

4.1 Previous proposal

Prior to the appointment of the current architectural team in July 2023, a proposal was developed by the Applicant following their purchase of the site in May 2021.

The proposals developed by the Applicant included 14 buildings, three podium blocks and featured varied heights, ranging between six-to-27 storeys. The total number of homes proposed was 1,050. As part of this proposal, a comprehensive programme of pre-application consultations and series of public and statutory engagements also took place between May 2021 to March 2023.

In May 2023 following consultation feedback from LBS and local community groups, Berkeley developed a new brief for the site and appointed dRMM in July 2023.



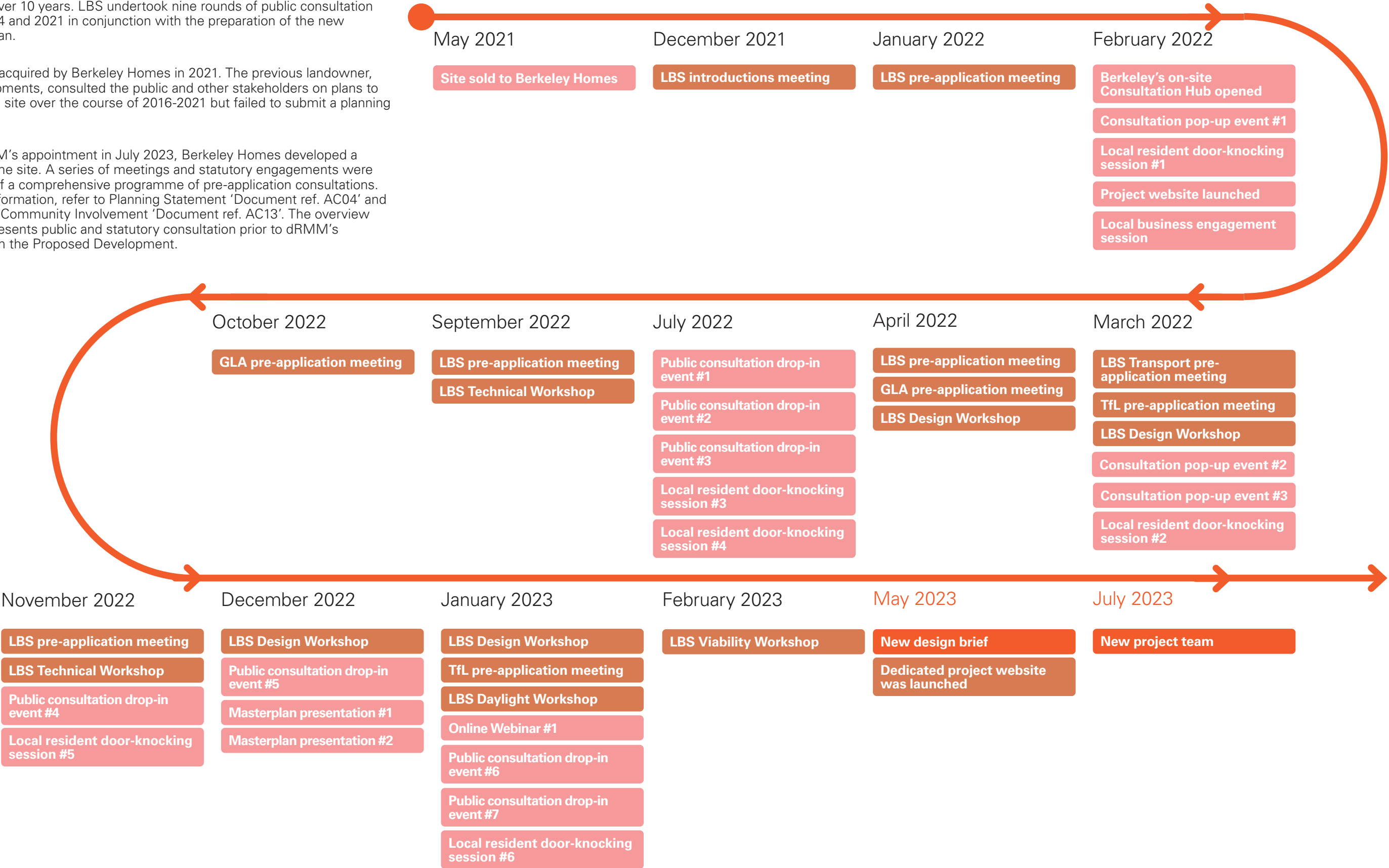
Images of the previous scheme

4.2 Previous proposal overview

Public consultation on proposals for the redevelopment of the site have been ongoing for over 10 years. LBS undertook nine rounds of public consultation between 2014 and 2021 in conjunction with the preparation of the new Southwark Plan.

The site was acquired by Berkeley Homes in 2021. The previous landowner, Tiger Developments, consulted the public and other stakeholders on plans to redevelop the site over the course of 2016-2021 but failed to submit a planning application.

Prior to dRMM's appointment in July 2023, Berkeley Homes developed a proposal for the site. A series of meetings and statutory engagements were held as part of a comprehensive programme of pre-application consultations. For further information, refer to Planning Statement 'Document ref. AC04' and Statement of Community Involvement 'Document ref. AC13'. The overview time line represents public and statutory consultation prior to dRMM's involvement in the Proposed Development.



4.3 Public consultation calendar

This overview time line represents some of the key public and statutory consultation prior to dRMM’s involvement in the Proposed Development. Refer to document AC14 for the Statement of Community Involvement from Kanda, which summarises the 300+ public events.

- Aylesham Centre Community Forum (ACCF)
- Walk and talk
- Stakeholder meeting
- Community event
- Youth workshop
- Resident workshop
- Pop-up session
- Community champions session
- Formal drop-in
- Outreach workshop

October 2023

- SkyWay meeting
- October ACCF meeting
- Public walk and talk #2
- Bradfield Youth Club workshop
- Website review session
- Hub sessions (Min. 8 per month)

November 2023

- Elim House meeting
- BEAM Art Group meeting
- Bradfield Youth Club walk and talk
- Councillor walk and talk
- November ACCF meeting
- Website testing session
- Consultation drop-in #1
- Grove Vale visit
- Older person’s tea and cake session #1
- Elim House visit
- Consultation pop-up #1
- Consultation drop-in #2
- Consultation pop-up #2
- Beam Art Group visit
- Bits and Pieces visit
- Hub sessions (Min. 8 per month)

September 2023

- Peckham Citizens walk and talk
- Public walk and talk #1
- September ACCF meeting
- ACA meeting
- Ageing Well event
- Hub sessions (Min. 8 per month)

December 2023

- December ACCF meeting
- Local residents door-knocking session
- Hub sessions (Min. 8 per month)



January 2024

- January ACCF meeting
- Damilola Taylor walk and talk
- St Luke's/ St George's Church (Peckham/Camberwell)
- Clifton Estate TRA meeting
- Consultation drop-in #3
- Consultation drop-in #4
- Morrisons staff briefing #1
- Hub sessions (Min. 8 per month)

February 2024

- Community Champions Session #1
- Morrisons staff briefing #2
- Consultation drop-in #5
- Consultation pop-up #3
- February ACCF meeting
- Older person's tea and cake session #2
- Community Champions Session #2
- Grove Vale Older Women's Group
- Hub sessions (Min. 8 per month)

March 2024

- March ACCF meeting
- Community Champions Session #3
- Hub sessions (Min. 8 per month)

April 2024

- April ACCF meeting
- Community Information Session #1
- Community Champions Session #4
- Hub sessions (Min. 8 per month)

May 2024

- May ACCF presentation
- Community Champions Sessions #5
- Consultation drop-in #1
- Consultation drop-in #2
- Consultation drop-in #3
- Older person's tea and cake session #3
- Consultation pop-up session #1
- Consultation drop-in #4
- Multi-ward forum
- ACA meeting
- Local residents door-knocking session
- Community Information Session #2
- Hub sessions (Min. 8 per month)

June 2024

- June 2024 ACCF Presentation
- Older person's tea and cake afternoon
- Community Information Session #3
- Hub sessions (Min. 8 per month)



4.4 Public consultation

4.4.1 Summary

The objective of the pre-application consultation process was as follows:

- To deliver a ‘hybrid’ consultation approach – both in person and online engagement
- To ensure that key information on the proposals was communicated clearly to key stakeholders and local residents, businesses and visitors to the town centre
- To gain an understanding of the needs and requirements of local residents, local businesses, visitors to the town centre, and key stakeholders
- To gather feedback on the plans for the future of the site and to identify and address key concerns, ahead of the submission of the planning application to the London Borough of Southwark

Feedback was captured through feedback forms and online surveys completed in-person or online via the project website. Verbal feedback from conversations with residents across the consultation activities was noted and taken into consideration.

Since the publication of the London Borough of Southwark’s Development Consultation Charter, all of the above have been carried out in line with its requirements.

The consultation hub has been open twice a week since 2022 and for a third day leading up to submission for local people to drop by and find out more about the proposals.



Community drop-in, May 2024

Early 2022 - spring 2023 consultation: previous proposal

Attendance

- Seven drop-ins: 315
- Three pop-ups
- Six door-knocking sessions
- One online webinar: 21
- Two masterplan presentations on the previous set of proposals: 18

Purpose

- To help shape the ongoing planning and design process for the site by introducing the opinions and thoughts of local residents, community groups, businesses or visitors to the area

Autumn / winter 2023 consultation

Attendance

- Two drop-ins: 55
- Two pop-ups: 50
- Older person’s Tea and Cake session: 38

Purpose

- To understand what the local community view as the unique character of Peckham
- To proactively engage with sections of the local community that are seldom heard in consultations, including young and older people, those with disabilities and Black and Minority Ethnic (BAME) residents
- To present early design principles and approaches for the redevelopment for feedback to inform ongoing design work

Early 2024 consultation

Attendance

- Three drop-ins: 180
- One pop-up: 51
- Older person’s Tea and Cake session: 28

Purpose

- To continue to proactively engage with hard-to-reach groups to ensure populations representative of Peckham are part of the consultation process, including young and older people, those with disabilities and Black and Minority Ethnic (BAME) residents
- To present emerging design principles and approach for the redevelopment for feedback to inform the finalised design
- To understand the local community’s needs and desires for the redevelopment of the Aylesham Centre

Spring 2024 consultation

Attendance

- Four drop-ins: 234
- One pop-up: 37
- Older person’s Tea and Cake session: 24

Purpose

- To continue to proactively engage with hard-to-reach groups to ensure populations representative of Peckham are part of the consultation process, including young and older people, those with disabilities and Black and Minority Ethnic (BAME) residents
- To present finalised design proposals for the redevelopment for feedback
- To understand the local community’s sentiments toward the finalised design for the redevelopment of the Aylesham Centre

4.4.2 ACCF

The Aylesham Centre Community Forum (ACCF) was set up by the London Borough of Southwark and comprises invited representatives of key community groups including Peckham Vision, Peckham Citizens, Aylesham Community Action and local businesses.

The development of the scheme was presented to the ACCF by the project team over 10 monthly meetings between July 2023 and June 2024, each followed by a Q&A.

4.4.3 Community champions panel

The Community Champions panel (CCP) was formed to engage those living in Peckham from seldom heard or marginalised groups. Engagement with the Community Champions panel was carried out over four sessions each focusing on a different aspect of the development. The Community Champions panel was later invited to review the scheme at a public consultation event in May 2024. Topics of discussion included:

- Masterplan design approach and ground floor uses
- Public realm and routes through the site
- Building character and retaining the uniqueness and vibrancy of Peckham
- Residential quality and building a sense of community

4.4.4 Local community groups

Other Local Community Groups engaged with included, but not limited to, the following:

- | | |
|-----------------------------------|----------------------------------|
| • Aylesham Community Action | • Damilola Taylor Trust |
| • Aylesham Centre Community Forum | • St Luke’s / St George’s Church |
| • Bradfield Youth Club | • Clifton Estate TRA |
| • Grove Vale residents | • Southwark College |
| • Elim House residents | • Mountview |
| • BEAM Art Group | • London Community Land Trust |
| • Eileen Conn, Peckham Vision | • Peckham Soup Kitchen |

4.5 Public consultation feedback

The character of Peckham

- Peckham is seen as unique, diverse, adaptable, and flexible
- Different people use Peckham on weekdays and in evenings / weekends
- The retail offer is key to the appeal of Peckham but could do with more variety
- The long and narrow shops and West African retail are unique characteristics
- There is some concern around vandalism
- A new development must carefully consider the conservation area and built character of Rye Lane and the High Street
- Anti-social behaviour is a concern for many – including local young people
- There is some concern over shops and refuse encroaching onto pavements
- Vehicular congestion and the relationship between cyclists, buses and pedestrians are key issues in the area
- Provision for disabled residents could be improved
- There is a perceived lack of publicly accessible toilets
- Car parking access is a priority for businesses and local shoppers / visitors

Open space

- Young people feel that Peckham could be a more welcoming place
- Existing green and open spaces in Peckham are valued but underused
- Open spaces need to be carefully managed / supervised
- There needs to be space for outdoor community events and sport
- More greenery and seating would be welcomed
- The long-term maintenance of outside spaces is important

Design considerations

- Redevelopment must reflect the diversity and vibrancy of Peckham
- We need to consider the proximity of immediate residential neighbours
- The development must support – not displace – existing local businesses
- There needs to be a mix of retail uses in the development
- We should consider elevated views to central London, dynamic / experiential views, and local landmarks
- The role of the bus station and Morrisons car park should be considered
- There is an opportunity to create safe connections across the site for pedestrians
- There is a need to alleviate pedestrian / cycle congestion on Rye Lane.
- Meanwhile activities are important
- Good quality, affordable homes in a range of types and sizes are needed for local people

Working with the community

- The community were keen to understand how we will continue to engage all sections of the existing community
- Opportunities to engage are appreciated and well received
- The community are interested in understanding how their feedback is being considered
- There is a desire to see positive change in the town centre

Affordable housing, height and massing

- Height, building massing and the amount of affordable housing continue to be the key topics for many in the community.
- Many older residents have noted that they have seen Peckham change significantly over the course of their lives and view the proposals for the Aylesham site in this context
- There were some concerns regarding the height and massing of the proposed development and whether this would be in keeping with the area
- There is broad support for new housing, particularly affordable housing, in the area
- The affordability of housing in general and the proposed new shops, cafés and other uses is an important consideration

Building design

- Everyone is clear on the importance of high-quality design for the new buildings
- Attendees at the consultation events in January and February noted that individual buildings within the masterplan should look distinct from one another and not be ‘generic’
- Members of the Community Champions panel have highlighted the importance of including arches within the design, to celebrate the existing character and heritage of the site
- The new buildings on Rye Lane should reflect the diversity of the local area and be sensitive in scale
- The Clock Tower and Jones & Higgins building should be protected and celebrated
- Fire safety is of utmost importance.

New open spaces

- People support the proposed new open spaces and routes through the site.
- Residents with disabilities – via the Community Champions panel, visits to local groups and the wider public consultation – have highlighted the importance of prioritising accessibility, including:
 - Step-free access to buildings and open spaces
 - Use of non-slip materials for paving/landscaping – with consistency of surfaces
 - Adequate width of routes and building entrances
- Throughout our youth engagement, young people have emphasised the importance of the open spaces being safe and welcoming – places where they will feel comfortable meeting and spending time
- The size and amount of sunlight/daylight for the new open spaces will be an important part of their success
- The safety of outdoor spaces is vitally important – sightlines, hidden corners, lighting, etc.; all need to be carefully considered, and the Community Champions panel have highlighted the need for a comprehensive approach to lighting (beyond street lighting) to promote a safe and welcoming atmosphere
- There should be spaces to sit, relax or play games/sport

Safety and accessibility

- To make the development and wider area feel safe and accessible to all
- Residents and visitors to the area with physical disabilities noted that easy access to the bus station was important
- The challenge of competing needs of pedestrians, cyclists and vehicles on Rye Lane was a common topic of discussion
- The poor design of the existing cycle lane on Rye Lane causes problems for elderly residents, families, and residents with visual impairments and mobility issues
- The Aylesham Centre can feel unsafe at night and would benefit from better lighting
- Residents with visual disabilities referred to the entrance to ‘Yogarise cafe’ at the Bussey Building as a good example of how colour contrasts can help them see entrances
- Night-time activities can help increase footfall and make places feel safer

A development for the community

- The development should provide a range of activities and uses that are representative of the community, particularly younger and older people
- A youth centre and facilities for young adults were suggested
- Improvements to local public transport network and access to buses were highlighted as a priority
- While there was support for independent retailers, older residents and shoppers showed a preference for more well-known brands – noting the loss of a department store / traditional high street retail in Peckham
- Appointing local architects to the design team was widely welcomed
- People welcomed the proposed spaces in Aylesham Gardens to sit, relax and gather
- People acknowledge the benefits of work experience and apprenticeships for local people and would like to see more opportunities created

Phased development

- Keeping Morrisons open throughout the redevelopment is vital.
- Information on the time-scales involved is important for everyone, particularly the opening of the new Morrisons store and car park
- There is keenness to understand how the development will be built (i.e. phasing)
- The opportunity for temporary meanwhile spaces on site for local creative/ maker businesses was recognised

4.6 Statutory consultation

Previous proposal pre-application summaries

Pre-App 01 26 January 2022
Site history and analysis; project vision; principles of masterplan; emerging concept; planning process.

- Key feedback**
- Supportive of community engagement approach and inclusion of local architects
 - Queries over relocation and support of existing businesses
 - Project should achieve diversity of character spaces that meet different community expectations
 - Pedestrian desire lines across site as well as active edges are key masterplan principles

Pre-App 02 12 April 2022
Masterplan development; massing strategy; building footprints; townscape views.

- Key feedback**
- Queries how non-residential uses will support Peckham as a creative, cultural and working destination
 - Questions over buildings in excess of 20-storeys
 - Questions over exceeding the indicative site allocation of homes
 - One building more appropriate as a marker than a cluster of tall ones

Pre-App 03 07 September 2022
Building locations; massing proposals including height; townscape views; residential and non-residential updates.

- Key feedback**
- Supportive of routes through the site
 - Reminder to provide a range of land-use class to help existing retail re-provision
 - Buildings must read separately from clock tower
 - Inclusion of local architects Dowen Farmer and Feix & Merlin

Pre-App 04 26 January 2022
Local architects; masterplan and massing update; daylight/sunlight analysis; building character; townscape view.

- Key feedback**
- Desire to improve the environment along Rye Lane, and relieve pressure
 - Preference to reduce the 1050 proposal capacity to indicative site allocation of 850 homes
 - Suggestion to take overt references to nearby building and space typologies
 - Supportive of amount of potential playspace for all ages

4.6.1 London Borough of Southwark

Pre-App 01 29 September 2023
Introduction to engagement strategy; project vision; initial site analysis; emerging design masterplan principles and sustainability strategy.

- Key feedback**
- Approach to community engagement welcomed
 - Sensitivity to Peckham’s strong heritage and identity needs to be emphasised
 - Location of the tallest building should be given careful consideration with regards to views of the clock-tower; should consider moving south
 - Opportunities to activate the backs of properties on Peckham High Street are welcomed - important that the yard space does not become ‘leftover’

Pre-App 02 3 October 2023
Detailed analysis of site context and local economy; scope of demolition, design development of ground floor and public realm.

- Key feedback**
- Generally supportive of the direction of travel
 - Clear analysis of Peckham history, site edge conditions, retail provision and night-time economy welcomed
 - Importance of a sense of safety on Rye Lane highlighted and should be considered and balanced with desire to reference existing character of Peckham
 - An audit of materials on site should be undertaken
 - Consolidation of the buildings to reduce servicing should be considered
 - Double sided approach to Rye Lane welcomed

Pre-App 03 01 November 2023

Engagement update; design and masterplan principles update; massing development in response to consultation feedback; key townscape views.

Key feedback

- General support for emerging masterplan principles
- Questions about the visual encroachment of tall buildings on the Jones & Higgins Clock Tower as viewed from Persepolis; advise a further shift south
- A blank facade along the northern boundary fronting the bus station should be avoided
- Introduction of shoulder heights and setbacks to the Rye Lane building should be explored
- Design coding of the properties adjacent to the Peckham Yards space should be explored

Pre-App 04 29 November 2023

Engagement update; ground floor design development; pedestrian experience; landscape and public realm design development; transport and servicing.

Key feedback

- Double height retail to Rye Lane frontage welcomed
- Alignment of the northern cut-through with the proposed Peckham Yards preferred
- Suggestion to follow London Plan cycle parking standards as a minimum instead of Southwark requirements to focus on quality over quantity
- On-site blue badge parking is a priority and could be located within the Morrisons car park
- Suggestion for secure parking for mobility scooters to be provided
- Questions about lack of active frontage to Hanover Park due to service entrances

Pre-App 05 31 January 2024

Engagement update; massing development responding to feedback; ground floor / public realm update; facade principles; residential quality; fire principles.

Key feedback

- Gallery access buildings would benefit from the introduction of lightwells to act as defensible space between the gallery access and buildings
- Location of the northern cut-through into Peckham Yards queried
- Questions if the pavement on Rye Lane would be too narrow
- Stepped arrangement along Mckerrell Road welcomed
- Ground floor adjacent to the bus station needs to act as entrance to the site with active frontages
- Important for the scheme to deliver private amenity space
- Inset balconies would be preferable

Pre-App 06 28 February 2024

Facades (approach, colour palette, rhythm); technical / environmental design; building design; landscape (framework, character areas, strategy).

Key feedback

- General support for the scale of height and massing
- Facade strategy for buildings viewed from Peckham High Street and Peckham Hill Street needs to be more subtle
- Questions about the use of bolt-on as opposed to inset balconies in some locations on Rye Lane
- Suggestion to introduce more verticality to building M and to place more visual emphasis on its staggered form
- Buildings should appear grounded as opposed to sitting on top of the podium

Pre-App 07 1 May 2024

Engagement update (incorporating feedback); masterplan development; townscape views; site-wide strategies; ground floor masterplan; public realm (journeys, servicing and parking); landscape (character areas, strategies).

Key feedback

- Questions about the sensitivity of visual impact on views from within the neighbouring conservation area
- Support for the development of the massing approach to step down towards the conservation area and increase permeability along the north-south axis
- Queries about residential mix and tenure
- Queries about public realm to rear of Rye Lane buildings, activation of frontage to bus station
- New building J design, improvements to Floral Walk and Peckham Yards and introduction of setback along Hanover Park welcomed
- Clear demarcation of commercial spill-out space would be beneficial to avoid encroachment
- New trees should not be in free-standing planters

Pre-App 08 8 May 2024 • 15 May 2024

Masterplan overview (residential quality, communal gardens); building-by-building overview (unit mix, location within masterplan, key views, floorplans, elevations).

Key feedback

- Larger social rent homes should have separate kitchen and living spaces
- Balconies should preferably be accessed from living spaces
- Questions about the narrow link between buildings D and E
- Improved privacy to balconies at low levels would be beneficial
- Noted exciting opportunity for Rye Lane buildings to enhance the conservation area and animate the street
- Building F would benefit from greater verticality and articulation at roof level
- Buildings J and P maisonettes should to read as individual homes and additional private amenity space at first floor level should be added
- Vertical emphasis of Building P supported, however, concerns raised about the contrast between darker and lighter bricks

4.6.2 Greater London Authority

Meeting 0116th November 2023

The following feedback and advice was provided:

Masterplan

- Boundary treatments, urban grain and massing should be approached with sensitivity to the development’s immediate surroundings
- A ‘back of house’ feeling along the bus station and Peckham High Street should be avoided
- Buildings and public spaces should be safe and accessible at different times of day and at night
- Partial or entire re-use of the existing Aylesham Centre should be considered
- More porosity at Rye Lane should be explored

Residential quality

- Residential and commercial entrances should be well differentiated
- Ground floor maisonette dwellings are desirable to maximise the number of entrances from the street
- Carefully considered design principles should be derived from extensive engagement and area analysis

Landscaping and public realm

- Public undercrofts should be avoided to enhance legibility and clearly signal the public nature of routes
- Truly public play space, multi-use game areas and other outdoor activity spaces for children and young people should be provided in line with Policy S4
- Extensive open space should provide holistic drainage and SuDS hierarchy as set out in Policy SI13

Inclusive access

- The development should achieve the highest standards of accessible and inclusive design in line with Policy D3 of the London Plan
- 10% of new dwellings should meet BR M4(3) requirements and the rest should meet M4(2) requirements in line with Policy D5 of the London Plan

Heritage

- Retention of the Rye Lane shop frontages should be considered although a new development of quality could enhance the adjacent conservation area
- The proposal should include a range of unit sizes consistent with the historical and existing urban grain
- Visual impact of the tall building on the setting of heritage assets should be robustly assessed
- The combined mass of the buildings when viewed from the west appears bulky and impacts the visual singularity of the clock tower
- Questions raised about the visual impact of the proposed development on the Peckham Hill Street Conservation Area and its listed buildings

Meeting 0216th February 2024

The following feedback and advice was provided:

Masterplan

- The edge conditions of the development and their relationship to the surrounding context require more work
- The structure, hierarchy and character of the public realm and its relationship to adjacent buildings need development
- The relationship between the development and the rear of the properties fronting Peckham High Street should be improved in terms of design, safety and usability
- The servicing and vehicular entrances along Hanover Park would benefit from design measures to ease the functional and inactive frontage
- The frontage facing the bus station and Purdon House should create good, legible and safe routes into the site
- Passages should be clearly legible as public routes incorporating active edges and achieving good daylight, sunlight and views
- Public and community uses should be located to the north to create a destination that is clearly legible from Rye Lane
- Public spaces should be structured as a sequence of connected spaces with clear hierarchy
- The ground floor should introduce a variety of uses, limit the length of inactive frontages and better frame the public realm
- The placement of height away from the edges of the site and locally listed buildings was supported

Residential quality

- Where dual aspect cannot be achieved proposals must demonstrate compliance with daylight, sunlight and ventilation requirements as set out in Policy D6(C)
- North facing single aspect dwellings should be avoided
- Distances between buildings should be increased to address privacy, overlooking and daylight / sunlight concerns

Architecture and materials

- Diversity of design approaches for different building elements should inform the design process
- Buildings should have a clearly legible base which addresses the street and context of surrounding built environment
- The proportions and detailing of the roofline should respond to the more sensitive views as well as the adjacent locally listed buildings
- The collaborative design approach to Rye Lane is supported and should be deployed across the site to ensure architectural variety

Landscaping and public realm

- The public realm should draw more from local principles and materials
- All public spaces should receive adequate levels of daylight, sunlight, shading and address wind impacts
- The purpose of the east-west route from Rye Lane to building G remains unclear
- Questions raised about L-shaped route around building J

4.6.3 Secure by design

The project team met with a representative of the Metropolitan Police on 17 January 2024 to present the site context and design including architecture, landscape and surfacing. Advice and considerations were provided as follows:

Public realm

- Rye Lane currently suffers from large amount of graffiti, drug misuse, anti-social behaviour, and rough sleeping on streets and semi-public spaces, such as stairwells
- Consider design of paths to slow powered scooters and prevent robberies and petty theft of phones and handbags
- Design team to consider the use of bulkhead lighting - there is a preference of spaces being fully lit
- Path widths to be considered by design team to reduce antisocial behaviour, and straight paths are favourable
- Planting to be lower than one metre and low density, as low density of planting prevents planting used as spaces to hide drugs and weapons
- Tree stems to be at least two metre in height before canopy
- Defensible planting should be considered in front of ground floor residential homes to provide privacy
- CCTV to be included throughout the scheme
- CCTV would be required at all times
- Less than 70 cycles per area
- Subdivision with caging may be required

Morrisons and basement

- Consider the potential of breaking into residential buildings from the basement
- CCTV would be required at all times
- Basement access should be restricted by shutter / gate to prevent anti-social behaviour and rough sleeping after hours and designed to prevent climbing
- Access control for the shutter will be required for residential blue badge parking access

Residential buildings

- Any residential building with a core that serves 25 or more residential homes should only allow for residents to have access to their own floor
- Visitors should also only have access to the specific floor they are visiting
- Design team to follow SBD Silver Award requirements

Roof gardens and podiums

- Podiums which are accessible by multiple buildings are considered a location of security weakness
- High fencing to divide the podium per building should be considered to prevent break-ins from the podium

Consolidated cycle storage

- Anti-tailgating measures should be considered

4.6.4 Design Review Panel

The Southwark Design Review Panel is an independent panel of built environment professionals who provide expert design advice on new developments within the London Borough of Southwark. Some members of the panel were already familiar with the site and had reviewed previous submissions for the site.

The scheme was presented to the panel on 12 March 2024 in two stages. Part one focused on the proposed masterplan and public realm. Part two focused on the design of individual buildings within the masterplan.

Masterplan height, massing and arrangement

The Design Review Panel supported:

- Structured permeability through the site
- The positioning of key linkages including connections through Rye Lane
- The retail loop concept
- The distribution of the massing and orientation of the buildings to respond to long townscape views
- The use of setbacks and stepping to break up the massing of taller buildings
- The idea of the Peckham Yards opportunity area

They advised that:

- Walls of unbroken height should be avoided
- Larger podiums connecting more buildings would simplify the servicing strategy
- The character of different spaces and building connections would benefit from a clearer hierarchy and more variation
- The arrangement of the masterplan would benefit from more kinks and inflections that respond to the grain of the site
- The bases of different buildings needed to be more defined to respond to the public realm
- Communal residential entrances would benefit from a more prominent architectural expression

Individual buildings

Rye Lane Buildings (A, B, C)

- Queries that there was a lack of clarity as to the aim of the building and the involvement of three different architects
- There needs to be more of a framework for diversity to exist within
- A clearer relationship between the plan and elevation of the building was needed
- Shop front plinth strong and welcomed, however greater vertical emphasis would be beneficial to reflect the existing rhythm of Rye Lane’s narrow shop fronts
- Query as to whether placement of height at the centre of the building was necessary
- Important to maintain a consistent and clear shoulder height

Building G

- Principle elevation lacks prominence and interest
- Questions regarding the position and architectural expression of the communal residential entrance
- Expression of breaks in the upper storeys would be beneficial
- Windows to the communal corridors would be desirable
- Questions raised about the narrow gallery access and proximity to bedrooms

Building F

- Building appears to be truncated at the top
- Opportunities to explore steps in massing missed
- Exploration of utilisation of the roof space urged
- Important to see the building in context
- Variation of each facade questioned, suggestion that the architecture could be simpler
- Questions regarding the lack of prominence of the communal residential entrance

Building L

- Stepping of gallery access supported
- Architecture of the return block felt repetitive and generic
- Questions raised about narrow gallery access and proximity to bedrooms
- Ground floor condition requires more development and elevation to the bus station could do with more expression and unification

Building M

- Interesting attempts to break down the massing, however concerned that the building still appeared too heavy
- Articulation of the base requires more development
- Public entrance to the Morrisons and the communal residential entrance required more prominent expression

Building N

- Collaged composition of the Hanover Park elevation supported
- Queries about the expression of the loading bay and car park, which would benefit from greater integration into the design
- Suggestion that the loading bay and car park entrances could be given a stronger architectural expression
- The architecture of the base of the building, including its communal residential entrance and adjoining podium link, requires further development

4.6.5 Historic England

The proposal was presented to Historic England on 19 March 2024 to provide an overview of the proposed development including the key viewpoints and historic context within which the site sits.

The proposal to develop the site in its entirety was generally supported, noting that the current Aylesham Centre does not contribute to the Conservation Area and that opportunities to enhance surrounding heritage assets was welcome.

Advice

- The importance of the Rye Lane frontage was noted commenting on the proposed height and a consistent parapet lines
- Street level activation of the Rye Lane building was welcomed
- The plan-led approach to the development and stepping of height away from the site edges were supported
- Key views in the local area are important to consider and visibility of the site beyond a two kilometre radius should be considered
- Opportunities to include the Jones & Higgins building in the wider plan would have been beneficial as it is considered by the Victorian Society to be a building at risk, however, it was noted that there is currently a live planning application for the plot
- Peckham High Street buildings are of local heritage importance and therefore the articulation of new adjacent buildings and views from the north on Peckham Hill Street towards the site require careful consideration
- Provision of a publicly accessible high-level viewing place would be beneficial to compensate for views lost from Peckham Levels and Bussey Building

Historic England were present at Pre-App 08 Part 2 as a follow-up.

4.6.6 Transport for London

The scheme was presented to Transport for London (TfL) on two occasions.

Follow-up advice from TfL noted the excellent access to public transport, including bus and rail services from the site, citing a Public Transport Accessibility Level of PTAL of 6a / 6b. The site was also noted to be very well located for high cycle mode share.

Urban design and healthy streets

- Public spaces on site should have 24 / 7 access in line with the Public London Charter
- A better pedestrian route to Peckham High Street to prevent people from crossing the bus station should be considered
- Opportunities to include and re-design Bull Yard to provide pedestrian and cycle access were discussed
- Safety and perception of safety of residents, especially within the proposed Peckham Yards area should be considered
- Concerns relating to anti-social behaviour along Hanover Park and complaints from residents about disturbance from bus operations were highlighted
- Night-time active travel and transport provision should be assessed where bars, nightclubs and restaurants are expected to operate late

Public transport impact

- Existing road-side bus stops should be protected and enhanced to meet future demand and increase capacity
- Impacts of proposed amendments to existing carriageways on bus services and journey times should be assessed
- Provision for and promotion of cargo bikes should be made

Delivery and servicing

- Concerns about the provision of on-street servicing were raised with a preference that all servicing should occur from the Morrisons car park in order to improve public realm and walking / cycling connectivity
- Access through the bus station either for the construction or servicing of the development is not permitted
- Access control to the servicing loop should be considered to prevent uncontrolled parking and delivery vehicles
- The provision of a concierge service to take deliveries is welcomed, however, concerns were raised about whether this would be sufficient
- Moped food pick-up arrangements will need to be addressed
- Controlled servicing trips through the site should be spread throughout the day to improve road safety

Car parking

- A car free scheme is required to align with the London Plan and Southwark Policy. Therefore, the number or proposed parking spaces for both residents and Morrisons customers, including blue-badge spaces should be robustly justified
- The appropriate level of active electric vehicle charging provision should be provided

Cycling

- Cycle connectivity through the site should be improved
- Good quality cycle parking compliant with the London Cycle Design Standards should be provided to achieve the Mayor’s Strategic Mode Shift target

4.7 Design evolution

Key design moves were primarily driven by responses to feedback received through the public and statutory consultation process. Design evolution is most clearly documented in presentations delivered to the London Borough of Southwark and the Southwark Design Review Panel in Pre-App meetings.

See summary of key design changes resulting from public engagement below.

Public engagement feedback Combining feedback into design

Retail and commercial offering

The proposed retail offer should be varied and complement the existing provision.

New flexible retail has been provided to extend the primary shopping frontage. The proposed 'retail loop' seeks to link the proposal to its surrounding context by connecting existing, prospective and new commercial offerings along Rye Lane and Peckham High Street with the re-provided Morrisons and the commercial offerings along the Floral Walk.

Height and massing

Building heights have been identified as a key priority with a keenness to minimise visual impacts on neighbours and on local and strategic views.

Building heights have been allocated in response to the neighbouring context, with a decrease in height towards the periphery of the application site. Taller elements are proposed towards the south and east to preserve the singularity of existing heritage assets such as the Jones & Higgins Clock Tower and to provide a non-designated architectural background to Townscape Heritage Initiative buildings along Peckham High Street. In addition, the orientation of buildings on a north-south axis, slims down the massing from key views whilst mitigating a sense of enclosure and retaining views of the sky.

New open spaces

Safe, attractive and green open spaces are a priority for the community. New landscaping should prioritise accessibility and feel welcoming.

The masterplan has been designed to maximise the permeability of the proposed development and draw people into the site. In addition to the two new publicly accessible open green spaces proposed, heights were layered to mitigate against a sense of enclosure. The proposal's landscaping proposal introduces a variety of tree and plant species, creating a biodiverse environment which promotes health and well-being and is open and welcoming to residents, visitors and people who work around the area. The proposal has been designed to Secured by Design standards which includes level access and distinct separation of pedestrian and vehicular traffic.

Design for the community

The provision of safe and welcoming 'dwelling spaces' for young people is a key priority.

A series of safe and accessible publicly accessible open spaces have been created with young people in mind. The development features key spaces for dwelling, such as Peckham Yards, characterised by its flexible retail, leisure and commercial uses.

Public realm

Wayfinding is important and entrances should be clearly identifiable.

Colour is strategically used throughout the site to improve wayfinding. The expressed single storey condition contrasts with the upper levels and distinguishes retail uses by establishing a ground floor datum and defined signage approach. Meanwhile, residential entrances are accented with glazed colour bricks and inset doorways providing an additional level of privacy to the prospective residents. In addition, the proposed landscape design introduces visual markers as wayfinding elements.

Building design

The design of buildings within the masterplan should reflect the distinctiveness of Peckham's local character.

The facade strategy employs a colour palette inspired by Peckham's rich urban fabric. The continuous ground floor retail frontage of the Jones & Higgins department store has been incorporated into the new design for the Rye Lane buildings. Referencing the existing Aylesham Centre facade, arches have been incorporated into buildings around the masterplan with key public frontages.

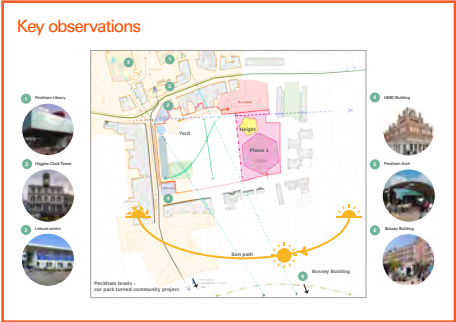
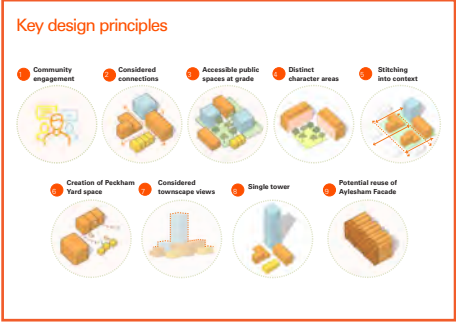
Pre-App 01

29 September 2023

Introduction to engagement strategy; project vision; initial site analysis; emerging design masterplan principles and sustainability strategy.

Key moves

- Identification of Rye Lane (1), Peckham Yards (2) and Aylesham Gardens (3), Hanover Park (4) as four key character areas
- Key routes from Rye Lane to the new Morrisons introduced to ease access through the site
- Building forms limited to two highly efficient typologies with variation around the site



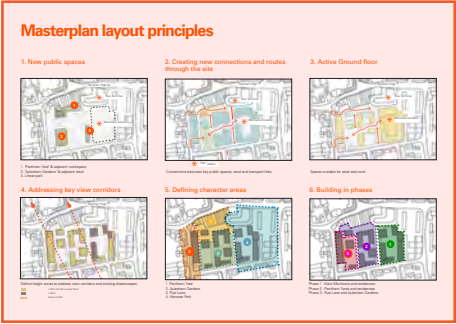
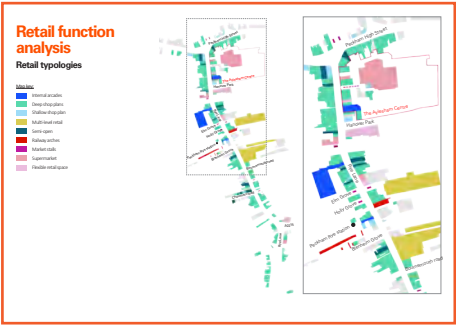
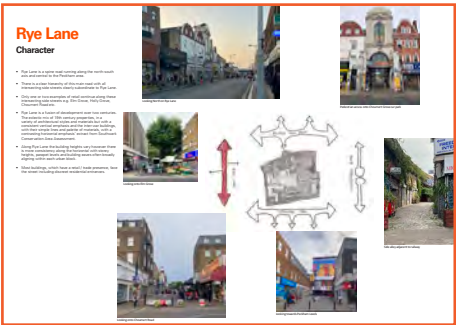
Pre-App 02

3 October 2023

Detailed analysis of site context and local economy; scope of demolition, design development of ground floor and public realm.

Key moves

- Design development directly influenced by analysis of site context and local economy
- Identification of opportunity to create a retail loop connecting new and existing retail and commercial provision
- Articulation of building forms and ground floor uses
- Openings created in Rye Lane buildings to improve permeability and access to the site
- Development of Peckham Yards proposals and investigation into opportunities to create a framework for further development to enhance activation of the site



Pre-App 03

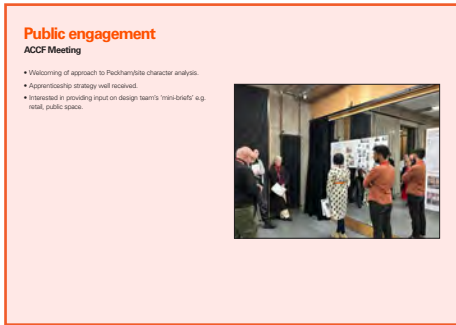
01 November 2023

Engagement update; design and masterplan principles update; massing development in response to consultation feedback and key townscape views.

Key moves

- Articulation of massing to respond to key townscape views and improve dual aspect
- Introduction of permeability through Rye Lane buildings and establishment of connections onto Hanover Park
- Activation of ground floor and identification of potential ground floor uses
- Second podium introduced to improve servicing strategy

Also presented to the Greater London Authority on 16 November 2023.



Pre-App 04

29 November 2023

Engagement update; ground floor design development; pedestrian experience; landscape and public realm design development; transport and servicing.

Key moves

- Identification and definition of different ground floor commercial uses and scales
- Development of landscape and public realm design in response to surveys conducted of site and surrounding area
- Identification of building L (north of Morrisons) as potential location for proposed cycle hub to activate bus station frontage



Pre-App 05

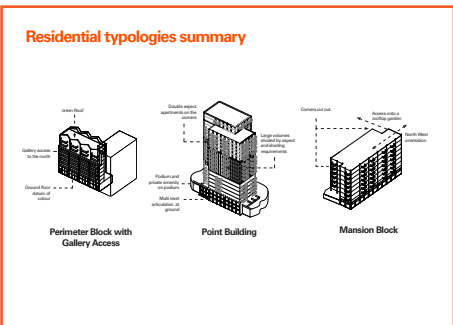
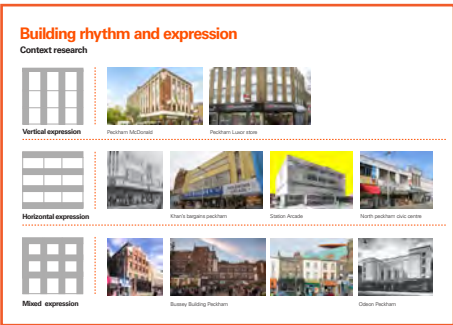
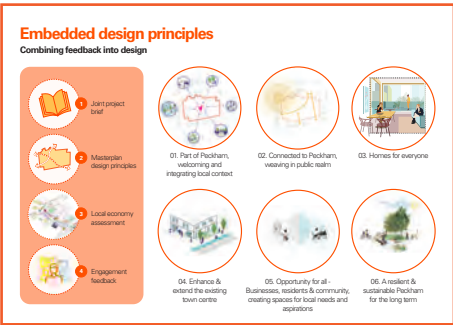
31 January 2024

Engagement update; massing development responding to feedback; ground floor / public realm update; facade principles; residential quality; fire principles.

Key moves

- Setbacks introduced to Rye Lane and Hanover Park
- Building M shifted south to address visual impact on Jones & Higgins clock tower when viewed from Peckham High Street
- Location and heights of perimeter blocks on Mckerrell Road adjusted to reduce impact on adjacent residential blocks

Similar information presented to the Metropolitan Police on 17 January 2024 and GLA on 16 February 2024.



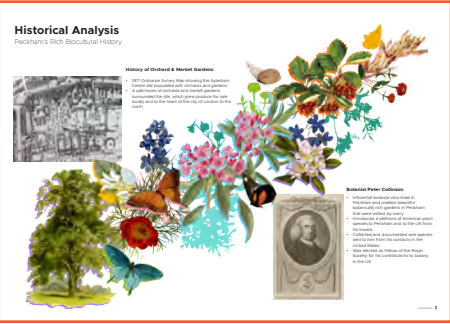
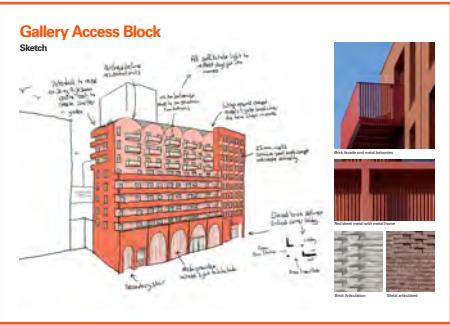
Pre-App 06

28 February 2024

Facades (approach, colour palette, rhythm); technical/environmental design; building design; landscape (framework, character areas, strategy).

Key moves

- Articulation of Rye Lane massing and parapets
- Facade strategy developed in response to technical challenges and site analysis
- Landscape and public realm design development to create uniquely Peckham outdoor experience
- Development of landscape character areas and strategies around tree retention and play space



Southwark Design Review Panel

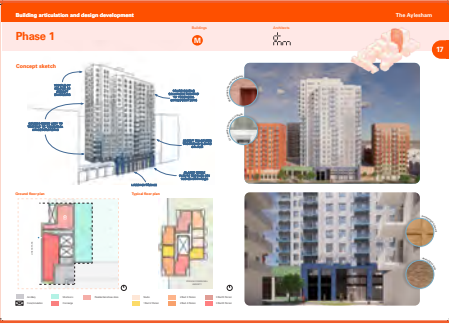
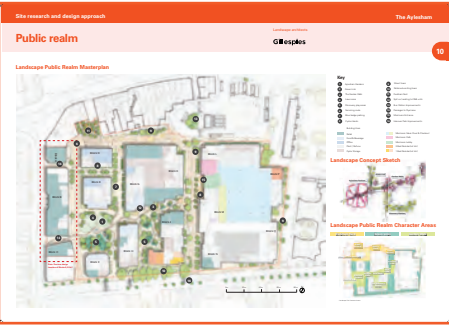
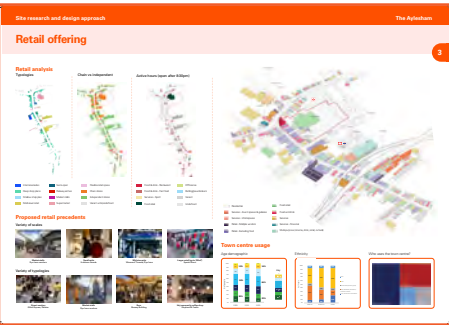
12 March 2023

Project introduction; site analysis; retail analysis; masterplan (approach, ground floor, view considerations, massing); residential quality; public realm; facade strategy; building articulation and design development.

Key moves

- Northern cut-through to Rye Lane shifted north and expressed as uncovered passage
- Consistent shoulder height established along Rye Lane with setback introduced at top two storeys
- L-shaped open space between buildings H and J replaced with new Discovery Garden aligned to Cerise Road
- Building J slimmed down to reduce visual impact on townscape views along north-south axis

Also presented to Historic England on 19 March 2023

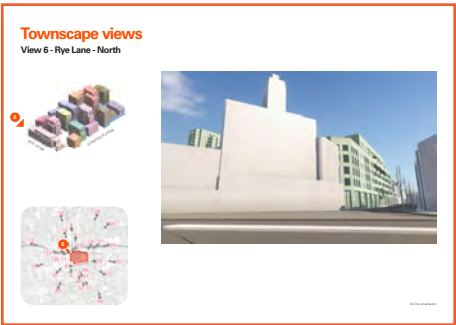


Pre-App 07

1 May 2024

Engagement update (incorporating feedback); masterplan development; townscape views; site-wide strategies; ground floor masterplan; public realm (journeys, servicing and parking); landscape (character areas, strategies).

- Setbacks and step-downs introduced to buildings D and E to articulate tops in response to townscape views
- Additional height towards the middle of the site (Buildings G, K, P, N)
- Datum line retained along Hanover Park
- Articulation of the quality of key open spaces and their adjacent ground floor uses

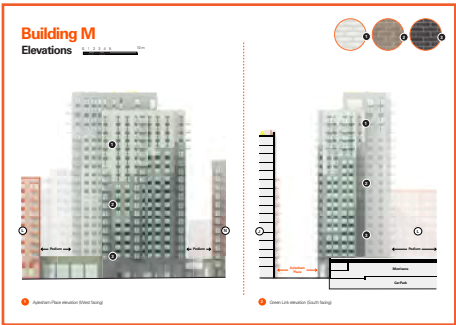
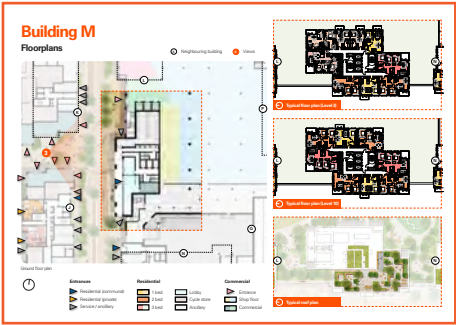
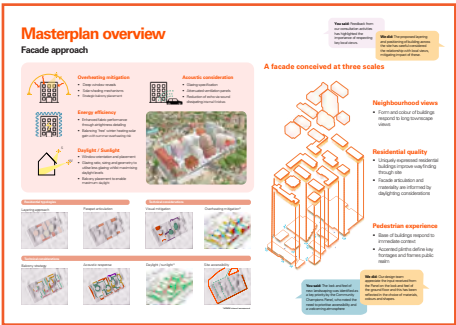


Pre-App 08

8 May 2024 • 15 May 2024

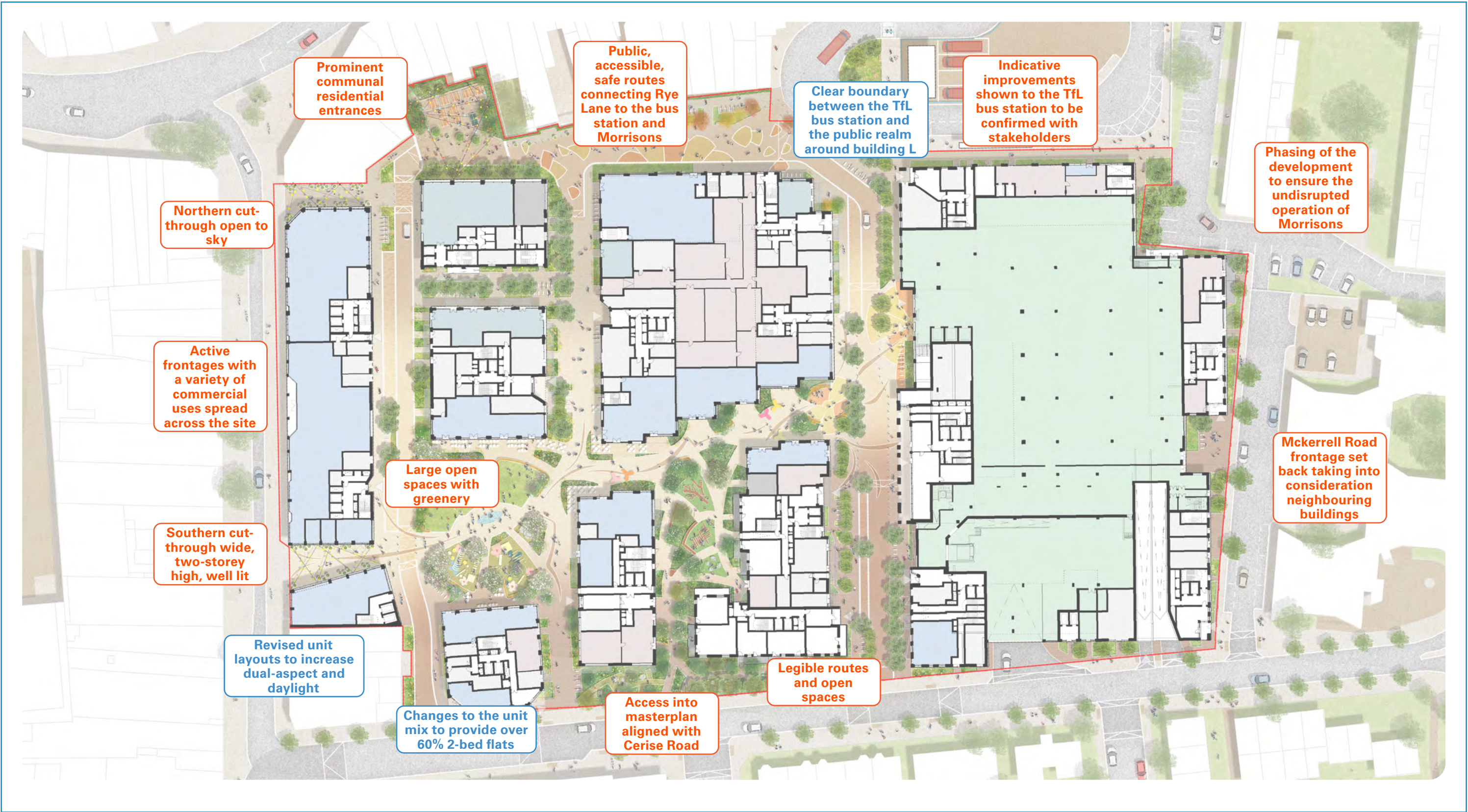
Masterplan overview (residential quality, communal gardens); building-by-building overview (unit mix, location within masterplan, key views, floorplans, elevations).

- Introduction of commercial unit facing the bus station to improve activation of northern frontage of building L
- Verticality of building M emphasised through facade articulation
- Recessed residential entrances introduced to improve prominence and visibility
- Entrance to building Q moved away from car park entrance
- Building N balconies relocated away from Hanover Park

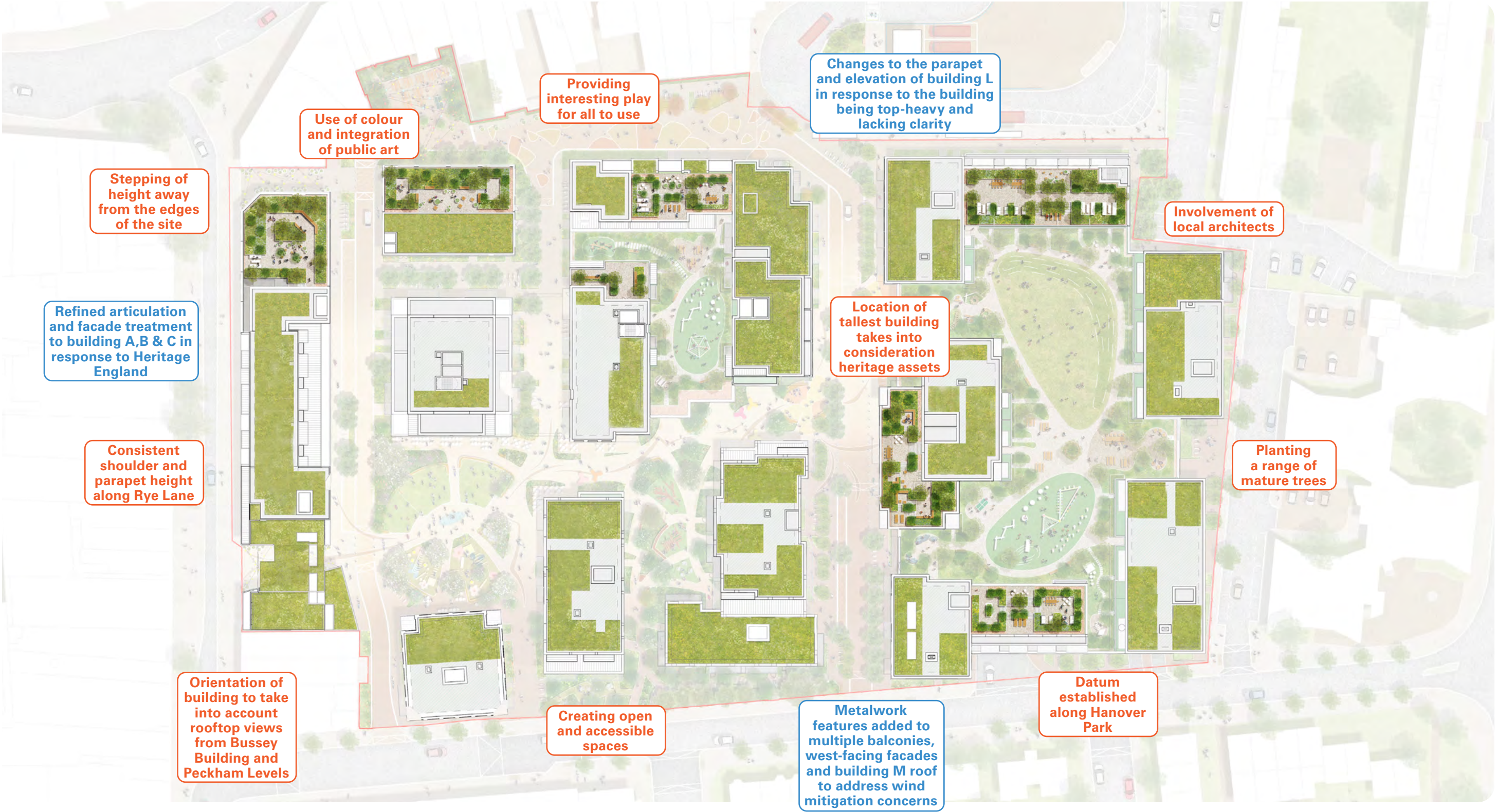


4.8 Design response

4.8.1 Masterplan design response to feedback



4.8.2 Massing design response to feedback



Design principles

5.

5.1 Key urban design principles

Our design approach has been shaped by discussion with the council and the local community, via a series of public and stakeholder engagement events, as well as carefully conducted analysis of the site and the local area. From these conversations and workshops, a number of considerations have been taken on board, such as key views to consider and how permeability of the site should facilitate site access and views of the sky. The development should also have its own distinct and cohesive identity within the wider townscape, an approach that will grow with Peckham:

Connected neighbourhood

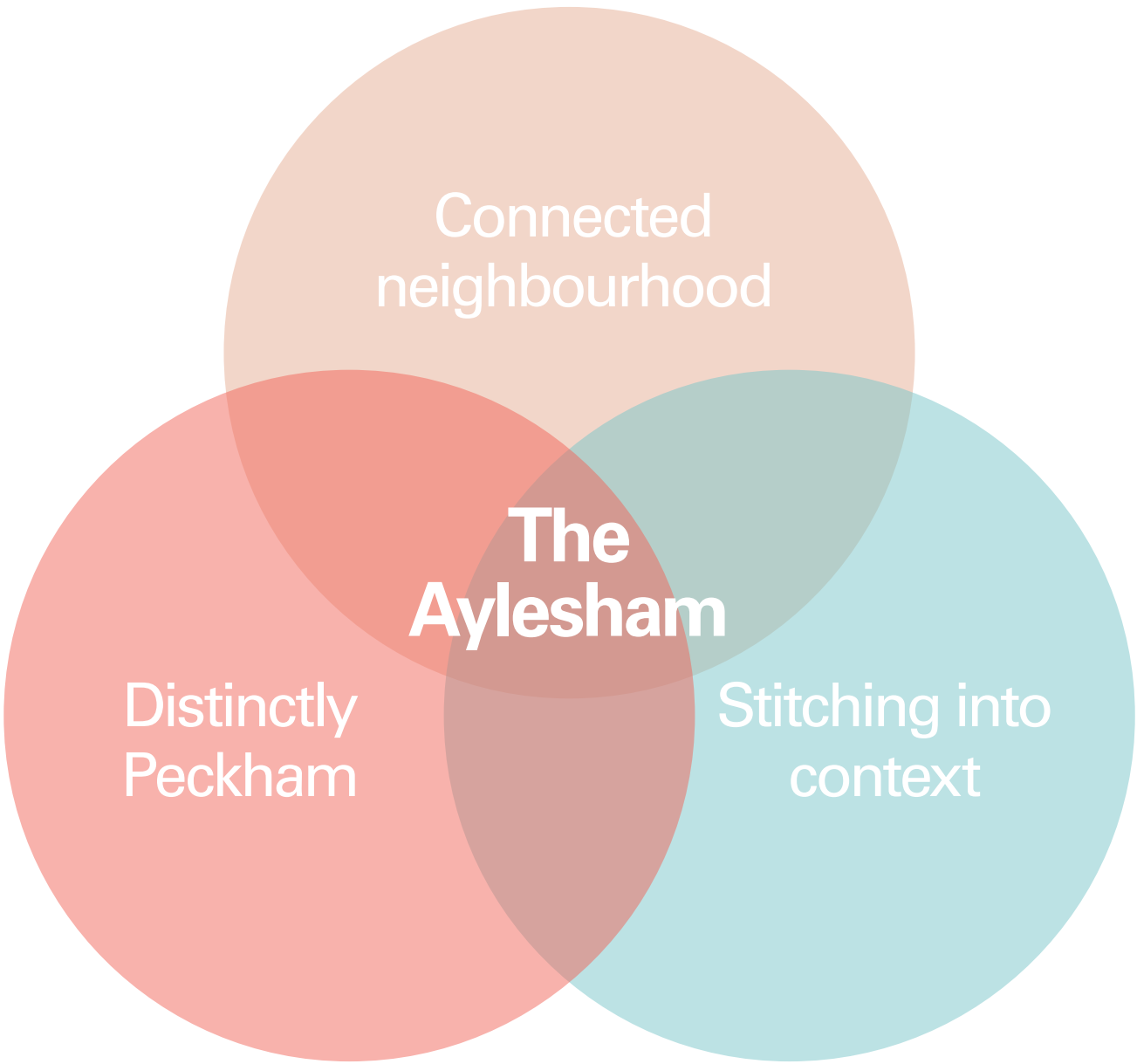
Connecting different parts of Peckham across the site is as important as links into and through the site itself. The creation of spaces accessible by people of all ages and backgrounds is a vital component of the proposal and a key driver of the design.

Distinctly Peckham

We seek to integrate existing townscape rhythms that have emerged over time, building on the existing nature and character of streets and spaces in Peckham. The design creates its own distinct identity within the wider townscape in order to enhance existing assets and build on local characteristics inspired by the architecture, use of colour, visible creativity and wonderful spaces in and around the town centre.

Stitching into context

Peckham has a rich history as a town centre, with Rye Lane a popular and important shopping destination serving a large, local community. In addition to the provision of a multitude of spaces suitable for different types of businesses, a new retail loop links into the existing retail offer along Peckham High Street and Rye Lane and places the new neighbourhood in the context of the site’s history and (almost constant) change.



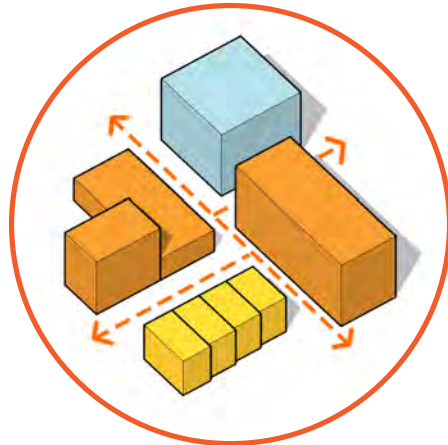
Urban design principles

There are nine key urban design principles that have driven the design process and proposal. All nine of these principles have been key drivers in the design development and informed the themes which shaped the conversations had as part of the consultation process. These are illustrated in the adjacent diagrams.

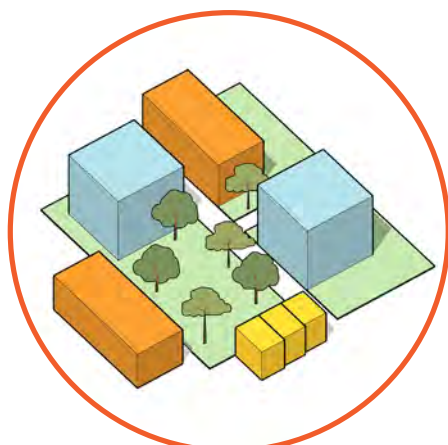
1 Community engagement



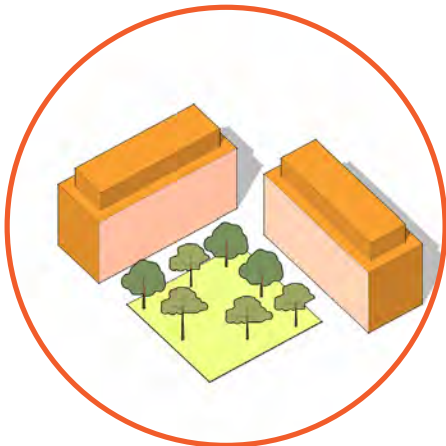
2 Considered connections



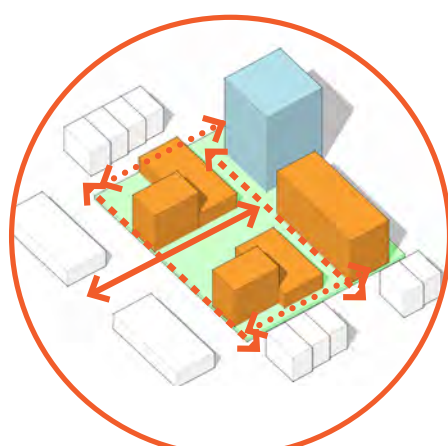
3 Publicly accessible spaces at ground



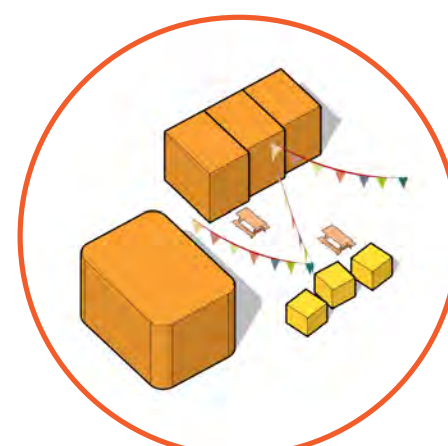
4 Distinct character areas



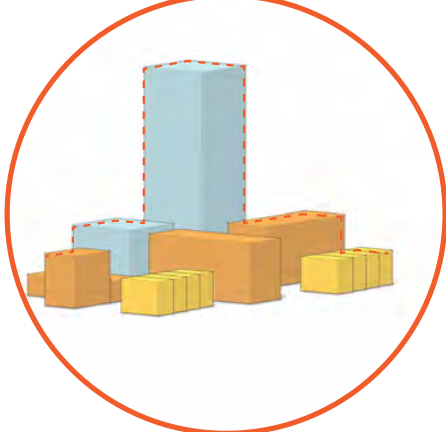
5 Stitching into context



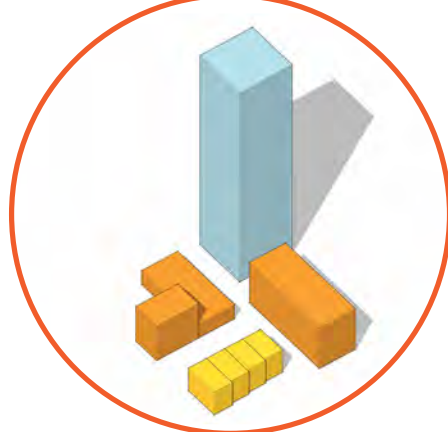
6 Creation of Peckham Yards area



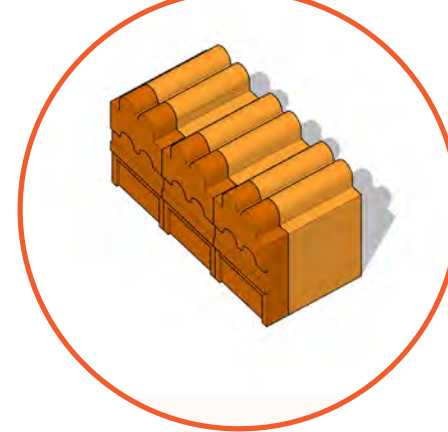
7 Considered townscape views



8 Single taller building (max. 20 storeys)



9 Potential reuse of Aylesham Facade



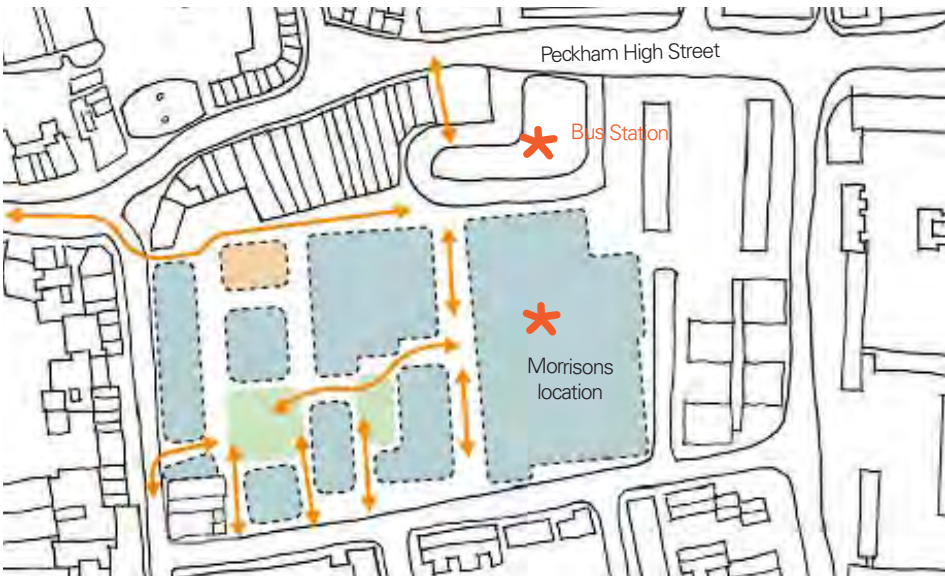
5.2

New publicly accessible spaces



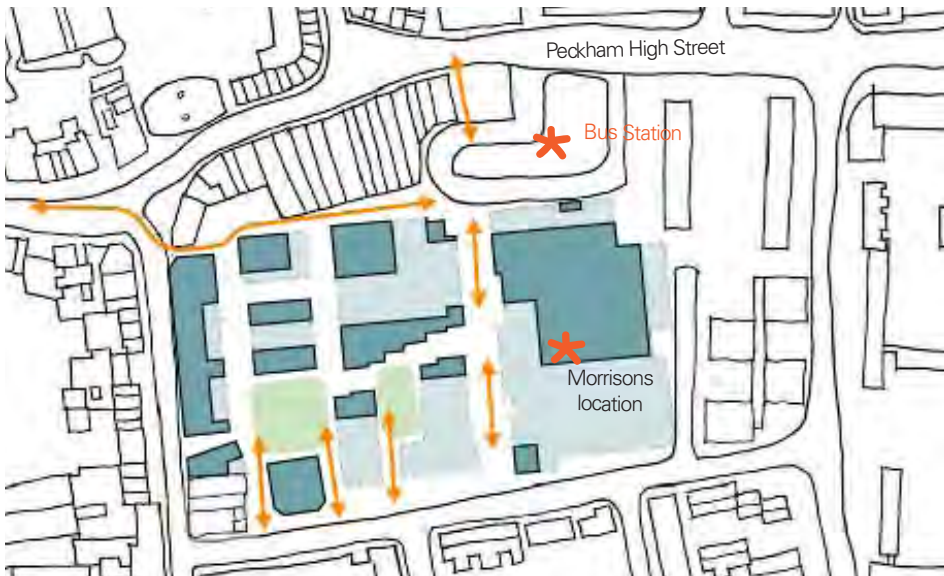
- 1. 'Peckham Yards' and adjacent workspace
- 2. 'Aylesham Gardens' and adjacent buildings
- 3. 'Discovery Garden' and adjacent 'Floral Walk'
- 4. 'Green Links' and new north-south connection

Creating new connections and routes through the site



- Connections between key public spaces, retail and transport links
- Potential connection of the north-south link directly to Peckham High Street through the Bull Yard

Active ground floor



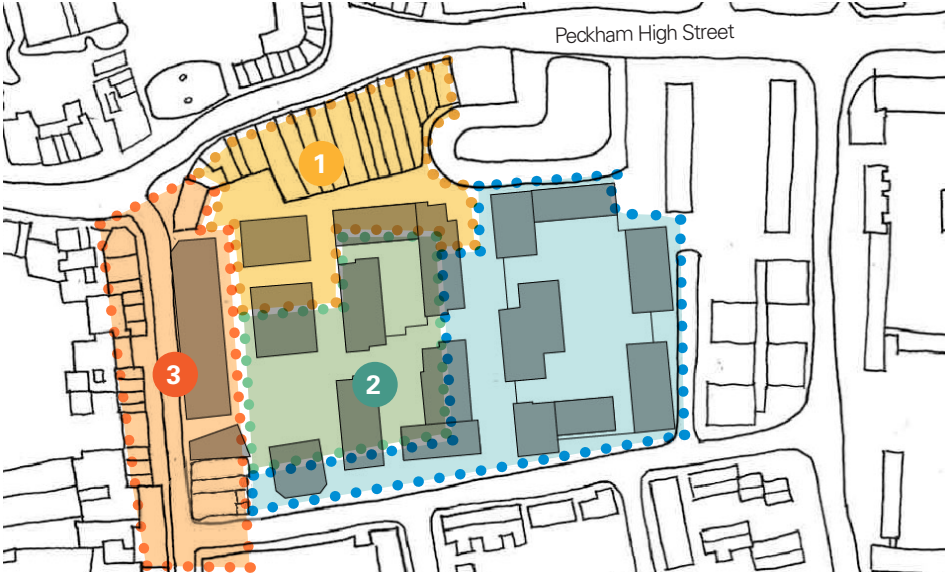
- Spaces suitable for retail and work

Addressing key view corridors



- Define height zones to address view corridors and existing streetscapes

Defining character areas



- 1. Peckham Yards
- 2. Garden Walk: Aylesham Gardens and Discovery Garden
- 3. Rye Lane

Building in phases



- Phase 1 - reprovided Morrisons and residences
- Phase 2 - Rye Lane, Peckham Yards and residences