



Building A

Dowen Farmer Architects



Overview

The position of building A at the top north-west corner of the application boundary is critically important for several reasons. Firstly, building A functions as the gateway into the Aylesham masterplan by connecting the existing urban grain of Peckham from Rye Lane into the proposal. Secondly, building A is one of the three buildings within the proposed masterplan that sits within the Rye Lane conservation area. Finally, building A is situated next to the iconic Victorian Jones & Higgins department store originally opened in 1867.

The first design move that contributed to building A's form was to give space to the neighbouring Jones & Higgins building by pulling the building footprint away from it. This move creates a route through which can be enhanced with retail frontages to extend Rye Lane, activate the ground floor and draw people into Peckham Yards. The second move was to ensure the height is appropriate for the context. The primary mass of the building is set at ground + four storeys to match the scale of the surrounding buildings. The final two storeys are then stepped back away from Rye Lane and the Jones & Higgins building. Finally the building was chamfered on the corner to reference the form of the historic Peckham Picture Playhouse. The chamfered edge opens the building, and creates a route through to Rye Lane at street level; to connect the proposal into the existing streets.

Typical layout

The primary core for Building A is accessible by the external gallery from the north and the south and contains two lifts and a stair.

Building A has predominantly dual and triple aspect homes in line with LBS policy, allowing more light into each home and enabling residents to utilise cross-ventilation. In the homes which are single aspect, glazing sizes are generous on the west facade and windows have been placed above entrance doors on the east facade to maximise access to light.



Layout principles

Ground floor

Ground floor design

The design and articulation of the ground floor was guided by protecting and referencing Peckham's historic architecture whilst retaining the commercial typology currently on Rye Lane.

The key massing moves of pulling back the building footprint and chamfering the corner provide a unique retail opportunity for a flexible retail, leisure and commercial unit with three active frontages, but also welcome occupiers, and members of the public into the site.

The chamfered massing is further echoed in the design of the shop frontages, which seek inspiration from the historic Jones & Higgins building.

Fundamental to the ground floor layout was the decision to position the residential entrances, circulation cores and back of house spaces along the rear east elevation. This enhances the commercial presence on Rye Lane and provides privacy for the residents.

Existing Rye Lane commercial units - The Aylesham Centre



Jones & Higgins 'Golden Mile' shops



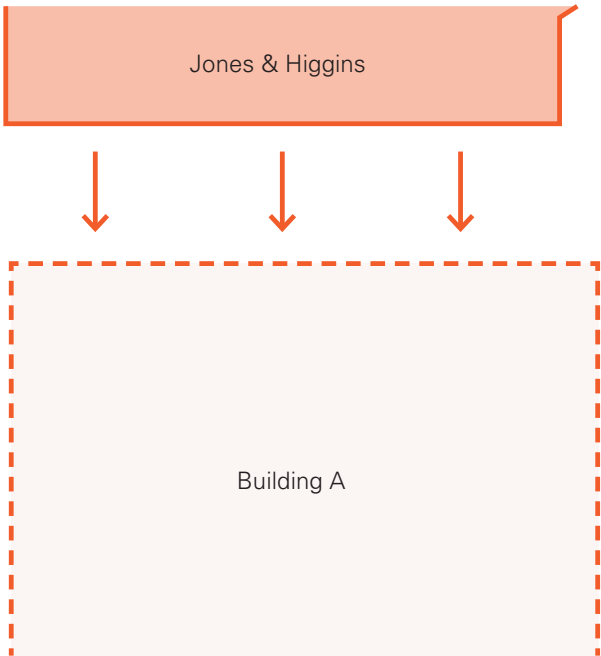
Morris+Company Camden Hotel



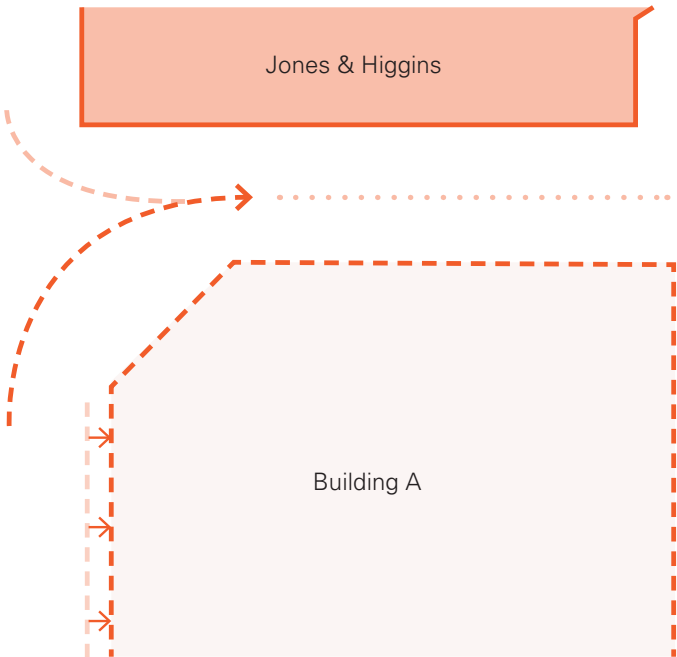
Commercial uses

The design of the commercial ground floor for building A is a contemporary interpretation of the Jones & Higgins shop front bays that spanned the 'Golden Mile' historic commercial centre. The bold pinks and greens will be utilised to emulate the vibrancy of Peckham with commercial bays chamfering inwards creating a distinct threshold with which to activate the street frontage. [The design has been drawn as one open space in plan to provide a unique opportunity to have a flexible retail, leisure and or commercial unit with three active frontages. The plan was designed so it can be converted and divided in future optimising the units' potential and future adaptation.]

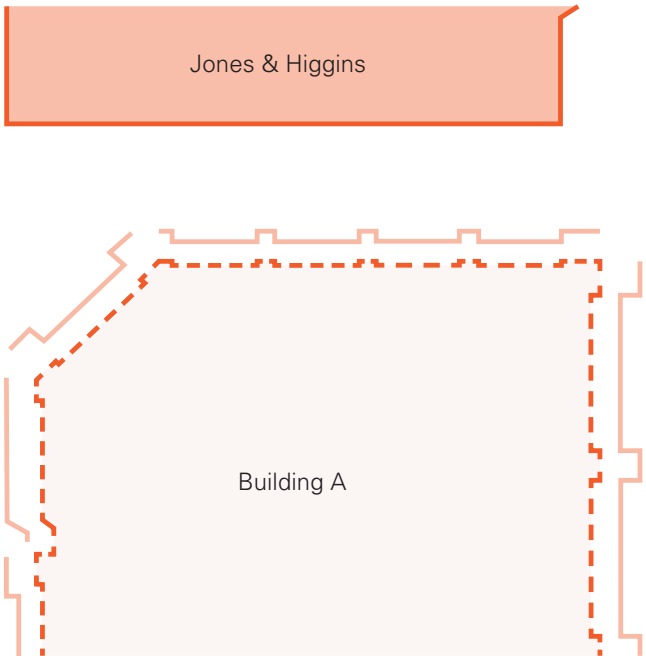
1 Giving the Jones & Higgins building space



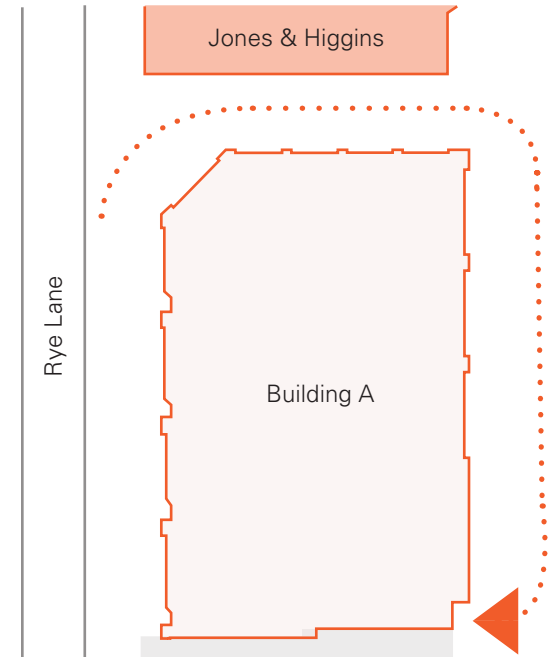
2 Opening the building and cut through to Rye Lane



3 Articulating the shop fronts to follow the Jones & Higgins historic department store bays



4 Residential entrance location

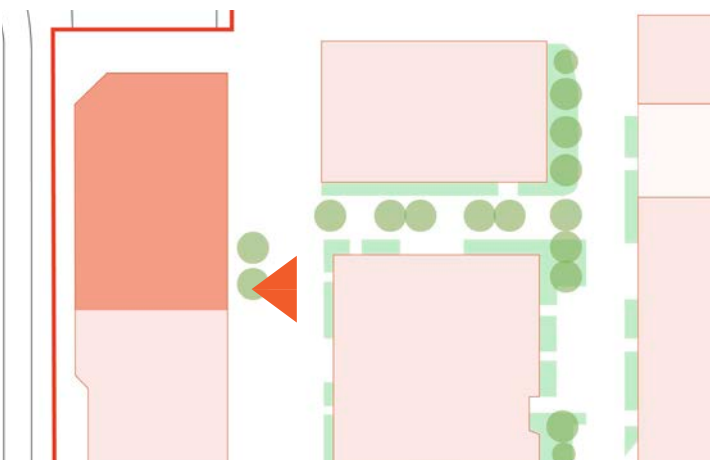


Layout principles

Residential entrance and arrival

There is one residential entrance in building A; situated on the eastern facade and accessible via Aylesham Gardens, and the northern cut through from Rye Lane. The decision to locate the entrance on the eastern facade was made to prioritise retail on the high street, avoid residents having to access their homes directly from Rye Lane, enhancing privacy and security. The location and access to the residential entrance is naturally surveyed due to the outlook from buildings D and E. The cut through to the north of Building A will be populated with flexible, retail, leisure and commercial units that will require security cameras and on-street lighting.

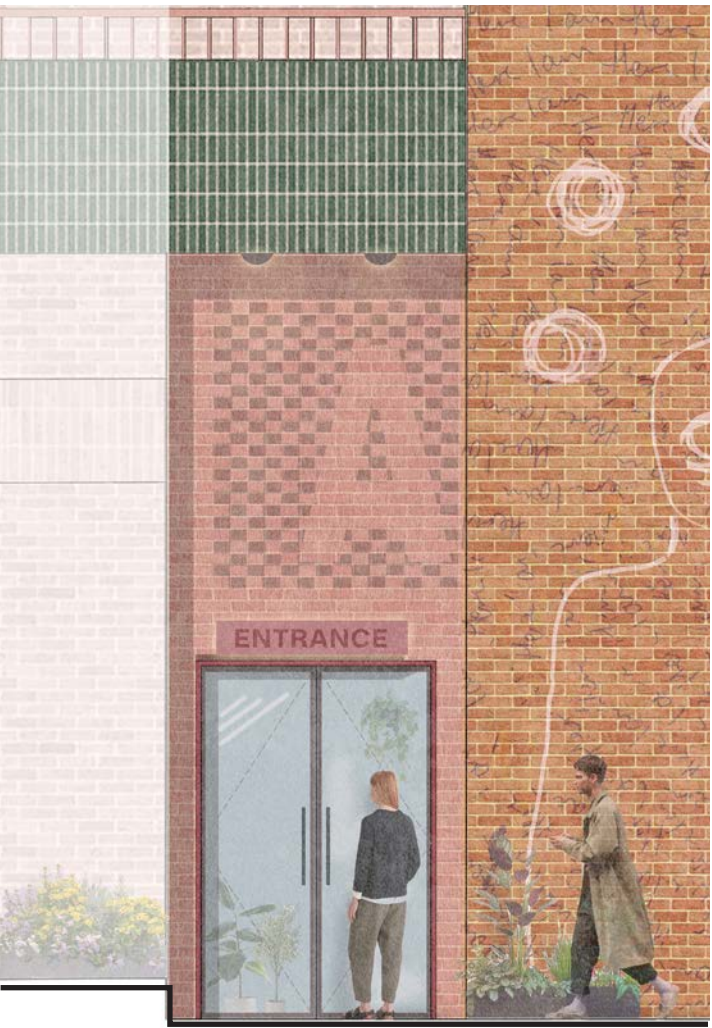
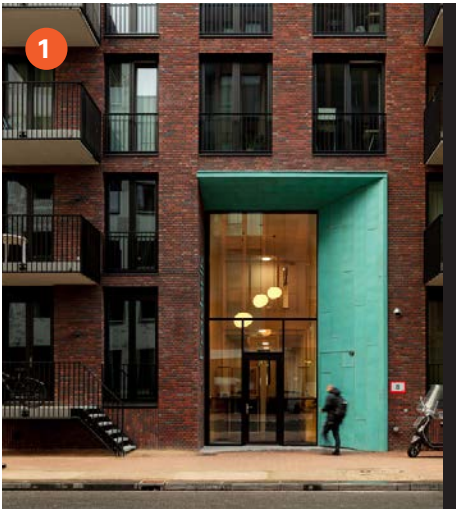
The rear facades of the Rye Lane buildings draw on the creativity of Peckham through the use of colour and artwork. In keeping with this approach, the residential entrance is highlighted in bright pink. In order to assist residents to the entrance, painted routes in the landscaping have been suggested as well as contemporary signage to mark the threshold.



Building A residential entrance view location

Precedents

- 1 S-West Complex - Orange Architects
- 2 Residential apartment entrance - Franc Fernández Architect
- 3 KNSM-Eiland Residential Building - Kollhoff Architects



Building A residential entrance textured elevation

Elevation approach

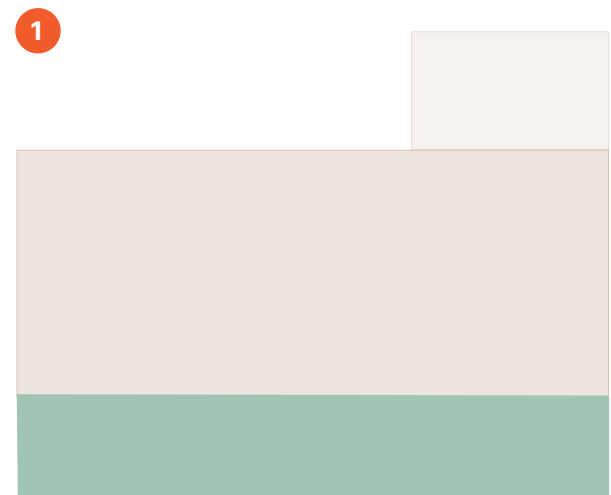
The design of the Rye Lane elevations seeks to marry the scale and diversity of the existing context whilst taking a contemporary reinterpretation of the former ‘Golden Mile’ of Jones and Higgins shop fronts that faced Rye Lane. In addition, the treatment of the elevation was inspired by the frequent Peckham typology of having a modest townhouse above a retail ground floor.

Initially, the elevation was divided horizontally into three: a prominent ground floor, modest intermediate floors, and set back top two floors. The top two floors are also light in colour to further reduce the perceived massing of the building. Secondly, the elevation was divided into five bays to match the scale of frontages currently on the street opposite and the materiality of the bays was selected using the colour palette sampled from Rye Lane.

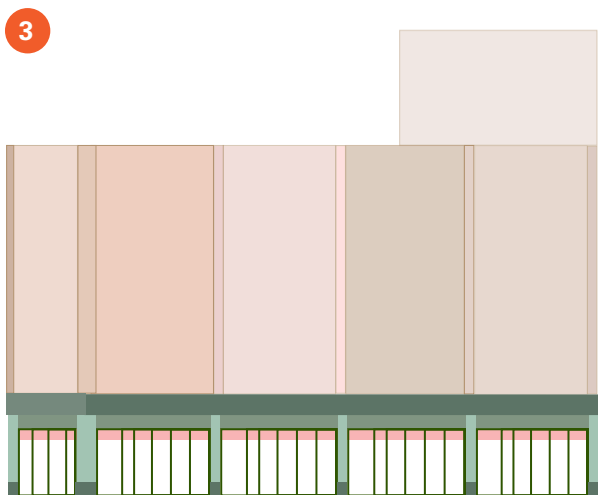
The ground floor was designed to celebrate the site history by using the iconic green and pink Jones & Higgins’ department store colours and introducing chamfers to the shop frontages. The piers separating the commercial units continue up the facade to break down the mass.

Areas for inset balconies were strategically placed on the facade to avoid overlooking and enhance privacy. The windows are arranged in pairs with the pairs on upper floors separating to echo the hierarchical proportions of the windows of the neighbouring Jones & Higgins building. Brick piers were added in front of the balconies to increase the privacy and usability of the spaces for residents, whilst achieving a balanced rhythm across the facade.

To celebrate the existing and historic Peckham context, architectural details such as inset panels around windows, arches on the chamfer and colourful metalwork were added to introduce character echoing the diverse and eclectic nature of Rye Lane.



Storey outline massing



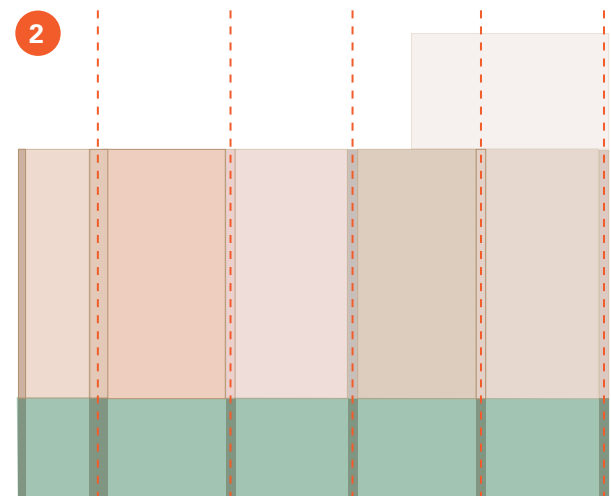
Ground floor referring to the historic Jones & Higgins high street



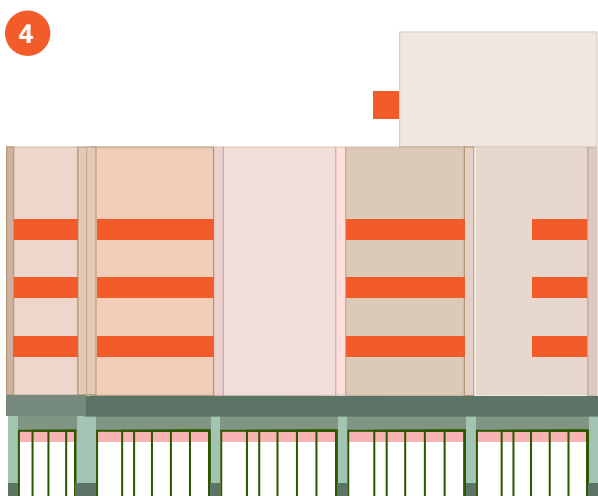
Openings following historic precedent



Colourful metalwork to tie the ground and upper levels together



Split into bays to emulate Rye Lane scale



Private amenity location



Piers to give privacy and a sense of enclosure to amenity



Motifs echoing Rye Lane

Elevation approach

Rye Lane elevation bay study and material palette

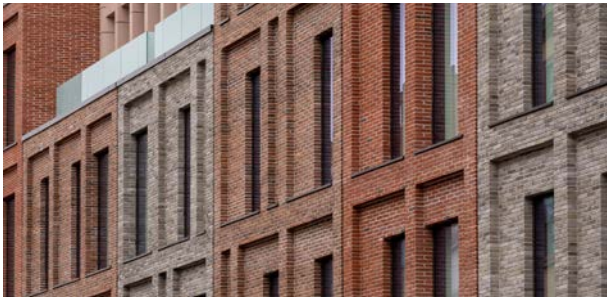
The proposed colours of the ground floor were sampled from the Jones & Higgins former shop front bays. Shop frontages are set within a green glazed brick, the proportions of which ground the building. The curtain walling of the glazed shop frontages is then subdivided to accommodate pink and green horizontal bands of metalwork inspired by the historic Jones & Higgins frontages. This is applied to the ground levels of buildings A, B and C. Commercial signage can be accommodated in the green band.

For the upper floors, brick colours were chosen using colour samples from existing Rye Lane buildings and applied to give each bay an individual character similar to the surrounding context. Additionally, brick colours were selected to be modest, with the bricks used for the top two storeys being the lightest to help the building fade as the eye moves upwards reducing the visual impact. The metalwork also follows this strategy with colours going from a bold to a lighter gradient. The balconies were selected to be clad in pink and green metal to follow the ground floor and make the overall scheme more playful and cohesive.

The team sought out precedents that successfully break down the facade into distinct bays. Buildings that articulate fenestration in simple yet playful ways were also key to the design process. Furthermore, precedents using fun and bold ground floors were studied to help the Proposed Development achieve an active street frontage that connects to Peckham’s artistic roots.



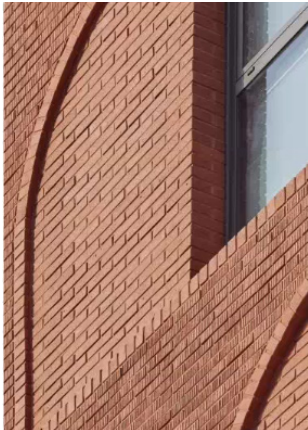
Jane Street - Chipperfield



Lower Marsh building bays by Kyson Architects



The Jazz Yard ground floor by Bell Phillips



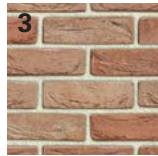
Inset arch panel example



Light red brick
Light grey mortar



Dark red brick
Light grey mortar



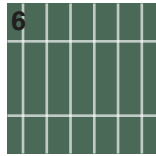
Light brown brick
Light grey mortar



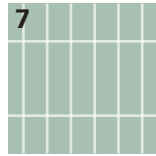
Light brick
Light grey mortar



Metal rain screen cladding
Colour varies



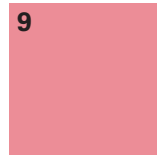
Dark green glazed brick in vertical stack bond



Light green glazed brick in vertical stack bond



Metal panel
Window frames



Solid glass panel

Elevation approach

East elevation bay study and material palette

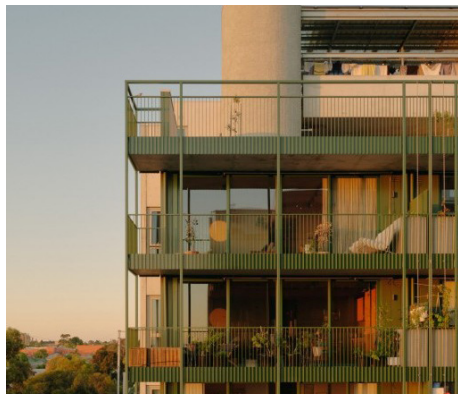
The Rye Lane buildings have two clear sides to them; a more formal commercial frontage facing Rye Lane, and a more private frontage facing the rest of the masterplan. The facade design leans into this duality and the team took the opportunity to follow a more playful approach on the east facade.

The blank facade of the circulation core provides a unique opportunity to be used as a canvas for local artwork. The artwork shown in the image to the right is indicative only. Although more playful, the eastern facade follows a similar material palette to the western facade for a cohesive design.

Due to gallery access being used on the east elevation facing Aylesham Gardens, precedents with gallery access and 'streets in the sky' were studied. The examples below in images one and two celebrate the delicate nature of the structural columns needed for gallery access whilst injecting some fun into the schemes.



1 Tustin Estate by dRMM



2 Nightingale Evergreen by Clare Cousins



Light red brick
Light grey
mortar



Dark red brick
Light grey
mortar



Light brown
brick

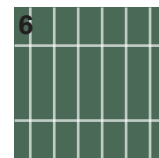
Light grey
mortar



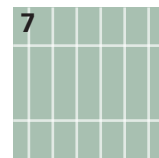
Light brick
Light grey
mortar



Metal rain
screen
cladding
colour varies



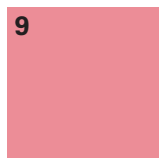
Dark green
glazed brick in
vertical stack
bond



Light green
glazed brick in
vertical stack
bond



Metal panel
window
frames

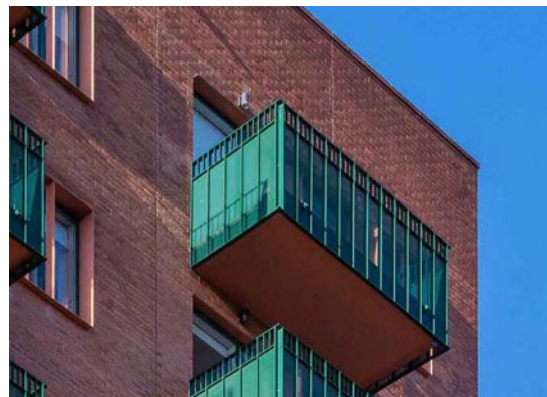
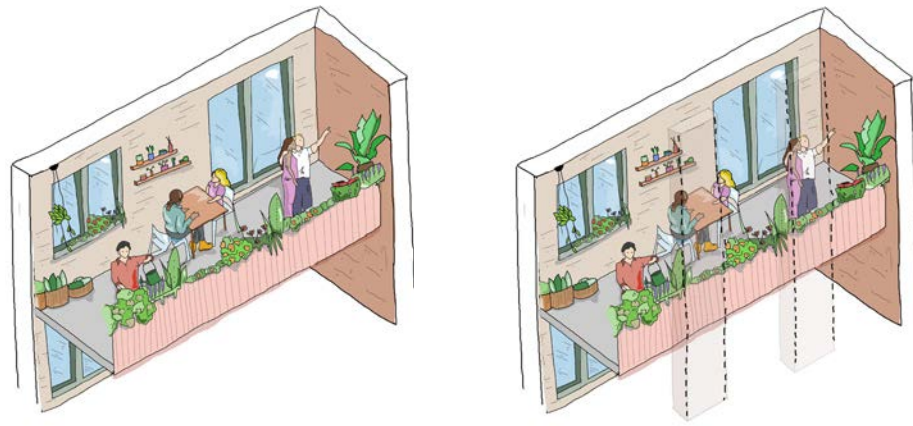


Solid glass
panel

Private amenity

All homes are provided with high quality private amenity spaces that have been designed in line with LBS policy. Owing to building A's proximity to Rye Lane, inset balconies are proposed to provide visual and acoustic privacy. Furthermore, to increase the usability and private quality of the inset balconies, brick piers have been articulated to help the spaces feel more enclosed and sheltered from street level.

The balconies are proposed to be articulated with green and pink metalwork to reference the former Jones & Higgins shopping bays and tie in with the ground floor design. The colourful metal further ties buildings A, B and C together whilst making the proposal more playful and varied, in keeping with the surrounding area.



The Jazz Yard by Bell Phillips



Building A sketch showing private amenity including balconies and the communal roof terrace

Street view from Peckham High Street

