

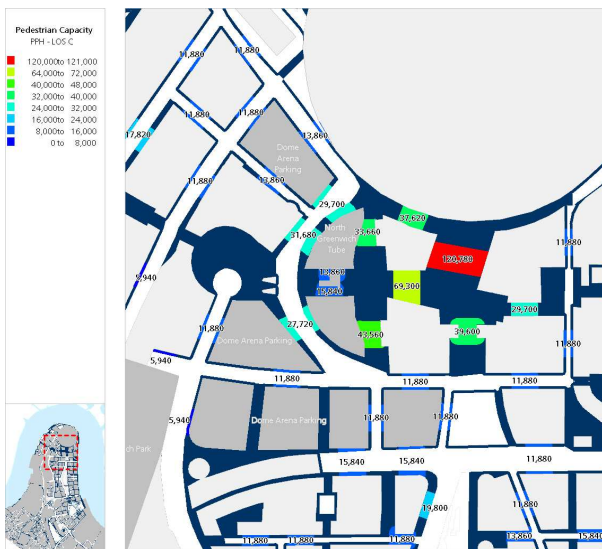
## Pedestrian Modelling of the Greenwich Peninsula Masterplan

*Modelling of desire lines and evaluation of the design for the largest regeneration masterplan in London.*

CLIENT      MERIDIAN DELTA LIMITED  
LOCATION      LONDON  
YEAR         2002

The Greenwich Peninsula is one of the largest regeneration opportunities in the UK, covering some 200 acres of proposed residential and mixed-use commercial development on a brownfield site. In addition to the large quantity of new housing, the site also includes the former Millennium Dome, planned to become one of London's largest event venues

The site is being developed by Meridian Delta Limited (MDL), a joint venture between Lend Lease and Quintain Estates. MDL commissioned Intelligent Space to evaluate the Terry Farrell Masterplan using pedestrian modelling techniques and advise on pedestrian movement issues. The design of the Masterplan was enhanced following the Intelligent Space report and Greenwich Council resolved to grant planning consent in April 2003.



Pedestrian capacity



Visibility analysis