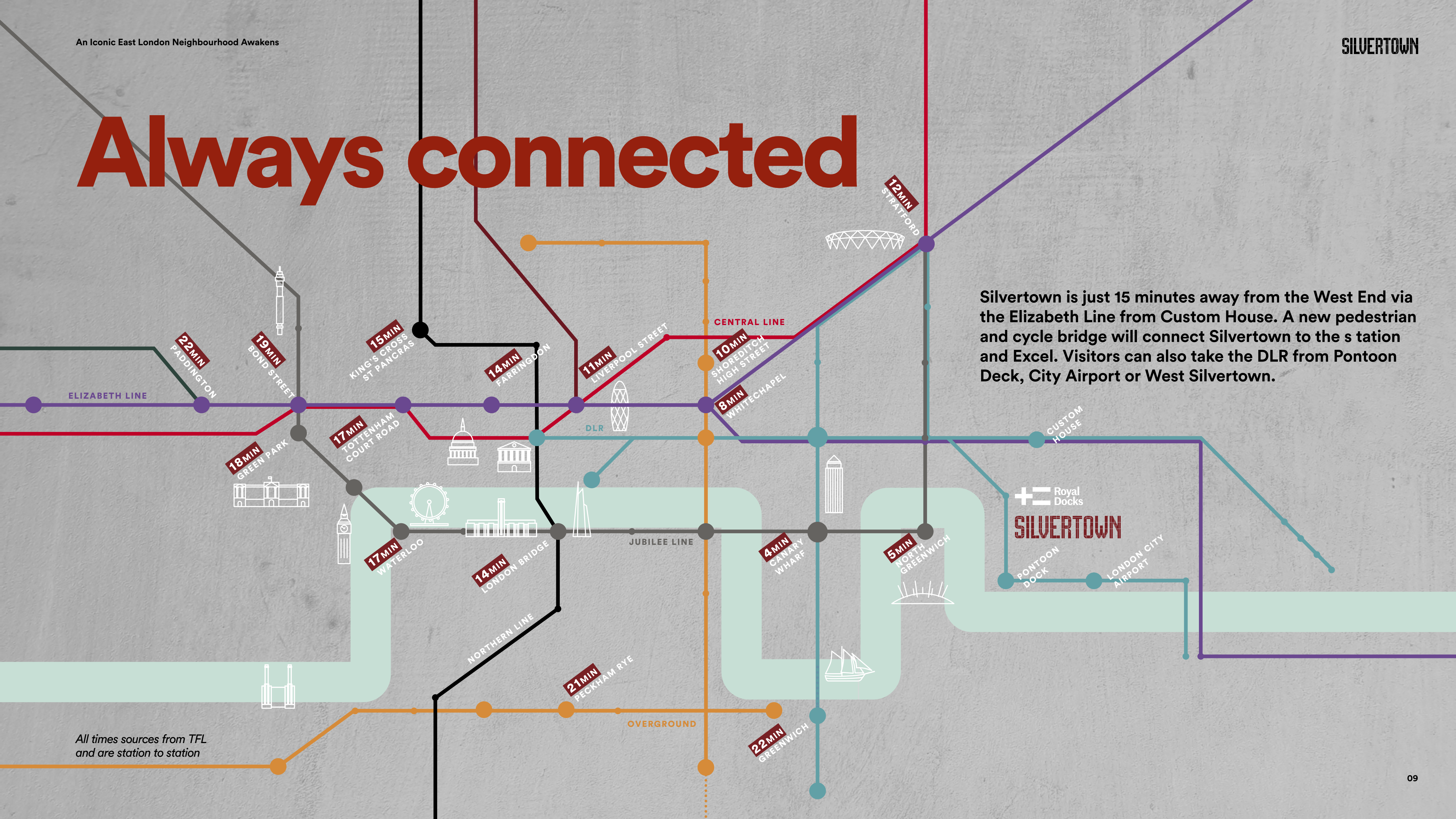
8m*

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.

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

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 Excel. Visitors can also take the DLR from Pontoon Dock, 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. Surrounding communities and existing residents will be stakeholders in the developments success from the outset. 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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