

AYLESHAM CENTRE REDEVELOPMENT

DESIGN BRIEF



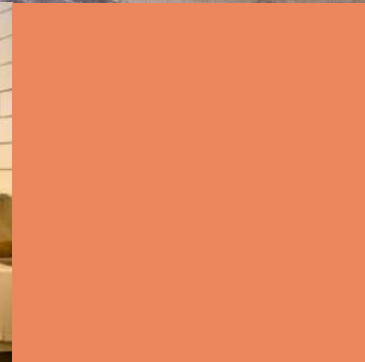
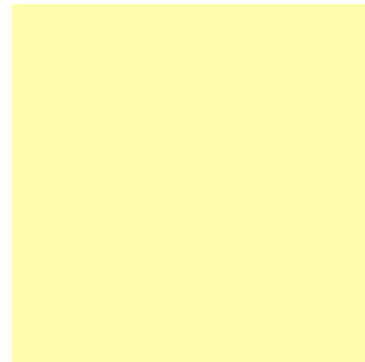
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OUR STATEMENT

Berkeley has been engaging with LB Southwark, GLA and the local community since January 2022, and have had several pre-application advice meetings with Southwark Officers and three structured rounds of community consultation.

This brief has been prepared in response to the comments recieved to date and sets out the vision and expectations to the design team for a proposal that considers the local needs and aspirations for the site.

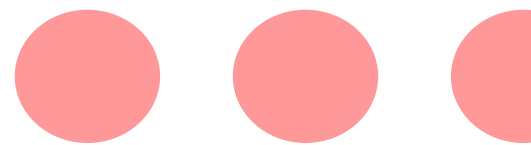
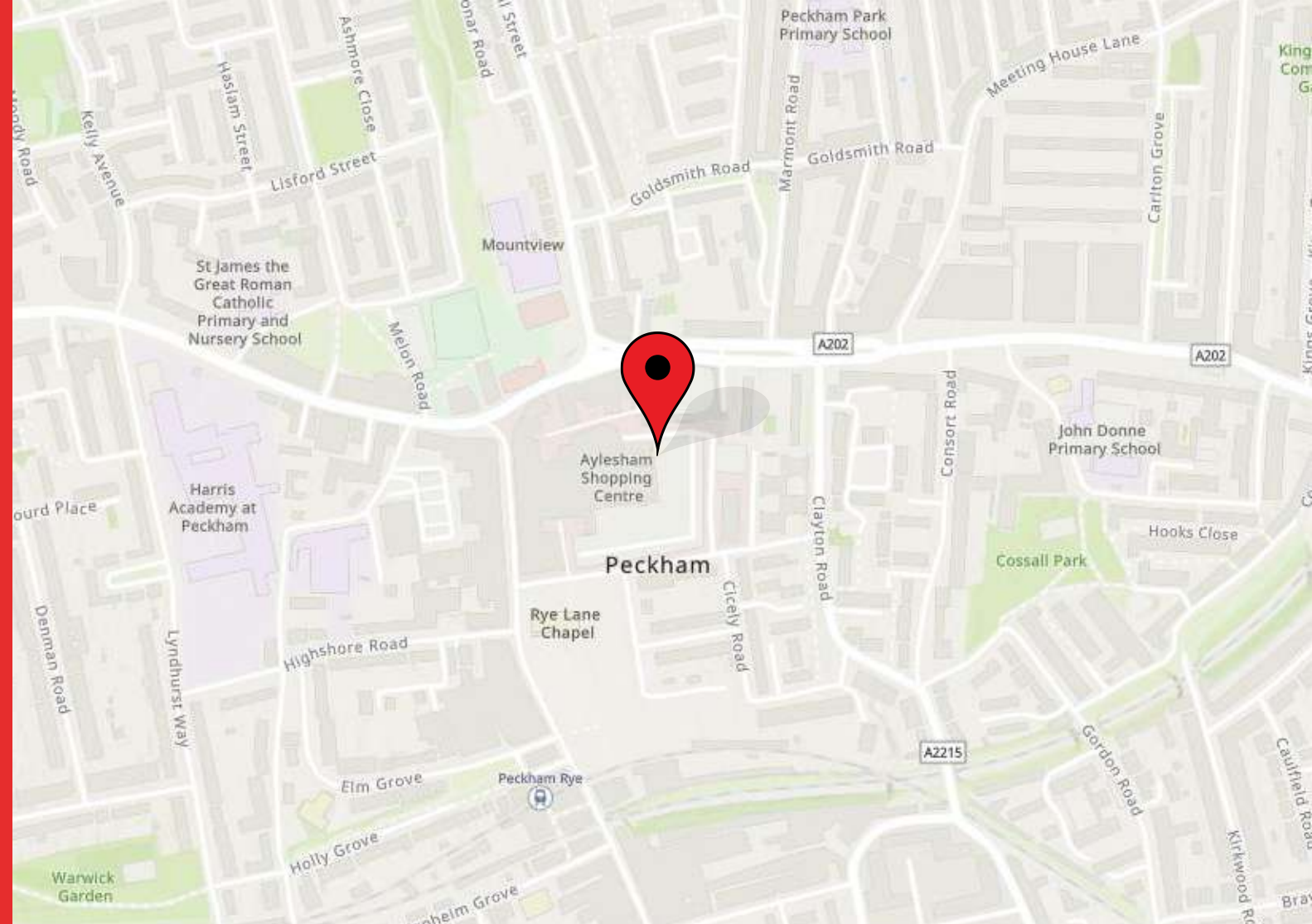


THE LOCATION

The Aylesham Centre is a 2.71ha (6.75 acres) town centre site which currently comprises a shopping arcade, Morrisons supermarket, petrol filling station and surface level car park. The site is located within the London Borough of Southwark and is bounded to the north by Peckham High Street, to the east by Rye Lane, and to the south by Hanover Park.

The site is allocated (NSP71) within the Southwark Plan 2022 for residential led mixed use development. The site allocation includes the neighbouring bus stand, but this does not form part of Berkeley's ownership or proposed planning application.

[Link: Southwark Plan 2022 - Southwark Council](#)



OUR VISION

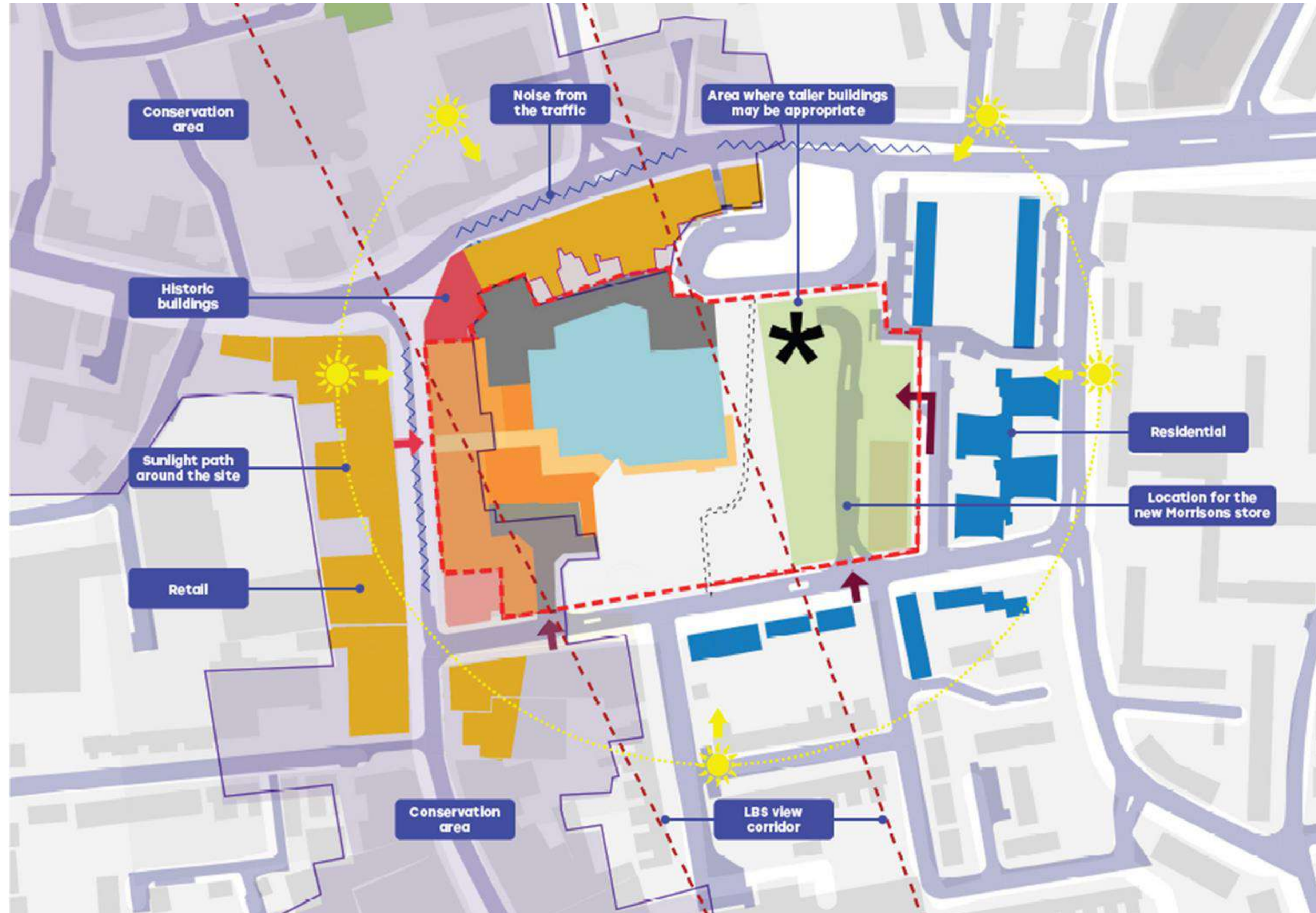
Looking at the site afresh, our ambition is to develop an iconic and transformative sustainable, mixed-use development from the ground up. Our ambition is to create a new vibrant quarter of the town centre that represents Peckham's unique identity as a diverse and inclusive community and builds on its strengths as a lively destination.

The development will focus on creating a series of meaningful new public spaces and character areas where new complementary retail, leisure, cultural and creative uses will be able to thrive. We envision utilising a contextual yet inspiring design approach, which delivers a step-change in architectural quality and compliments the unique identity and character of the town centre. Alongside this, the introduction of new quality homes and jobs for Peckham will ensure that a long-term sustainable future for the community is achieved.

Our starting point is the Southwark Plan and we will continue to engage with the community to develop a proposal that considers the needs, desires and ambitions of local residents, businesses and stakeholders. The results of which will create a sustainable new quarter in the community; the overall legacy of which will benefit the town centre for generations to come.



THE OPPORTUNITIES & CONSTRAINTS

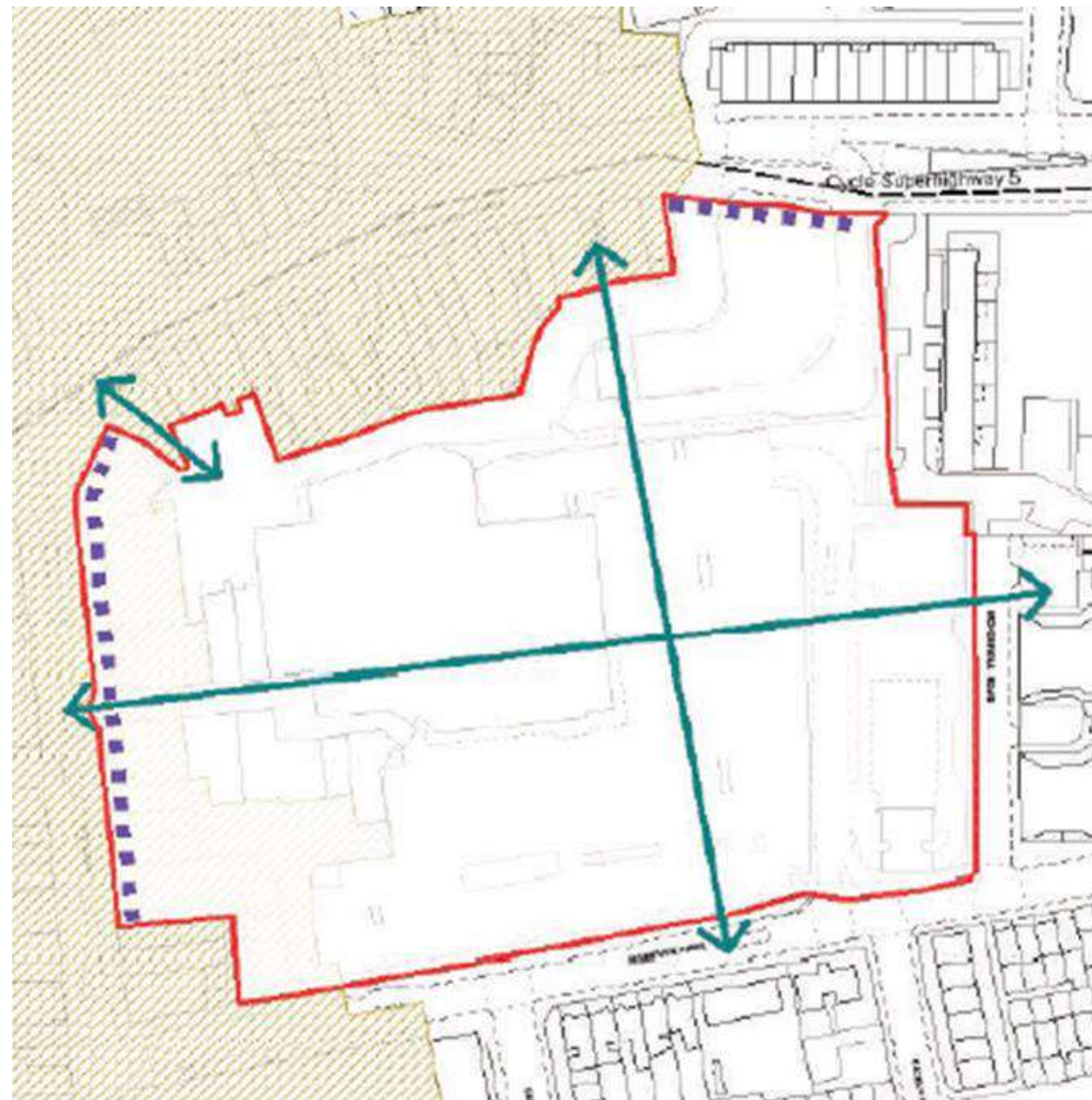


THE SOUTHWARK PLAN SITE ALLOCATION



Key Aspects

- Indicative site capacity: 850 homes
- Retention of the supermarket use
- Re-provision of retail floorspace
- Enhanced public realm and civic space
- North/South and East/West green links
- Active frontages along Rye Lane
- Range of retail shop sizes
- New intermediate affordable housing through a Community Land Trust



Design Guidance

- Consider neighbouring residential and heritage assets
- Active frontages throughout
- Enhance Rye Lane frontages
- Maximise links across the site
- Heights up to 20 storeys
- Height should be directed to the east of the site to minimise impact on views

OUR OBJECTIVES

● Fully Detailed Application

For the redevelopment of the shopping arcade, supermarket, petrol station and car park

● Indicatively 850 New Homes

Optimise the site to meet the borough's housing, social and economic needs

○ Affordable Housing

35% affordable housing by habitable room, with 25% social rented and 10% intermediate housing

● Community Land Trust

Explore the delivery of Community Land Trust housing as part of the intermediate housing

● Sustainable Location

Make best use of an underdeveloped site within a sustainable town centre location

○ Public Realm

Provide inclusive, vibrant and thriving public realm with new high quality public open spaces.

● Complimentary Uses

Complement the existing local retail offer by anchoring Rye Lane as a destination

● Sustainability

Provide new energy efficient and low carbon homes

● Characterful Design

Layout, building design and typology should reflect Peckham's character where possible

● Pedestrian Movement

Consider pedestrian access across the bus stand and improving the boundary conditions

● Southwark Plan 2022

Deliver the site allocation aspirations for homes, jobs and public realm as a minimum

○ LB Southwark Advice

Have regard to Southwark's pre-application letter dated 15 November 2022

● Permeability

East/west and north/south permeable routes through the site

● Two Buildings of 20+ Storeys

Noting this may require the delivery of additional local benefits and justification in terms of townscape and heritage.

KEY CONSIDERATIONS

● **Rear of Peckham High Street**

Buildings to the rear of Peckham High Street should be no more than 8 or 10 storeys

● **McKerrell Road**

Buildings on McKerrell Road should be no more than 7 storeys

● **Dual Aspect Homes**

Majority of homes should be dual aspect

● **Permeability**

Routes should focus footfall on key retail areas including new workspace to the rear of Peckham High Street

● **Rye Lane Conservation Area**

Buildings on Rye Lane should be no more than 7 storeys with the 7th storey set back

● **Relationship to Neighbouring Buildings**

Buildings adjacent to the clock tower should be no more than 4 storeys and no more than 5 storeys adjacent to 43-47 Rye Lane

● **Views of the Clock Tower**

Clear sky behind the turret of the clock tower when viewed from 46-52 Peckham High Street

● **Local Context**

Careful consideration should be given to the local context

● **Basement**

Basement should be limited to below the new supermarket

● **Local Designers**

Collaborate with local architects for the design of specific areas within the masterplan

● **Regularised and efficient buildings, including:**

- 80% Gross to Net area efficiency
- Wall to floor ratio no more than 0.55
- 60:40 masonry to glass ratio for facades
- A mix of built in and bolt on balconies
- Brick for buildings 20 storeys and below
- Punch hole aluminium windows and doors
- Limited articulation to roof line with exception of Rye Lane

RESIDENTIAL REQUIREMENTS



New Homes

Approx. 700,000sqft of new affordable and market value homes



Family Homes

Range of home sizes including min. 20% family homes with three or more bedrooms



Basement

Basement should be limited to below the new supermarket



Block Design Principles

Average 8 homes per core and comply with all fire safety mandates



Cycle Parking

Cycle parking should comply with Southwark Plan standards



Private Amenity

Balconies should be a mix of built in and bolt on (i.e. not inset)



Wheelchair Accessible

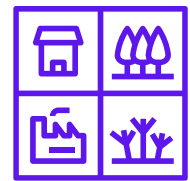
10% of homes by habitable room should be wheelchair accessible



Parking

No residential parking with the exception of blue badge parking

NON-RESIDENTIAL REQUIREMENTS



Land Uses

Approx. 10,500sqm GIA total non-residential floorspace, including:

- New Morrisons food store
- Mix of town centre non-residential uses – e.g. leisure, workspace, F&B – in a range of unit sizes
- Dedicated workspace building
- “Peckham Yard” workspace to the rear of Peckham High Street
- Explore opportunities for new links from Peckham High Street into the yard space



Vision

Leisure uses within the heart of the masterplan

Large format units along Rye Lane suitable for high street chains

Buildings on Rye Lane should be designed as separate buildings within a terrace

Configuration should allow spaces for interim uses and interim business relocation where possible

Peckham type workspace uses should be considered i.e. studios, small offices and co-working

10% of retail floorspace should comprise small retail units of 80m² or less



Morrisons

Min. 48,000sqft GIA new store

Min. 24,000sqft of retail sales area

140 car parking spaces with EVCPs and a customer collection area

Dedicated service yard

PROPOSED PHASING

Phase 1

Allow Morrisons to continue trading throughout construction by building a new store on the site of the petrol station and car park.



Phase 2

Redevelop the remaining site in a timely and efficient sequence that considers vacancy, business relocation and interim uses.



NEXT STEPS

