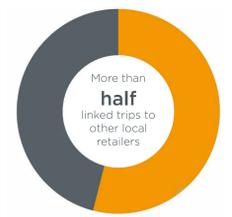
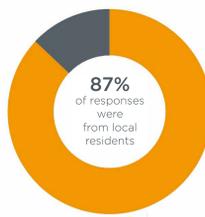


Sainsbury's New Cross Gate



2017 Exhibition

In December 2017 we held our first community exhibition event. This gave the local community an opportunity to engage with our team, view our emerging vision and gather important and valuable feedback.



Comments from local residents

"Sainsbury's is not just a store, it is a part of the local community providing work for locals, some of whom have had long periods of unemployment."

"Closing the Sainsbury's store for any period of time would be catastrophic to the community. Taking the opportunity to create a more urban store and residential, adjacent to the station would be fantastic."

The Partnership

Mount Anvil



A2Dominion



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Site History & Inspiration

Historical Arrangement

Historic maps reveal that this area of New Cross Road lost its High Street frontage in the late 19th century with the creation of New Cross Gate station with its associated railway workshops, engine sheds and railway sidings. The train tracks ended within the railway buildings spreading across the entire width of the site.



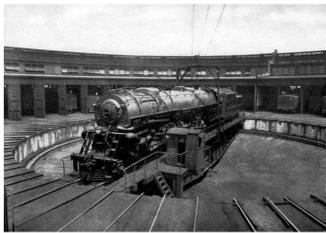
Former railway buildings during demolition



Historic map of the site and local context dating from 1910s



New Cross station depot



Example of a locomotive roundhouse, the New Cross Gate roundhouse would likely have been more modest.

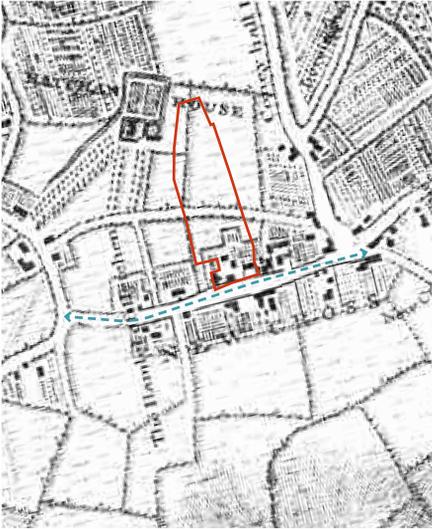


New Cross Road 1905, the station entrance is on the left



The Hatcham Ironworks, Pomeroy Street

1743



1882



1894



1970



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Proposed Masterplan



Residential communal gardens - provides a series of quieter garden spaces for residents

Future Route 1 - terraced gardens sloping down to meet Harts Lane, incorporating the future Route 1 pedestrian and cycle route

Harts Lane will provide a key access point for pedestrians to Route 1 and the residential development

Podium-level communal residential gardens

The Depot is a semi-covered extension of New Cross High Street west to create a bustling new public square to New Cross Gate, activated by retail and café units, and the Sainsbury's entrance

Spacious public gardens and play areas accessed from Route 1, integrating play, open lawn areas, defensible planting, and places for quiet contemplation

Possible future station access to platforms and entrance plaza

New Sainsbury's store

'The Sidings' provides a generous pedestrian and cycle link from New Cross Road integrating seating, cycle parking, and planting designed to interpret the tracks of the former depot

The entrance to the site provides a clear and inviting arrival point for pedestrians and cyclists from the High Street and station as well as a green entrance square for residents



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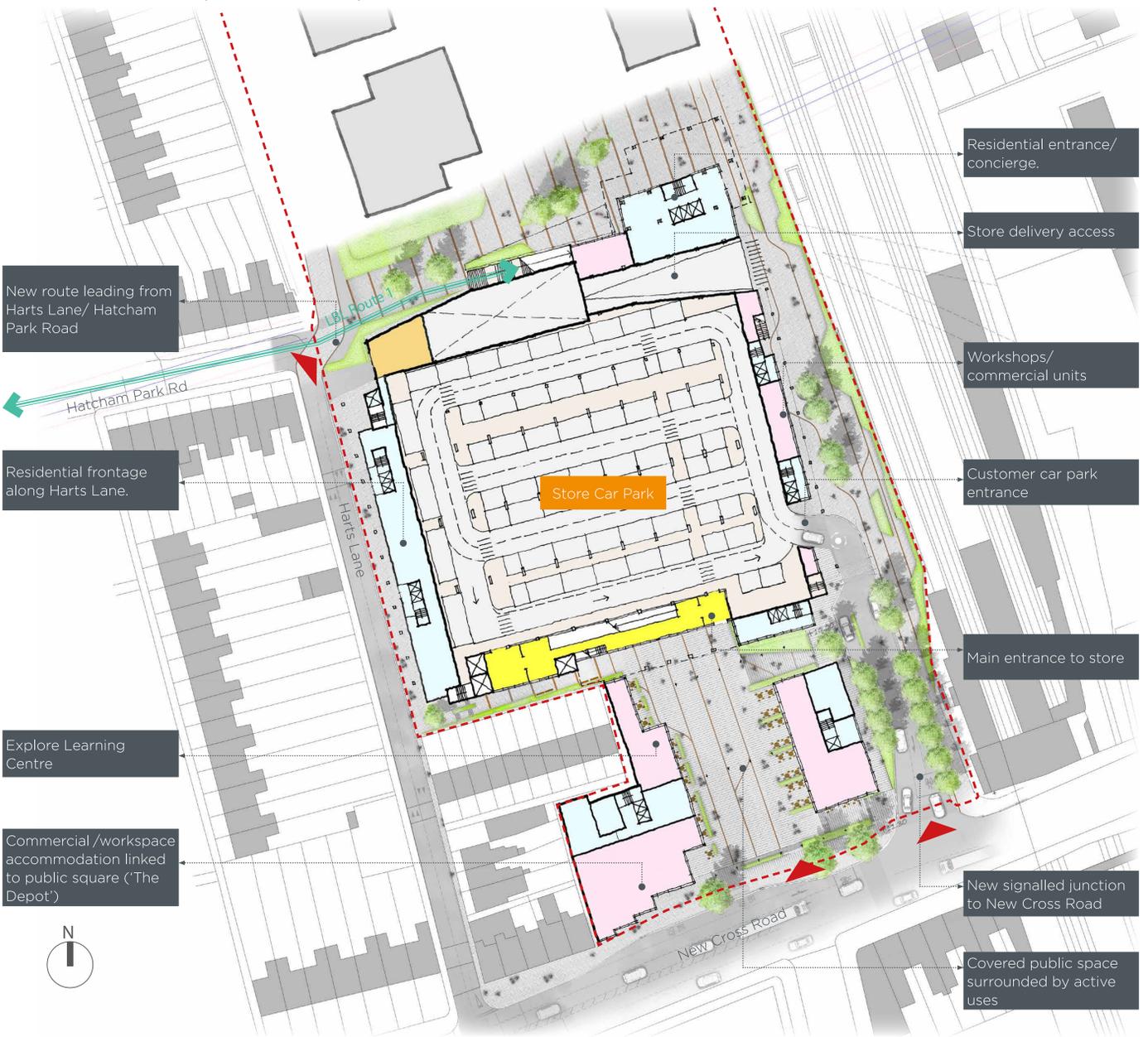
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A New Store For New Cross

'The Depot'



Ground Floor Plan (Car Park Level)



First Floor Plan (Store Level)



Retail / commercial
 Residential
 Store Entrance Atrium
 Back Of House
 Café
 Site Entrance

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Entrances & Circulation

'The Ticket Office'



Ground Level Plan



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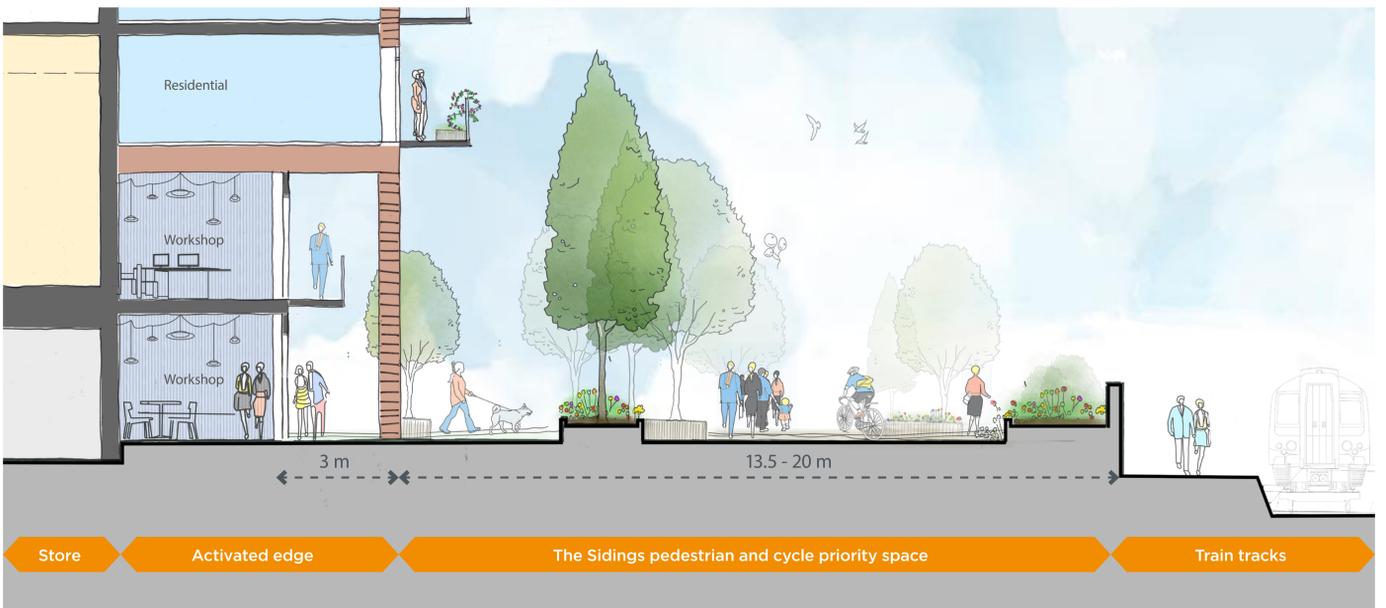
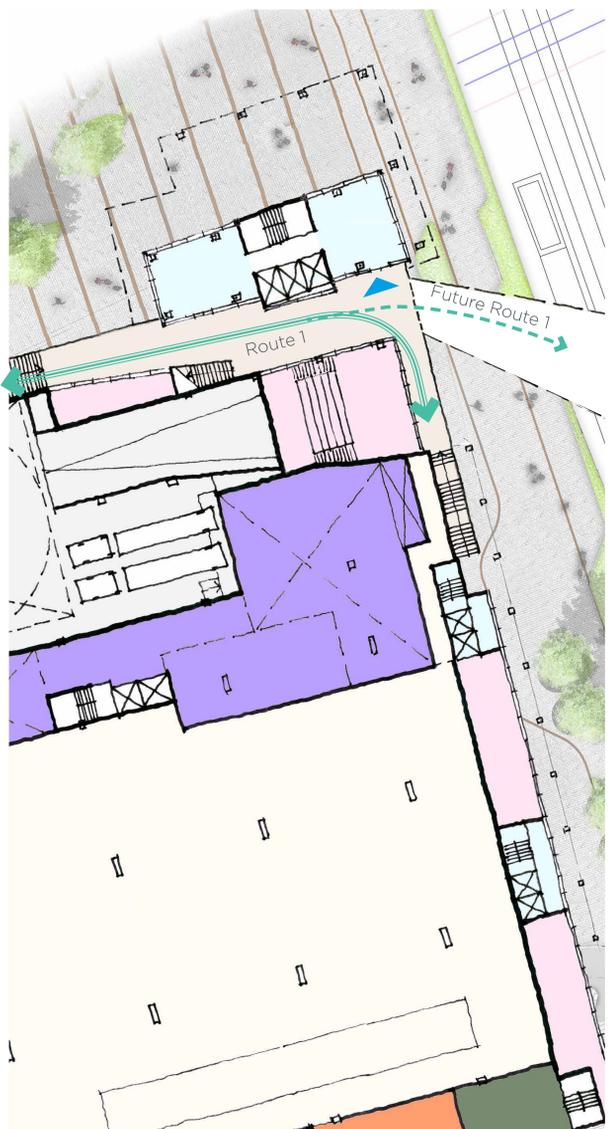
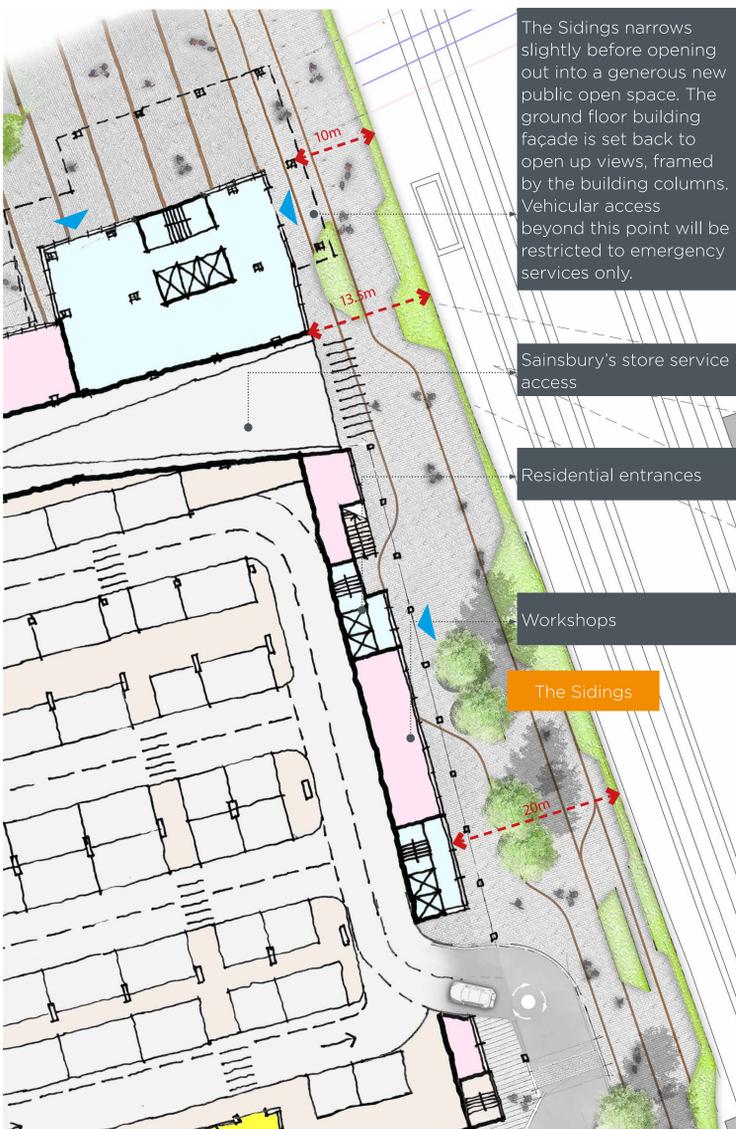
Connectivity & Route 1

'The Sidings'



Ground Level Plan

Upper Level Plan



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Emerging Proposals

Amenity Spaces



Public Space

The scheme layout reflects the desire to protect and enhance the existing character of the area.

Key Principles:

1. Maximise the public open space on site. The creation of both a harder urban public square off New Cross Road and a softer community focused green space off Route 1, integrating play and biodiversity.
2. Maximise the flexibility of these public open spaces to encourage a range of uses for a diverse community.
3. Maximise the sustainability, ecological and health benefits associated with green public open spaces



Building Heights

The Council's Area Framework identifies that locations along Route 1 can support tall buildings as marker points.

The current proposals build on this approach, appropriately locating taller elements adjacent to and marking Route 1.

The proposed tall buildings also provide a destination for local residents marking access to public open spaces.



Harts Lane



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Next Steps

Podium Garden



Key Deliverables



New Sainsbury's store



Retention of 230 jobs



Keeping Sainsbury's in New Cross



Creation of 1,000+ local jobs through construction activity



1500 new homes



Minimum of 35% affordable housing



Increased open space



Improved access to public transport



Improvements to highway and pedestrian movements along New Cross Road



Flexible Workspace

Expected timeframe under our current proposals



NB. The redevelopment will be phased to ensure that Sainsbury's will continue to trade during construction.

HAVE YOUR SAY

Fill out our survey to make your voice heard!

If you'd like to register for updates from our team, please leave your contact details or get in touch online.

We'll be back later in the summer to talk to you further as our plans evolve.



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Please follow the QR code to fill in your response form.

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