



## Welcome to our exhibition of the design proposals for the Aylesham Centre.

Whilst we will be shortly submitting an application to the council, we continue to welcome your comments which will be given proper consideration by both Berkeley's and Southwark Council.

These proposals have been informed by over two years of consultation. Thank you to everyone who has been involved.









## \* Project vision

Our proposal is for a development that will give back to the people of Peckham and enhance the lives of those who live near and in the development. We're committed to delivering high-quality, sustainable homes, including much needed affordable housing. The development will feature a dynamic ground floor, offering a diverse mix of non-residential spaces including local retail, cafés, restaurants and versatile workspace -all contributing to a vibrant and connected community.

This will be complemented with multi-layered, multiuse, and flexible green spaces. These high-quality biodiverse areas will cater to both residents and the broader public, providing maximum benefits.



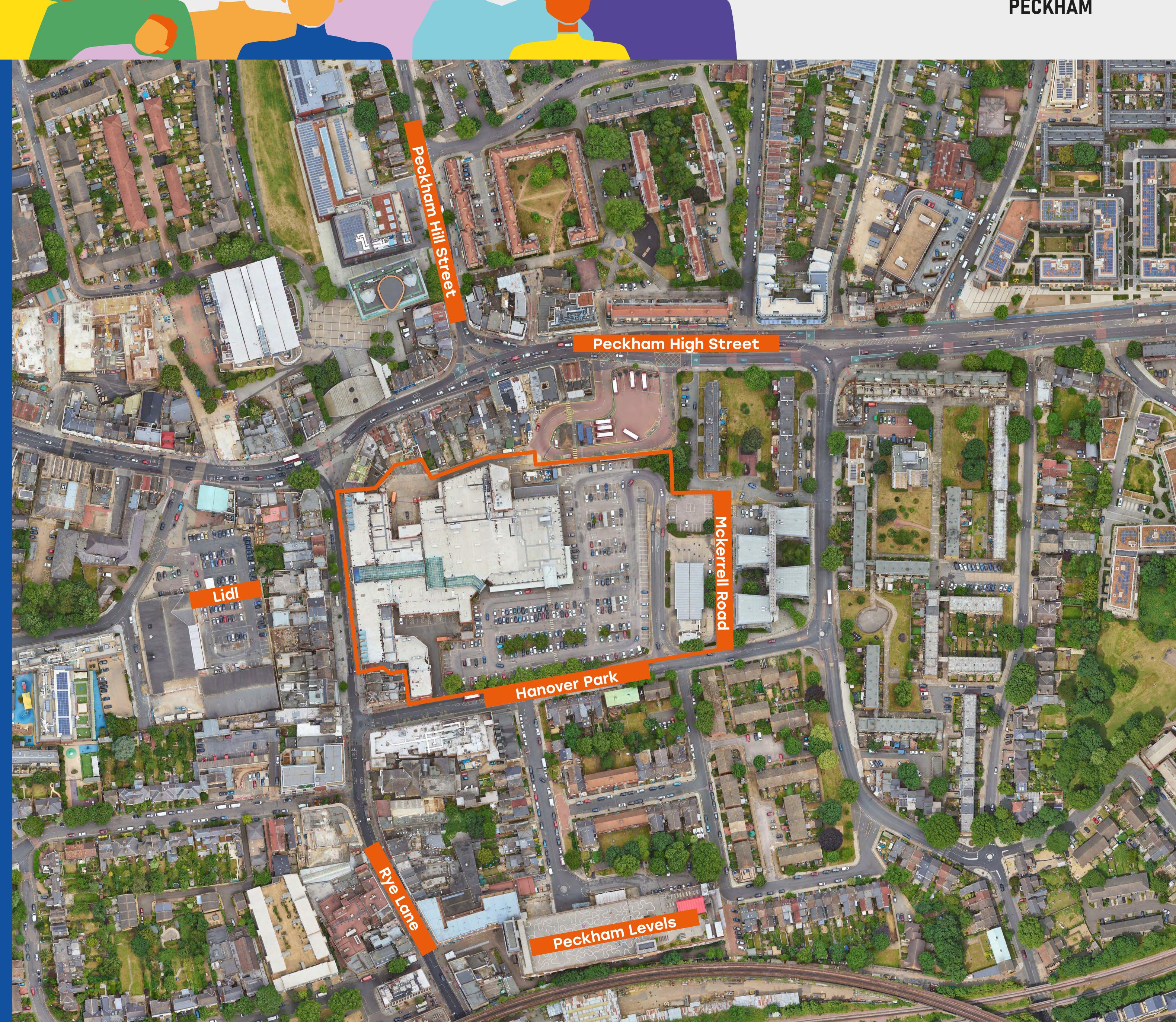
## This exhibition

The privately-owned site was acquired by Berkeley Homes in 2021 and the team have been working with the Council and community since then to bring forward proposals for its future.

We would like to thank everyone who has contributed to our consultation process so far. This feedback to date has been invaluable.

We are here today to show you how our design team have used your comments to help shape and influence design ahead of submitting a detailed planning application to the Council.







## Timeline



Aylesham Centre originally allocated by Southwark Council for redevelopment in Local Plan for c. 850 homes.

Berkeley Homes purchase the Aylesham Centre site.

### 2022

Latest Southwark Local Plan comes into effect.



## 2023-2024

Consultation on the new developed design proposals for the site with dRMM to deliver 878 homes.

## 2016-2020

Consultation on the proposals for the Aylesham Centre brought forward by Tiger Developments for 940 homes.



#### 2021-2022

Consultation on the proposals for the redevelopment of the Aylesham Centre with Sheppard Robson delivering 1050 homes.



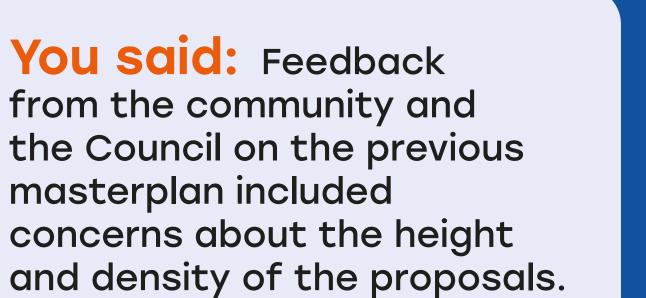
Introduction of the new Design Brief prepared in collaboration with Southwark Council, in response to comments received in 2021 and 2022. The brief sets out the vision and expectations to the design team for a proposal that considers the local needs and aspirations of the site.



Target submission of a planning application to Southwark Council this summer.

You said: Feedback from the community and the Council on the previous masterplan included concerns about the height

We did: A fresh design brief was prepared for the site, with key elements including a reduction in the maximum building height from 27 storeys to 20 storeys and a reduction in the target number of homes from c. 1,050 to c. 850, in line with the site allocation.







## 2022 scheme

- 1050 homes
- 14 buildings ranging from 6-27 storeys
- 1 central courtyard
- 1 linear park
- 3 phases



### 2024 scheme

- 878 homes
- 13 buildings ranging from 4-20 storeys
- 3 public spaces equating to 41% of the site given back as publicly accessible high quality open space
- 2 phases
- New Morrisons store in Phase 1



## Public consultation

Over recent months, the team have continued to engage with local residents, community representatives, youth and older people's groups and local businesses, inviting further feedback and suggestions to help us shape the design proposal.

A full breakdown of our engagement activities, the feedback received, and our responses to key feedback themes will be set out in the Statement of Community Involvement and Engagement Summary submitted as part of the application. This is in line with the Council's requirements and expectations, as set out in the Development Consultation Charter.

### 2021 - 2022 consultation headlines

engagement meetings

pop-up sessions

drop-in events

youth events

### 2023 – 2024 consultation headlines

engagement meetings

pop-up sessions

drop-in

events

youth events

walk and talk sessions

## Key themes, what we've learned so far

Recognition of diversity and vibrancy in Peckham.



Need to consider local character and neighbours' amenity in the overall design approach.



Awareness of the challenges for the existing Town Centre, with a keenness to see a varied retail offer that complements local provision.



Support for safe, attractive and green open spaces for the community.



A desire to ensure that the design team works with the community throughout the consultation and development process.



Support for affordable housing accommodating local families.







Our vision is for a development that is uniquely Peckham that positively contributes to the continued success of the town centre.

The development will create a significant new open space in the town centre, and safe pedestrian routes across the site with a diverse mix of shops, cafés, restaurants and workspace—all contributing to a vibrant and connected town centre.

We are committed to delivering high-quality sustainable homes, including affordable housing for existing Southwark residents on the housing waiting list.

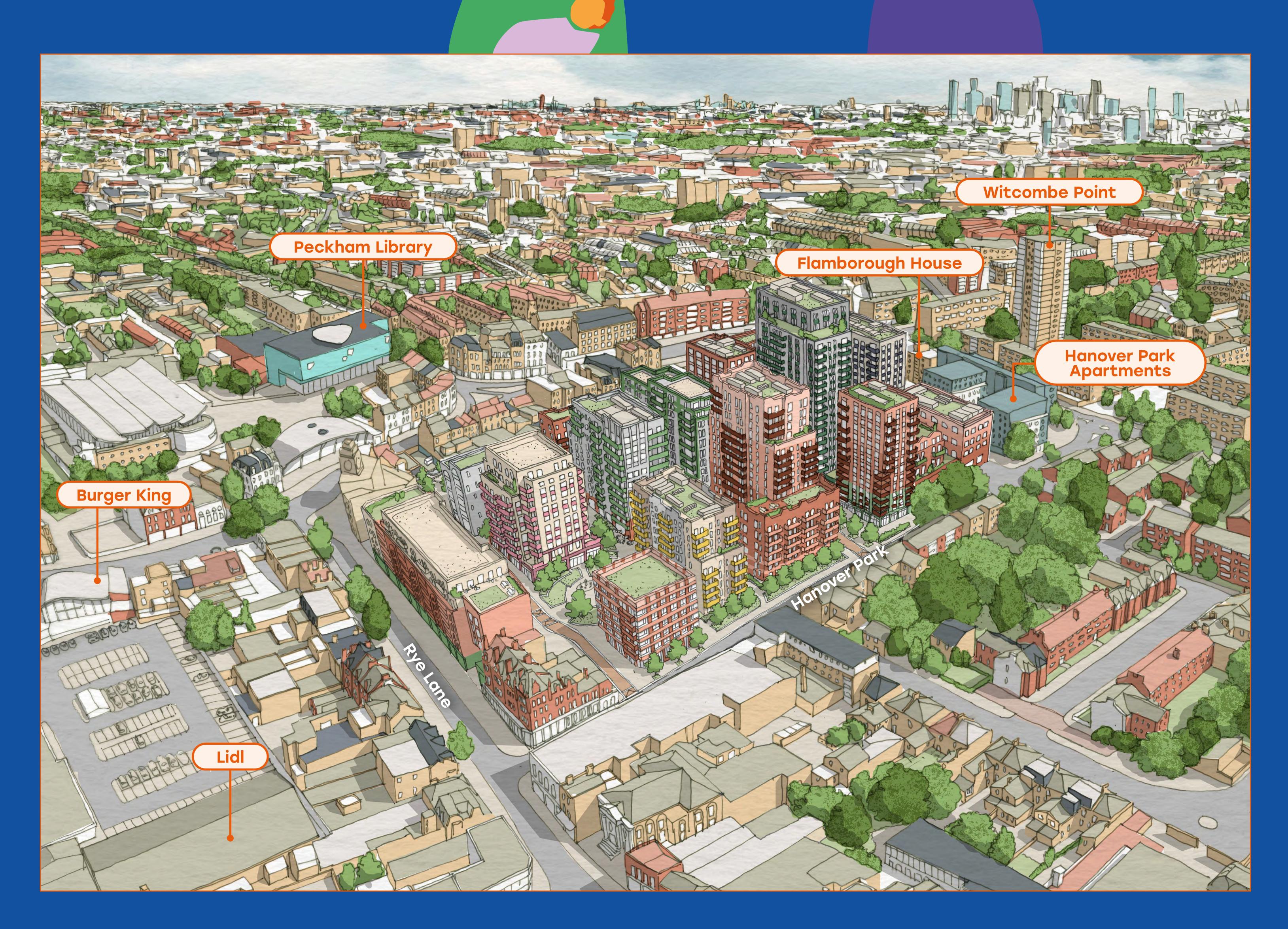
Our proposals have been designed by five local architectural practices who have worked hard to make sure the proposals are:

- 1. Inspired by the existing character and communities of Peckham to make them distinct and uniquely of the local area.
- 2. Sensitive to the local area by being as low as possible at the edges with the tallest building in location that works best with local views and neighbours.
- 3. Meeting the aspirations of the council and needs of the local community.

You said: Feedback across our consultation activities has identified building heights as a key priority – with a broad keenness that the development should respect the surrounding context and minimise visual impacts on neighbours and on local and strategic views.

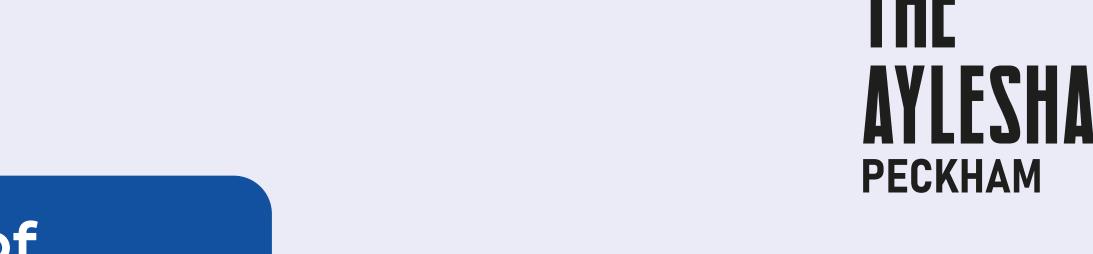
We did: Our design approach is based on a layering of heights across the site, with taller buildings located towards the south and east to minimise impacts on key views and respond to the surrounding context.







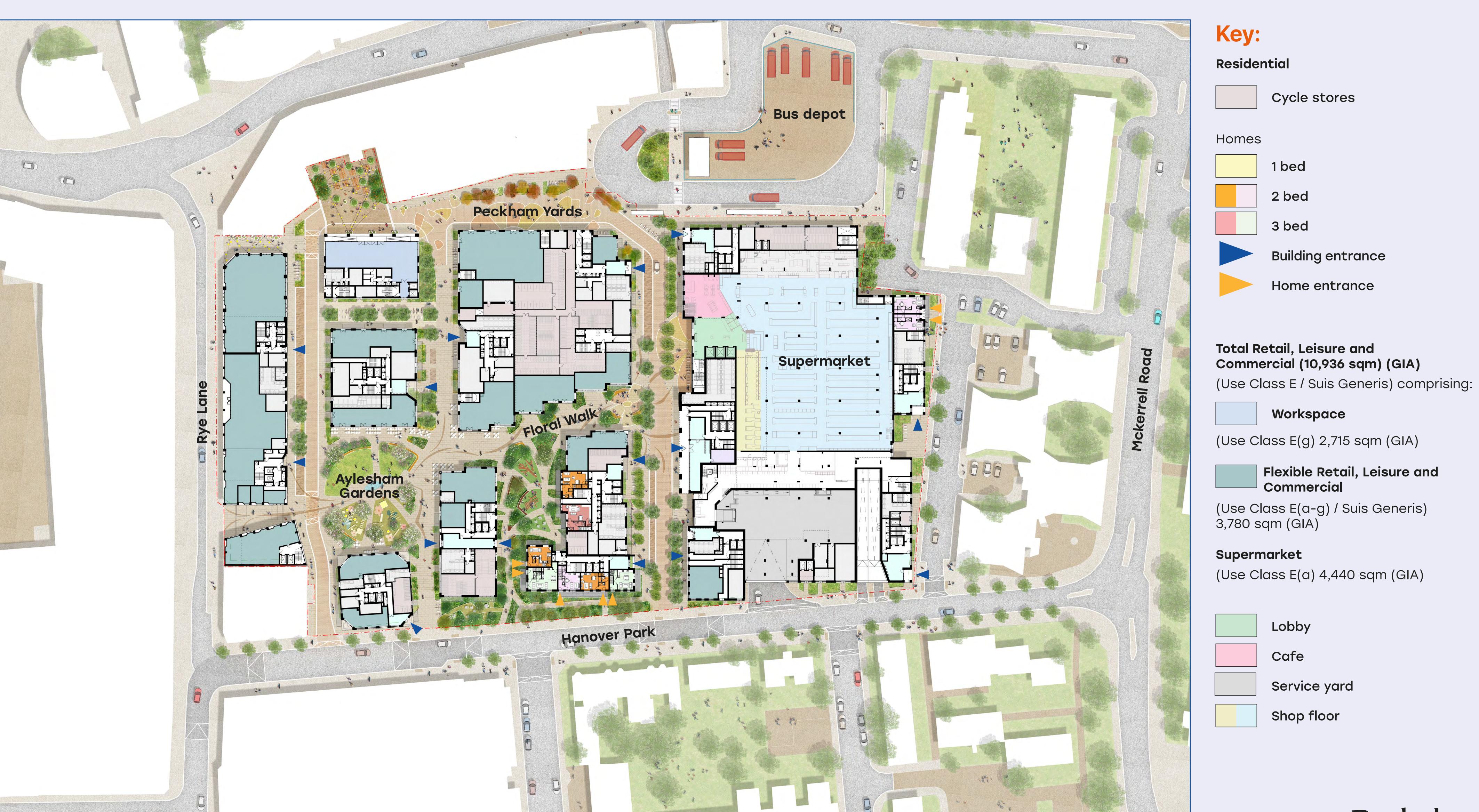




3300sqm of public play space equivalent to 3 Olympic sized swimming pools

3 acres of public open space equivalent to 46 tennis courts

### Overview







# Public spaces Aylesham Gardens

Aylesham Gardens forms part of our Garden Walk, a key pedestrian desire line from Rye Lane towards the new, upgraded Morrisons. It is located in the south-western part of the site, providing a light and safe area to enjoy.

Aylesham Gardens will be the heart of the open space within the redevelopment, which residents and visitors will enjoy experiencing and will want to return to.

#### The space will include:

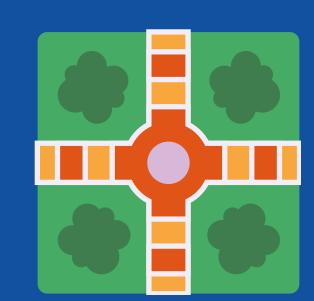
- An open lawn area to accommodate outdoor activities
- Bright, colourful plants and flowers.
- Spill out space to cafes and restaurants
- A play area
- A water feature



You said: The look and feel of new landscaping was identified as a key priority by the Community Champions Panel, who noted the need to prioritise accessibility and a welcoming atmosphere.







## Public spaces Green links

Our green links will provide a significant improvement to the pedestrian experience of the site and around the Aylesham Centre. This will help to activate the ground floor experience for residents, shoppers and visitors. Lighting for all hour access and wayfinding signage enhances the use and enjoyment of these spaces.

#### The green links will include:

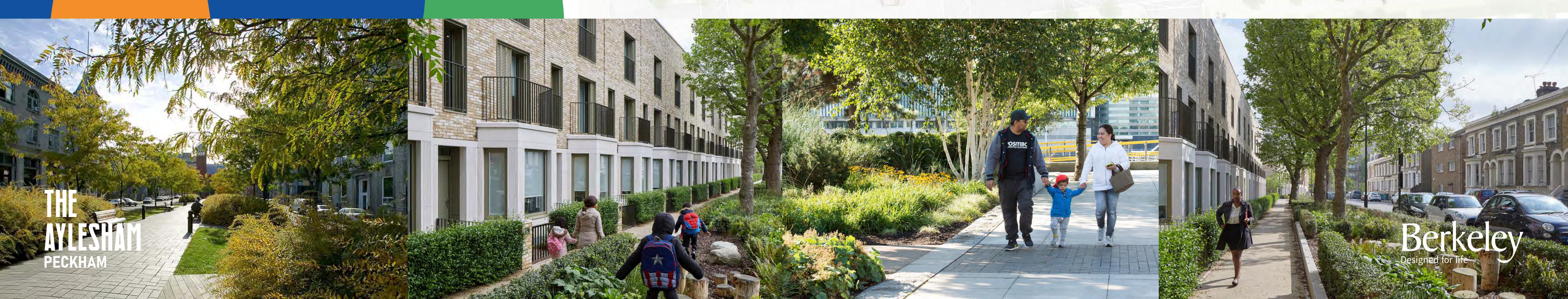
- Comfortable seating for all ages
- Cycle parking
- Integration of plants and flowers

#### You said:

Feedback from our public consultation events has identified broad support for new greenery on the site.

We did: Our proposals introduce a variety of tree and plant species which will create a biodiverse environment and promote health and wellbeing for residents and visitors alike.







Peckham Yards will provide a vibrant and fun social space for Peckham residents, visitors and shoppers. Its flexibility for events as well as art integration makes it a memorable space that is very much of the urban character of Peckham.

Peter Collinson passage (who was a botanist residing in Peckham) will act as a gateway from Rye Lane into Peckham Yards. In this space visitors will be able to socialise and engage with local art.

#### Peckham Yards will feature:

- Restaurants and cafes
- Space for community gatherings
- Bright bold, fun, colours
- Art integration to aid in wayfinding and rooting within the existing urban context of Peckham
- Strategic lighting for night-time use & attraction

- 1 Flexible group seating opportunities
- 2 Catenary Lighting
- 3 Biodiverse planting
- 4 Moveable fruit tree planting in pots
- Pots with planting to passage to Rye Lane
- 6 Service access
- 7) Opportunity for chalkboard play
- 8 Cycle parking
- 9 Flower motifs within paving design











## Distinctively Peckham

You said: Feedback from our consultation activities has highlighted the importance of respecting key local views.

We did: The proposed layering and positioning of buildings across the site has carefully considered the relationship with local views, mitigating impacts on these.

You said: Engagement with the Townscape Heritage Initiative (THI) has identified the relationship with historic buildings such as the Jones and Higgins Clock Tower as a key priority.



We did: Our design approach seeks to provide a delicate architectural background to the THI buildings in key views, maintaining a clear gap between the Jones and Higgins clock tower and proposed buildings

## How the vibrancy of Peckham has influenced our designs

Over the last few years we have been learning what Peckham means to the community and how we can add to the area's vibrancy and uniqueness. We have been inspired by the architecture, use of colour, visible creativity, and wonderful spaces in and around the town centre.

## **Exploring the unique character of Peckham with nimtim Architects**

**nimtim architects** have been researching the history and character of Peckham. They have considered how buildings, streets and spaces developed over time, what they look like now, and how they are used.

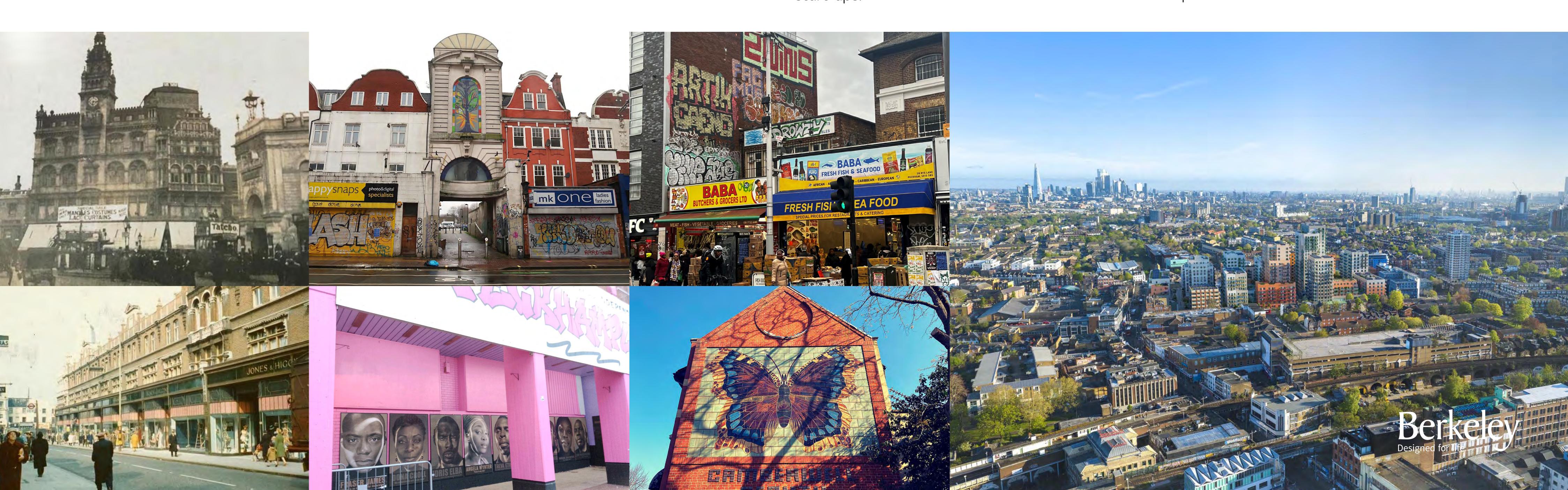
The research demonstrated how different each side of the site is in terms of its historical development, architecture, landscape, streetscape, and use, and how the design of new buildings need to carefully consider how they meet existing neighbouring streets and buildings.

## The business ecosystem of Peckham Town Centre

Jas Bhalla Architects have been mapping the town centre to better understand the diverse business community of chain stores and independent medium, small and micro businesses.

Peckham has a rich history as a town centre, with Rye Lane a popular and important shopping destination serving a large, local community. The designs have taken inspiration from this by providing different scales of spaces suitable for different types of businesses from larger chain stores, to smaller independent retailers and micro start-ups.

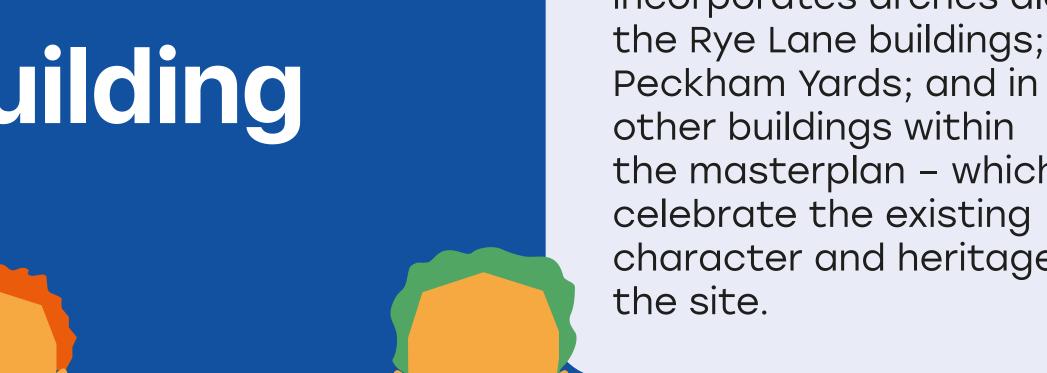
A business relocation strategy will be submitted as part of this planning application to ensure that we are able to support our existing tenants and retain a good mix of national and independent traders on site. We have continued to work with our existing tenants to keep them updated about timings and to understand their mid to long term needs. Our commercial strategy is centred around providing a mix of flexible spaces to suit a range of businesses, futureproofing the ever changing market. We will continue to work with traders alongside Tree Shepherd to support these businesses and ensure impacts are minimsed.





## Buildings Rye Lane Building

You said: Feedback from our Community Champions Panel noted the distinctiveness of the arches on the existing Aylesham Centre façade - members were keen to see both reflected in the new development.



We did: Our design incorporates arches along the Rye Lane buildings; Peckham Yards; and in the masterplan - which character and heritage of

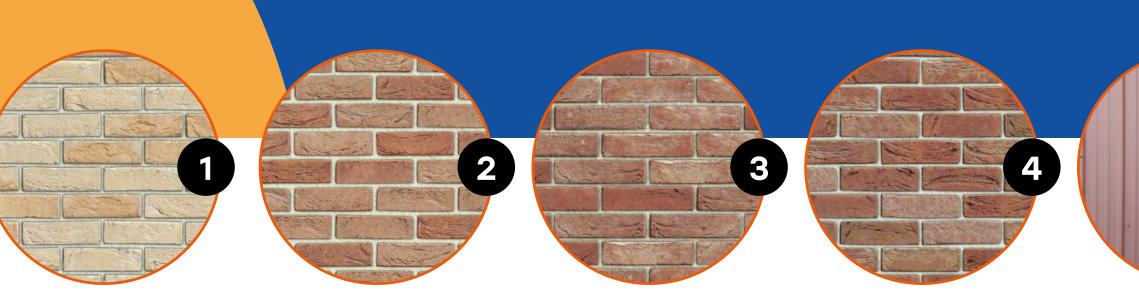


design team's heritage workshop session with the Townscape Heritage Initiative highlighted the contribution made by the Jones and Higgins building to the character of the



We did: Our design team has developed a continuous ground floor design which incorporates elements from the Jones & Higgins department store, infusing them with a modern twist.









PECKHAM YARDS ELEVATION (NORTH FACING)





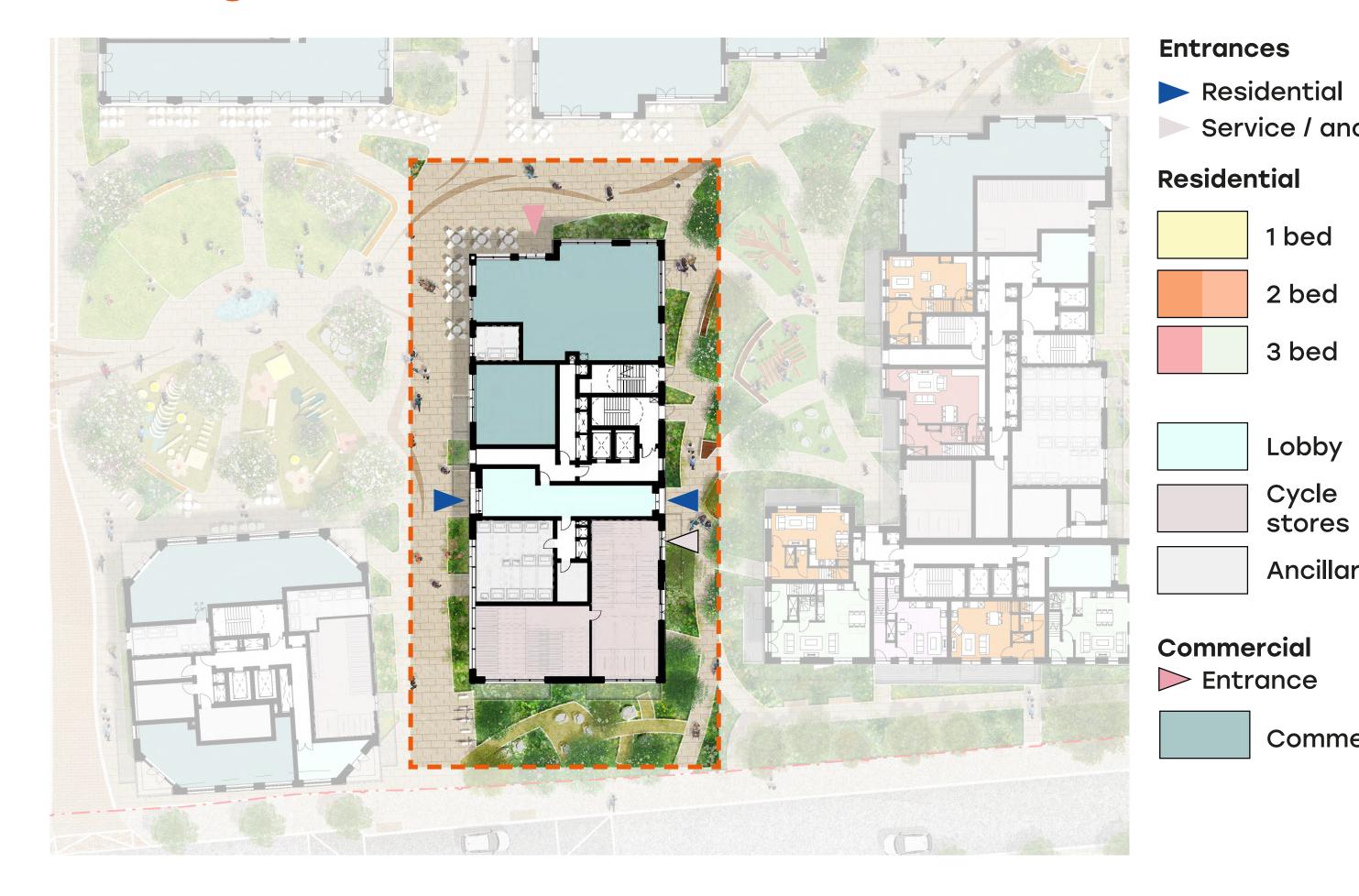
RYE LANE ELEVATION (WEST FACING)

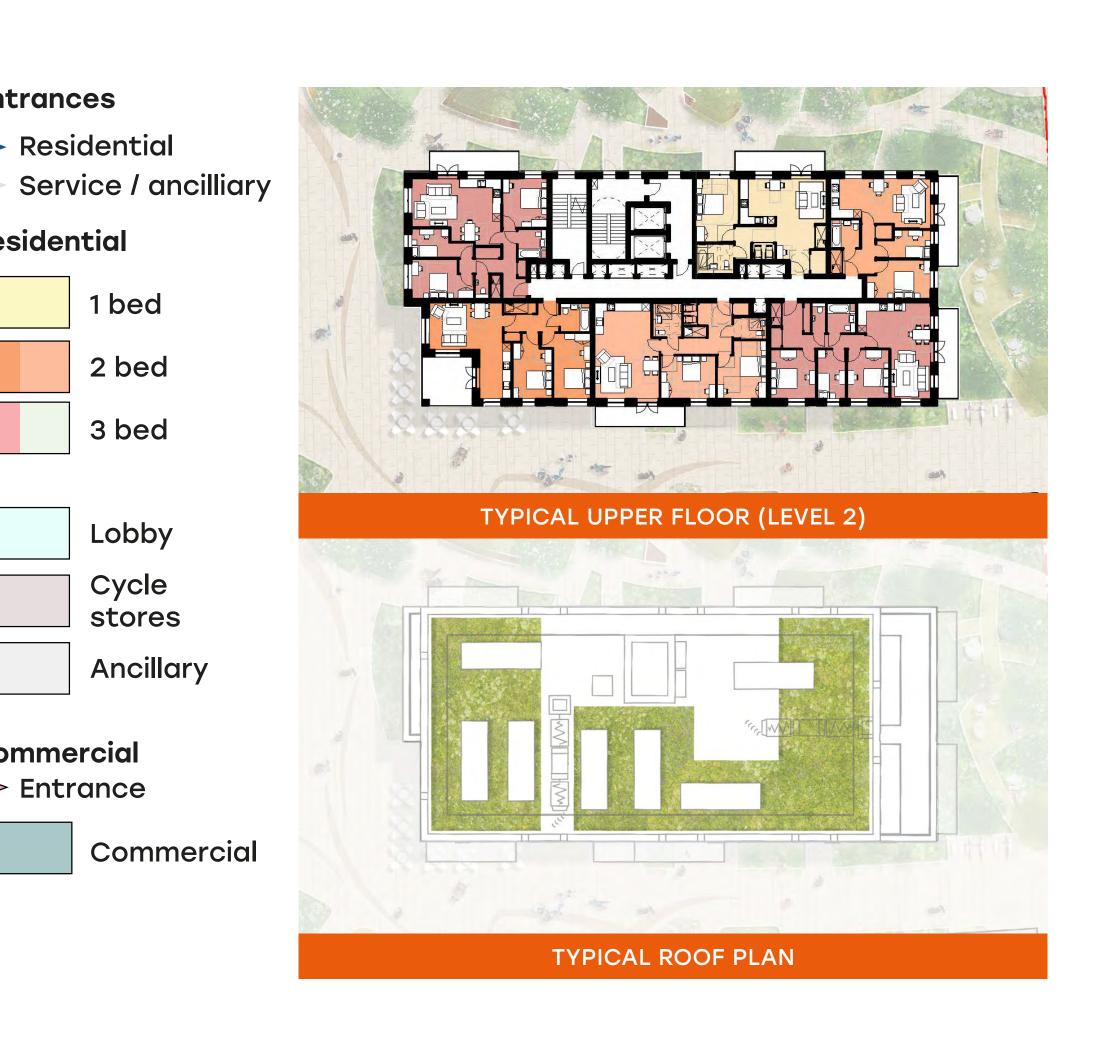






#### **Building H - Floorplans**





2 bed

3 bed

Lobby

Cycle

1 bed

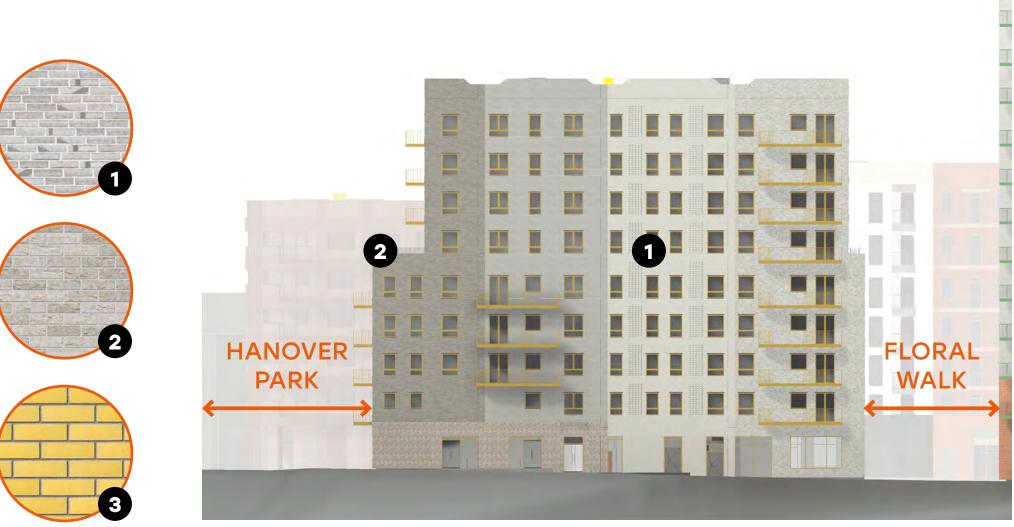
2 bed

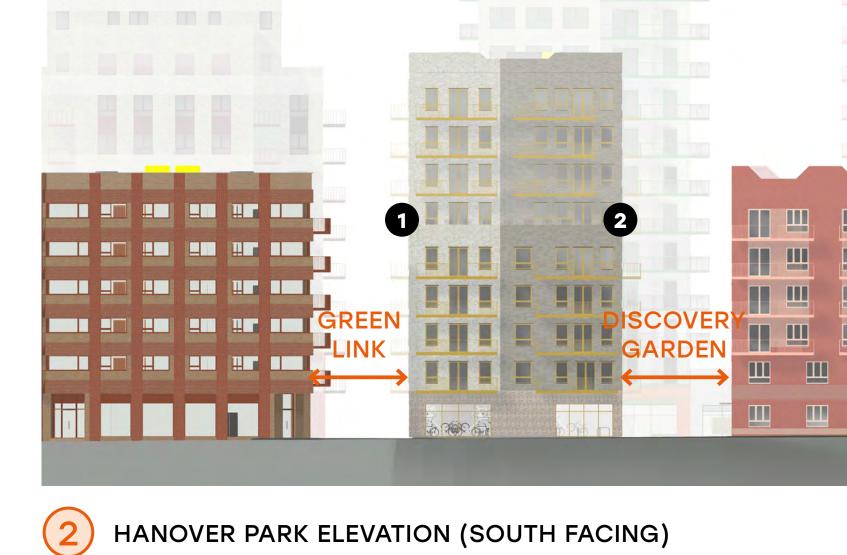
3 bed

Lobby

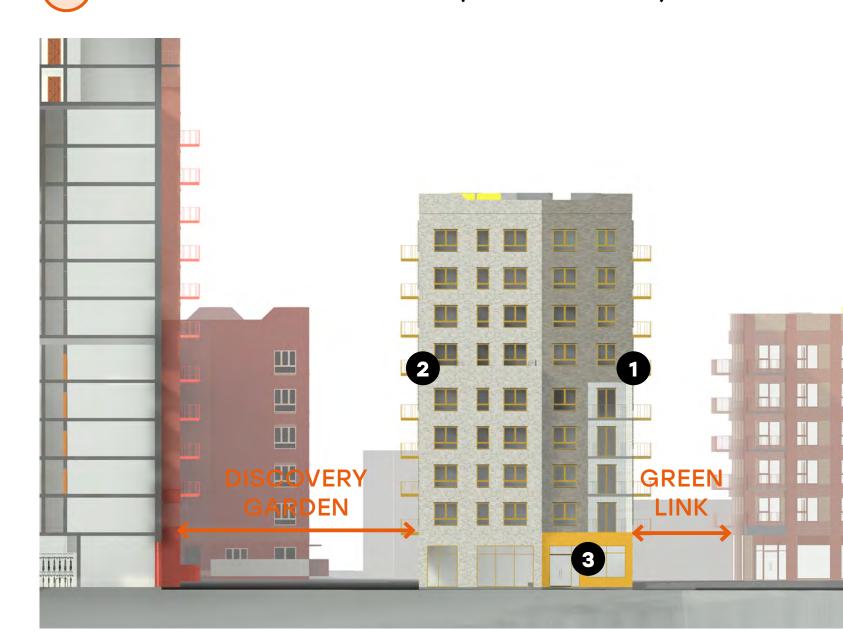
Ancillary

stores





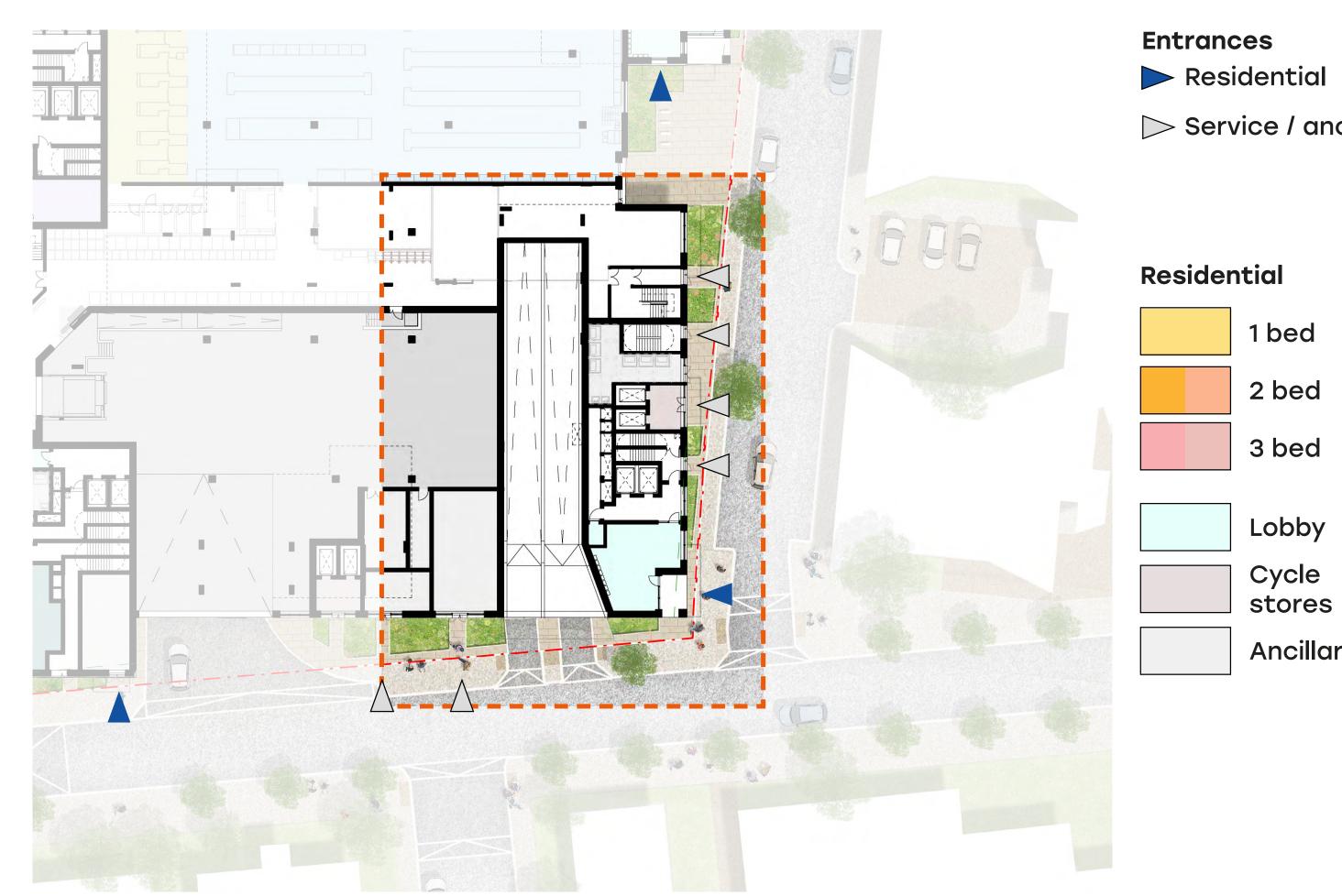




3 AYLESHAM GARDENS ELEVATION (WEST FACING)

#### 4 FLORAL WALK ELEVATION (NORTH FACING)

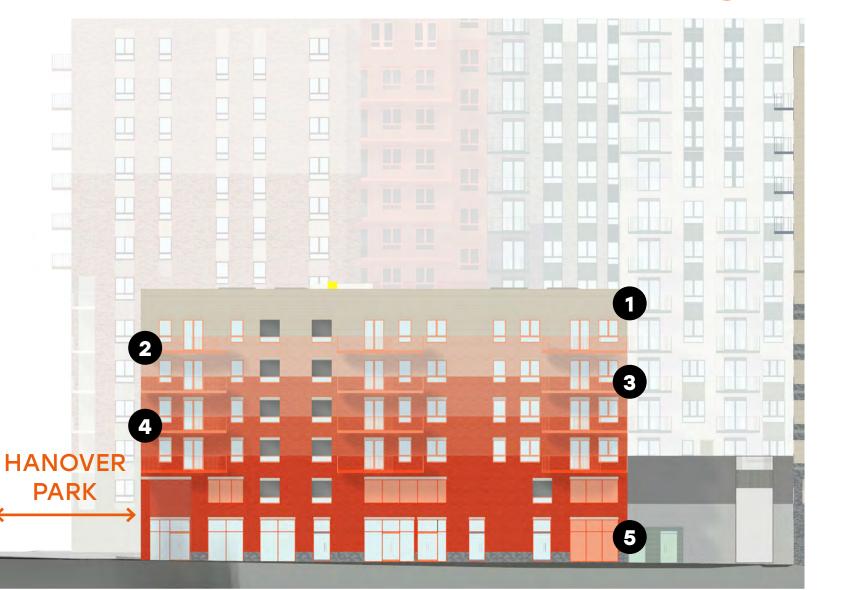
#### **Building Q - Floorplans**

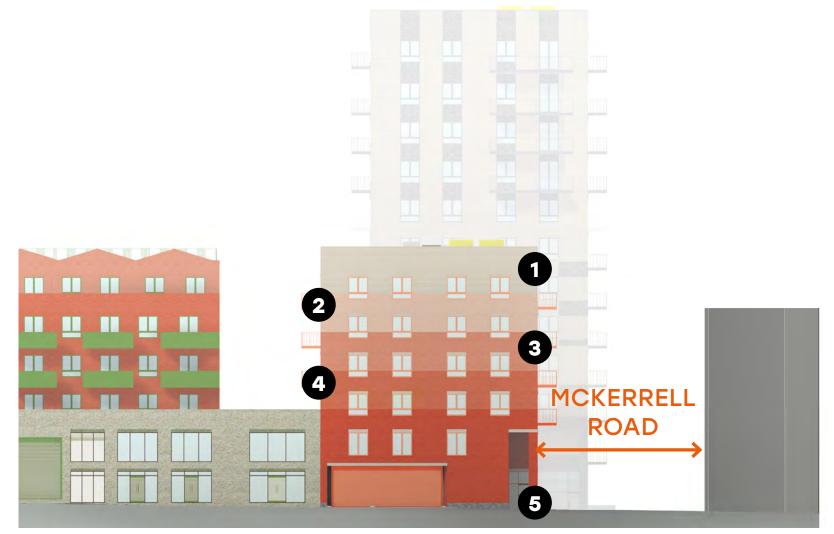




#### **Building Q - Elevations**

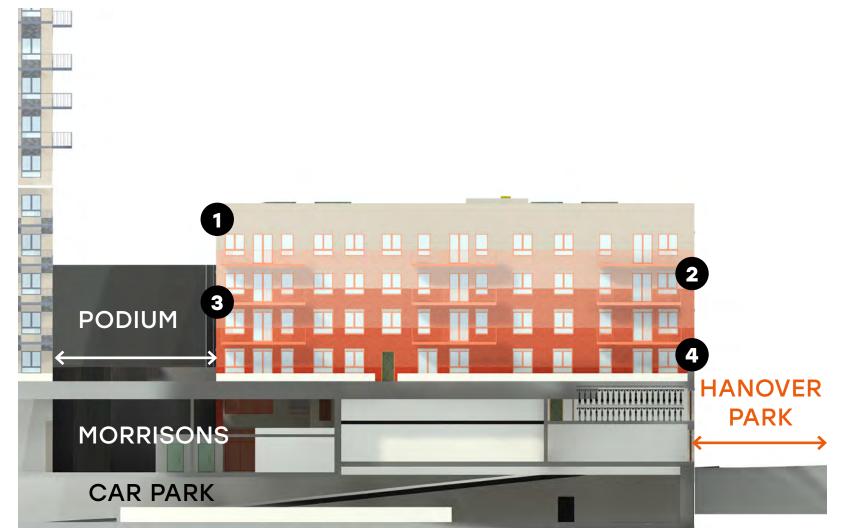
**Building H - Elevations** 

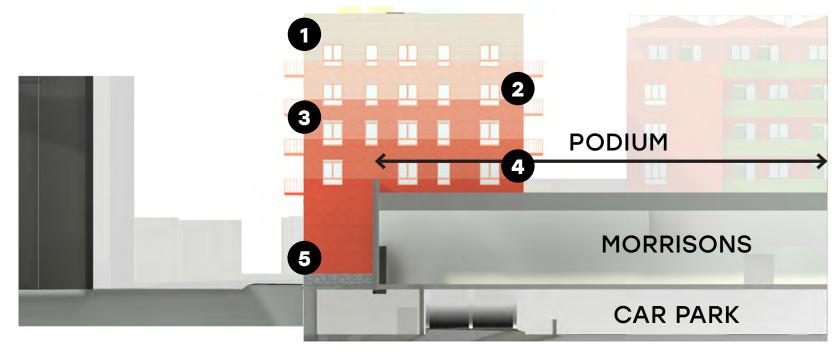




1 MCKERRELL ROAD ELEVATION (EAST FACING)

2 HANOVER PARK ELEVATION (SOUTH FACING)





3 PODIUM ELEVATION (WEST FACING)

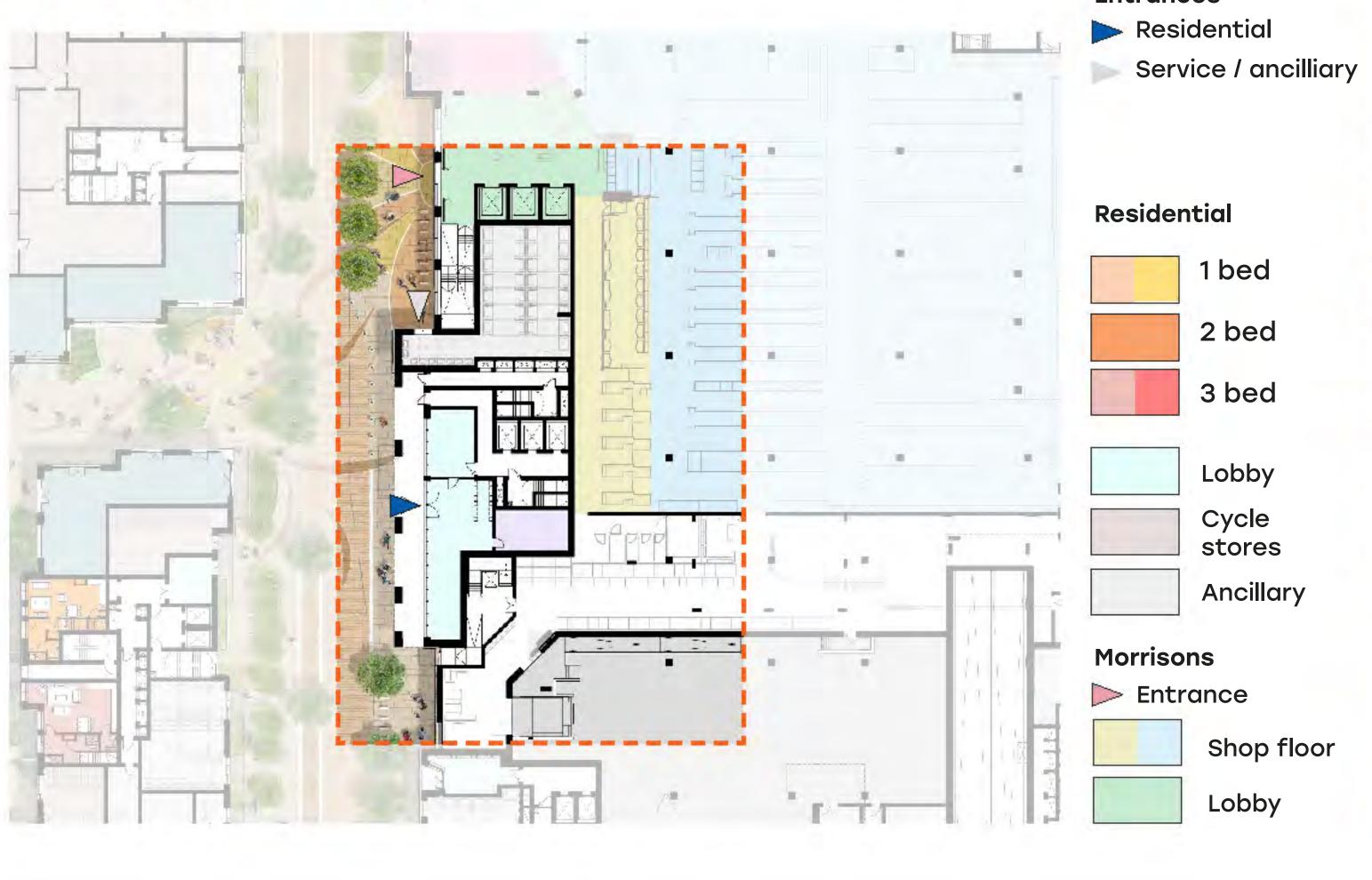


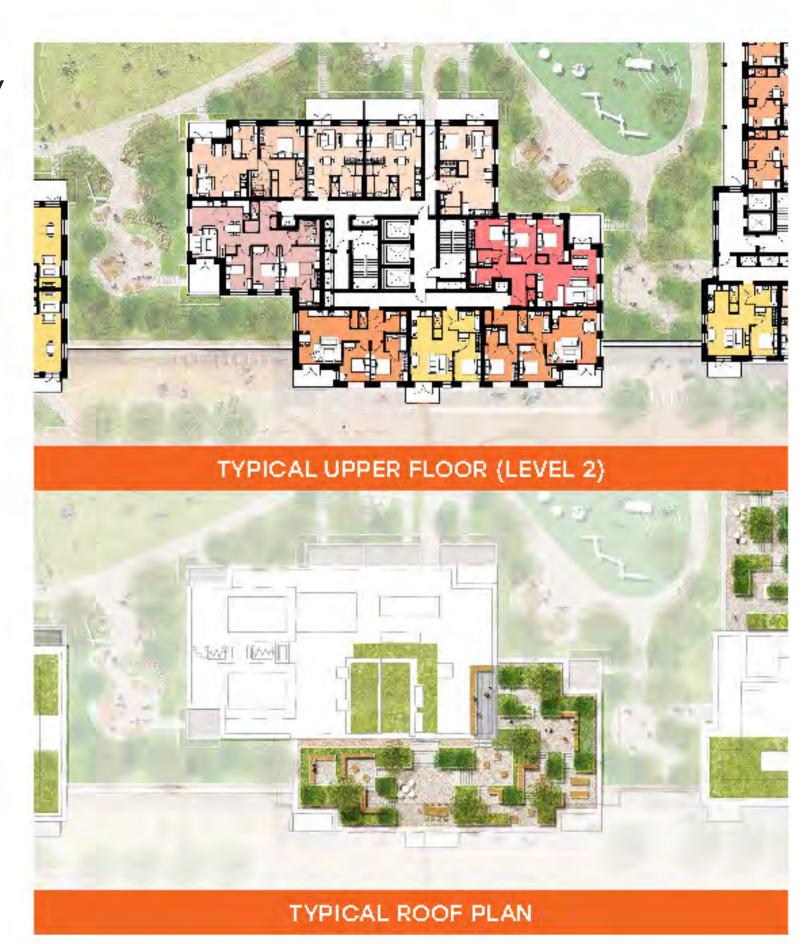




## Buildings M&E

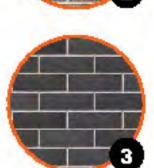
#### **Building M - Floorplans**

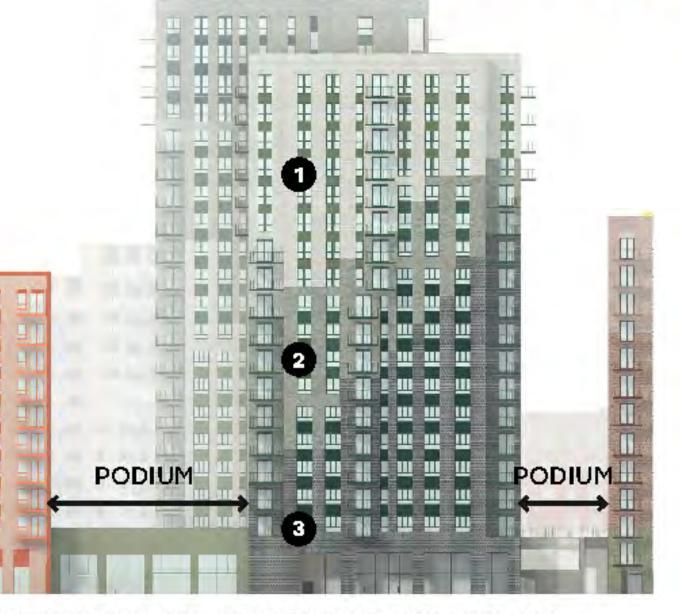




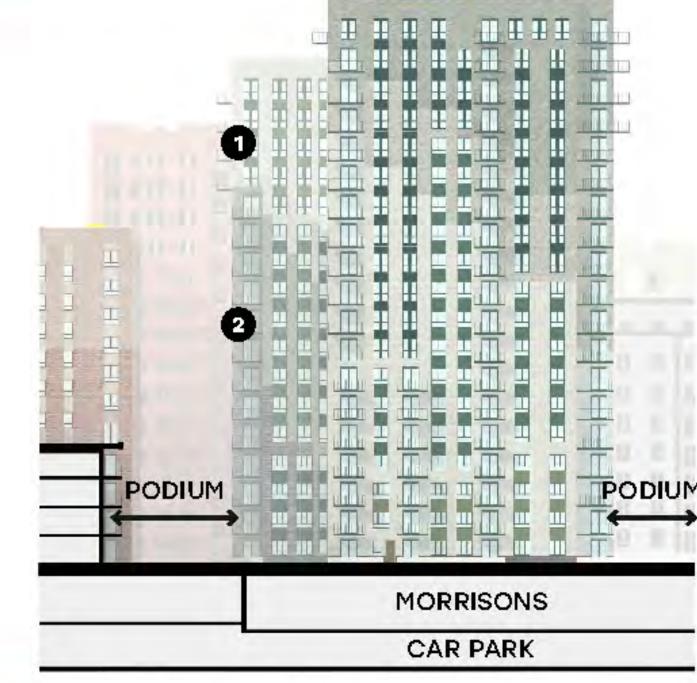




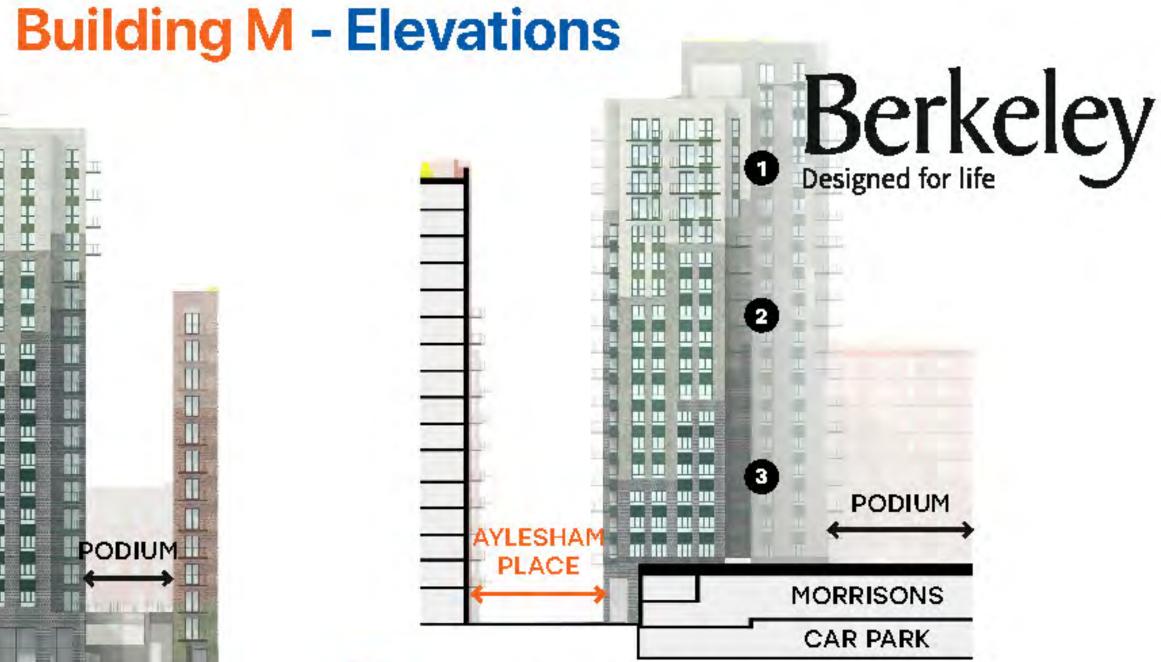




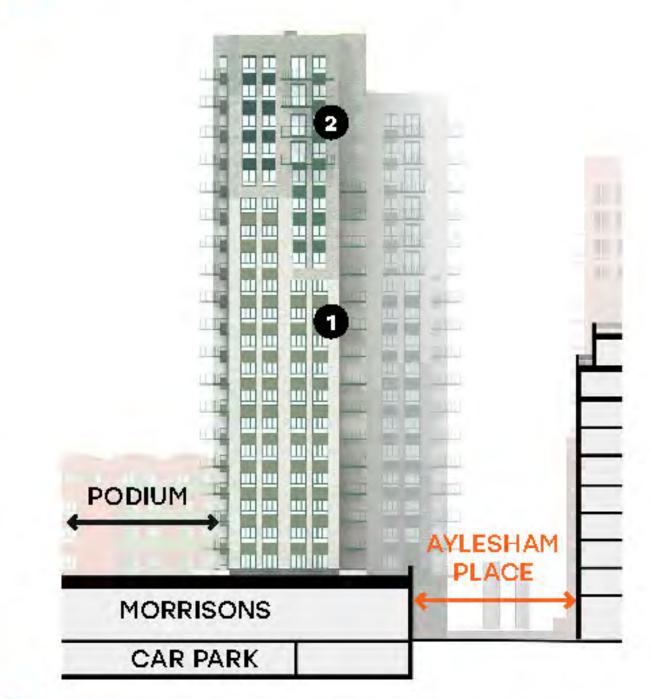
1 AYLESHAM PLACE ELEVATION (WEST FACING)



(3) PODIUM ELEVATION (WEST FACING)

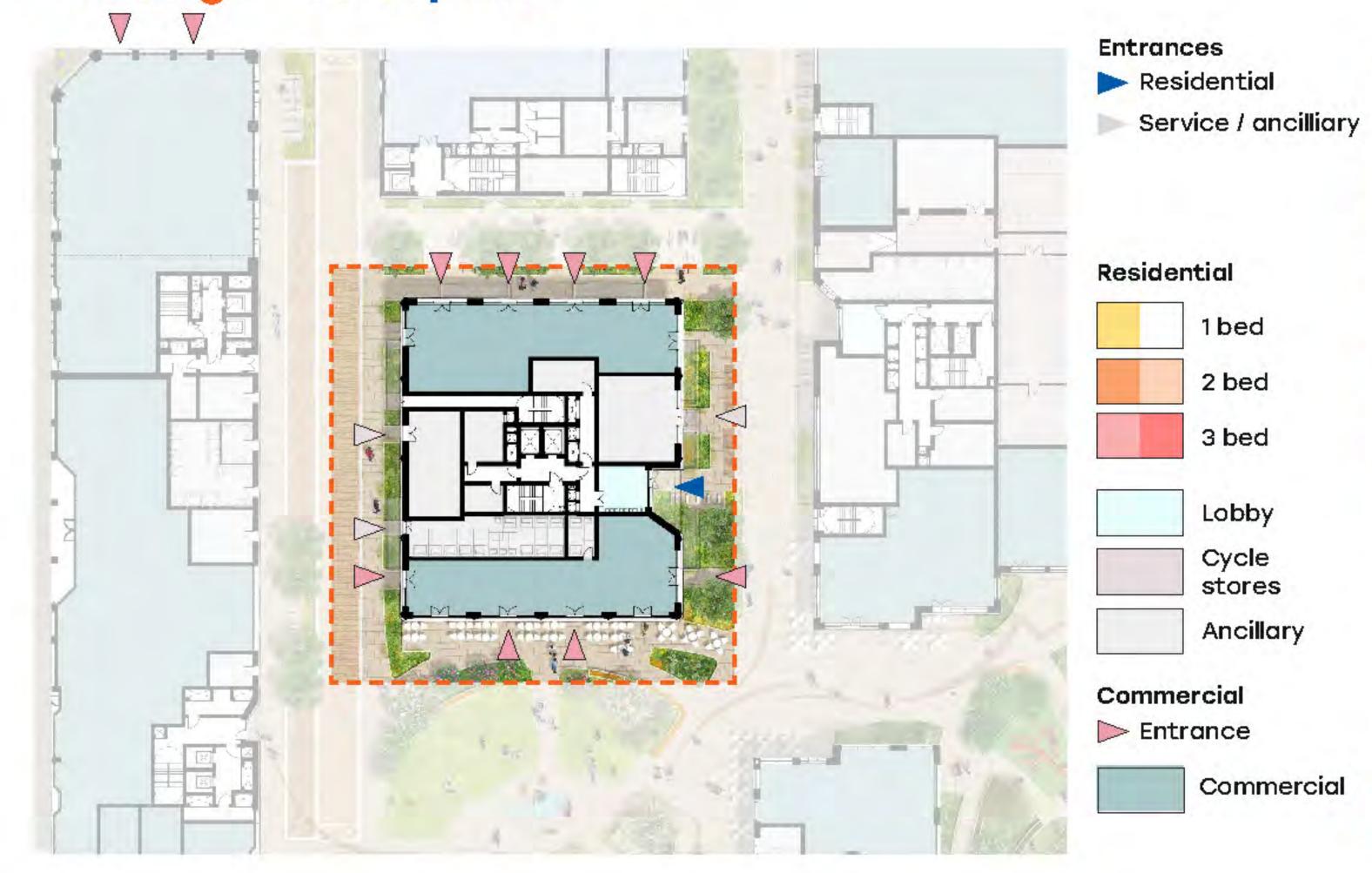


GREEN LINK ELEVATION (SOUTH FACING)



GREEN LINK ELEVATION (NORTH FACING)

#### **Building E - Floorplans**





1 bed

2 bed

3 bed

Lobby

Cycle

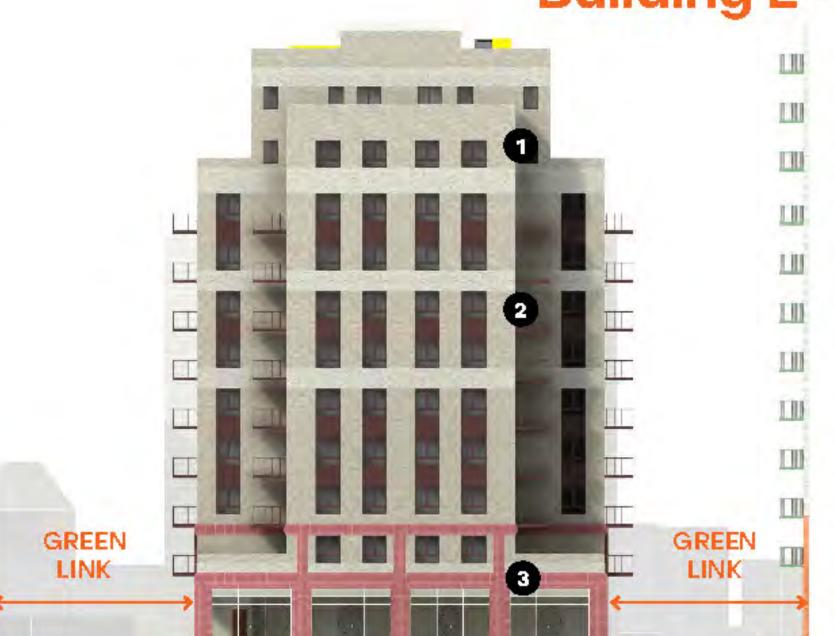
stores

Ancillary

Commercial



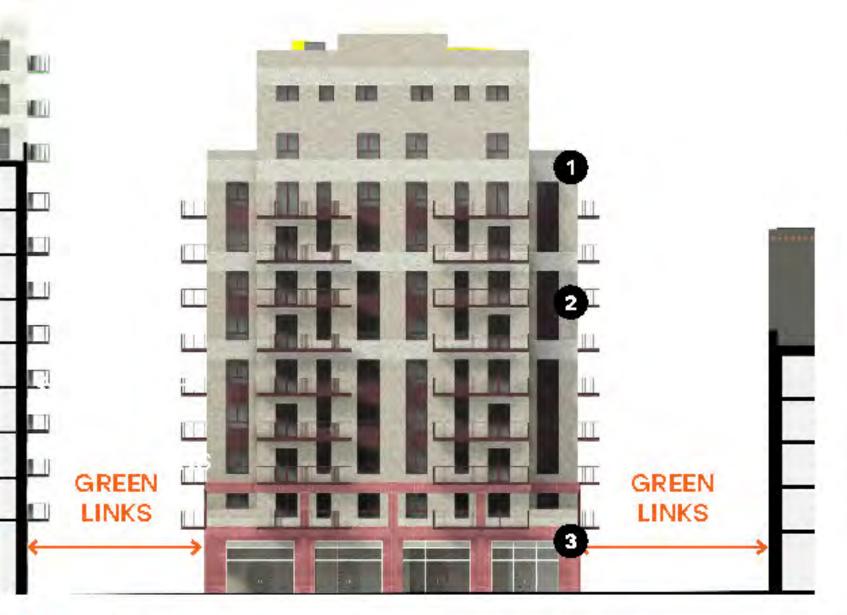






1 AYLESHAM GARDENS ELEVATION (SOUTH FACING)

@ GREEN LINK ELEVATION (EAST FACING)







GREEN LINK ELEVATION (WEST FACING)





## New homes meeting local needs

The redevelopment of the Aylesham site will provide 35% affordable housing including 25% social rent for existing Southwark residents on the housing waiting list and 10% intermediate affordable (Shared Ownership and a Community Land Trust).

This will be secured as a binding commitment as part of the Section 106 legal agreement if the application is approved – and Southwark

Council has the power to enforce this. Once the application is approved and development underway, Berkeley will secure a Registered Provider (E.g a housing association/the Council to manage the affordable housing).

The high-quality homes will meet or exceed the latest design standards and policies for space standards, residential design, and wheelchair accessible and adaptable housing.

### Housing tenures

To ensure that we create a range of homes for a range of different people, we will deliver a number of different housing products to help foster a mixed and balanced community.

#### Market sale homes

will support the delivery of affordable housing and are marketed to UK buyers first.

#### Social rent homes

are available to those on Southwark Council's housing waiting list and are managed by a Registered Provider e.g. a housing association. The average Council rent for a 2-bedroom property in Southwark is £105.10/week.

> You said: All homes should have outdoor space.

AYLESHAM **PECKHAM** 

**Shared Ownership** homes allow for a gradual purchase of a portion of the property, providing an alternative way onto the property ladder. The combined household income to be eligible for Shared Ownership is between £26,000 and £90,000 per year.

#### The Community Land

Trust (CLT) explores the opportunity to take on and manage a proportion of the proposed intermediate housing. CLT property prices are linked to local wages.

We did: All homes have balconies in line with policy requirements. All 3 bedroom homes have 10sqm balconies.

## Site-wide strategies

#### Phase by phase break down

#### Phase 1

#### • 393 homes

- Residential mix 45% 1 bed
- 35% AH (LBS

#### Phase 2

- 37% 2 bed 17% 3 bed
- methodology)

- 485 homes
- Residential mix 43% 1 bed
- 35% 2 bed 22% 3 bed
- 35% AH (LBS methodology)

#### Residential

### Commercial



2 bed



3 bed



#### Geraldine

#### **Woodberry Down** Social Rented resident

"I'm really happy here - the new building has brought the neighbourhood closer together," she says. "There were people who lived all over the estate before and I saw them from time to time but we never said hello to each other. But now I'm living here, these people have actually been to my house!"



Aylesham

Gardens

Phase 2

TYPICAL LAYOUT 2B4P = 769sqft



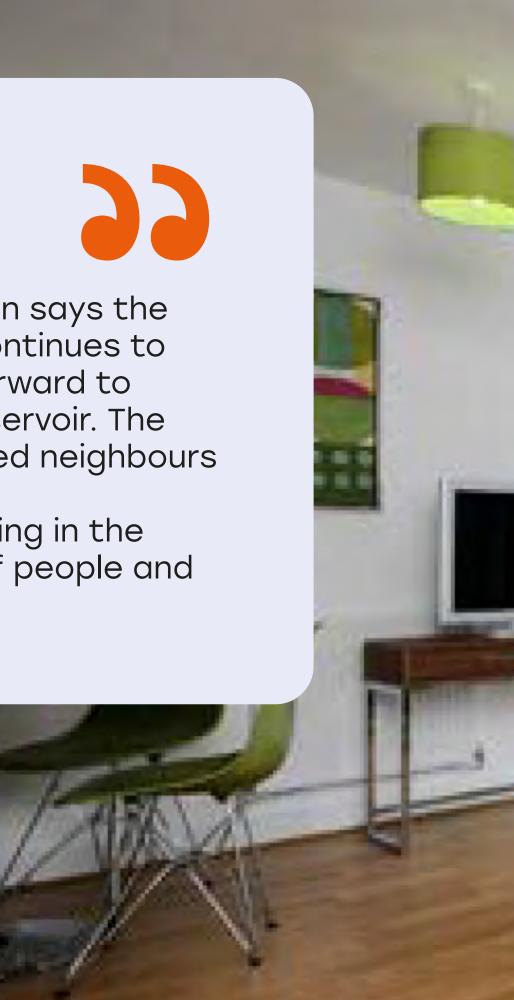
Bus depot

TYPICAL LAYOUT 3B6P = 1075sqft

#### Steven

#### **Woodberry Down Intermediate** resident

Since redevelopment began, Steven says the area has improved radically and continues to do so - he's particularly looking forward to the park being built around the reservoir. The redevelopment has also encouraged neighbours to get to know each other better. It's a real community now. It's moving in the right direction. I'm meeting a lot of people and making a lot of friends.





Views north towards

City of London

Peckham Yards

Hanover Park



# Part of the town centre Movement

All open space at ground level will be accessible to the public at all times. New routes have been designed to be pedestrian friendly and fully accessible.

Vehicular movements for deliveries, the emergency services, and servicing will be carefully managed, with public safety paramount. To help improve pedestrian safety, we will be providing new, safe pedestrian crossings over Hanover Park, and carefully designed access points onto our site.

New residents will not be eligible for local car parking permits and there is no resident car parking on site except for five blue badge spaces.

New residents will have access to extensive secure cycle parking facilities – 8 in total with two as centralised cycle hubs. In addition, there will be 115 cycle parking stand available on site for anyone to use.



## Bus stand

The bus stand owned and operated by Transport for London (TfL) and outside of our site, and bus services will not be affected by our development.

We have heard about problems with the bus stand during our public consultations and have been speaking to the council and TfL about what improvements might be possible.

#### We have discussed:

- 1. Creating step-free access from our site to the bus stand
- 2. Opening up a new link to Bull Yard
- 3. Introducing new landscaping and planting
- 4. Making better and safer pedestrian crossings
- 5. Creating a new pedestrian connection to the Clifton Estate



- View of scheme from Peckham High Street (Burger King)
- View of scheme from Peckham High Street (East of Purdon House)
- View of scheme from Purdon House (4th Floor)
- Bus Stand Improvement in conversation with TfL
- Hanover Park improvements





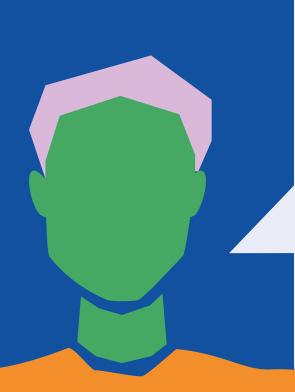
# Part of the town centre Morrisons

We understand the importance of Morrisons to those that shop and work there, and the wider town centre, and have committed to keeping it open throughout the redevelopment of the site.

Our plans are to build a new and improved store in the first phase, with the Aylesham Shopping Centre and existing Morrisons will remain open throughout construction of Phase 1.

The new store will have safe and secure basement car parking, and visitors to the town centre will remain able to use this free of charge, as they can now. There will be 140 parking spaces including 9 for blue badge users and 8 parents and children spaces.

We anticipate the new Morrisons to open to customers in 2029.



You said: Throughout our consultation, you have told us that Morrisons is a key retail hub in Peckham and that maintaining continuity of provision is important. Providing a new Morrisons is also a key priority in the design brief and site allocation.

We did: Our proposed phasing will ensure that there is a Morrisons operating on-site throughout the construction process.



140 temporary parking spaces will be made available during construction to ensure that the community can continue to shop as you like.





## Part of the town centre

## Complementing & supporting

While developing our proposals for the Aylesham Centre, we have carefully considered the context of the wider town centre. This has included looking at nearby developments coming forward in the

area and how our proposals 'fit in' with the Council's wider regeneration aspirations, as well as understanding the impacts of our proposals on local infrastructure and services.

### Wider town centre developments

Southwark Council is bringing forward proposals to open up Rye Lane station, demolishing the existing shopping arcade in front of the station to create a new plaza. These changes are expected to take place alongside Network Rail upgrade works to the station itself, which will include a new course and step-free access to all platforms.

The Council is also planning a major revamp of Peckham Square - including a new public artwork celebrating Peckham and the refurbishment of Council-owned buildings at 91-93 Peckham High Street (opposite the library) to provide a new home for Peckham Platform, a local arts charity.

## Considering local services

We expect that the development will generate:



C. £83 million in additional spending from the new homes.

However, additional expenditure in the area won't change the profile of the spend but contribute to the high street. It is estimated that the development will be home to:



c. 1,600-1,800 people including:



150 pre-school children 110 primary school-age children 50 secondary school-age children (Years 7-11)

Council data shows that there is currently a 30% vacancy rate in Peckham primary schools, which is expected to rise over the coming years and impact secondary school demand.

You said: Feedback received at public consultation events has included questions about the impacts of the development on local education and healthcare provision, given the increase in population.



Creating 200-250 jobs annually during construction and 370 jobs in the retail and workspace following completion.

Additional demand created by new residents moving in can support schools' sustainability and avoid mergers/closures – which have happened in Southwark in recent years.

We did: Our expert consultants Quod have been modelling the anticipated impacts of the development on local services and a detailed assessment will be included in their socioeconomic report, which will be submitted as part of the application.

As part of this, they have been looking at existing school and GP provision and assessing this against the projected population of the development - which has been calculated using a formula provided by the Greater London Authority.



# About Berkeley Homes

Berkeley is excited to be investing in Peckham, working with such a vibrant and diverse community.

The team have a strong history of working collaboratively with communities and local authorities but understand that Peckham is truly unique. We are committed to working with the community to ensure that everybody can have their say on the evolving plans.





Berkeley has been working with the Peckham community since 2021 and is committed to investing in community projects that benefit local people. Since we last saw you this has included:



You can read more about Berkeley's activities in support of the Peckham community on the website at

theayleshamcentre.community
or by following our Instagram
<a href="https://doi.org/10.2016/journal.com/">dtheayleshamcommunityhub.</a>



















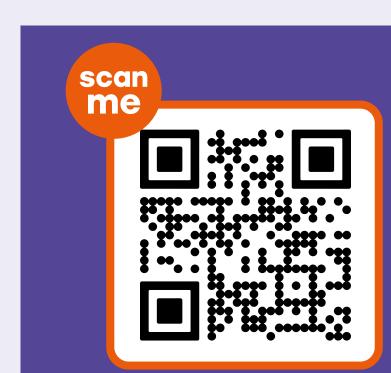
## Our Skills and Training Opportunities for Peckham

At Berkeley, our aim is to create employment opportunities that benefit the local community. We are committed to ensuring local people are able to access the right training, skills and job opportunities to improve their career prospects; helping them secure long-term, aspirational employment.

Throughout the redevelopment of the Aylesham Centre we will provide the following skills and training opportunities:

- Paid internships providing paid experience
- Work experience across our design team
- Mentoring opportunities
- School engagement inspiring the next generation
- Direct jobs across a range of skills

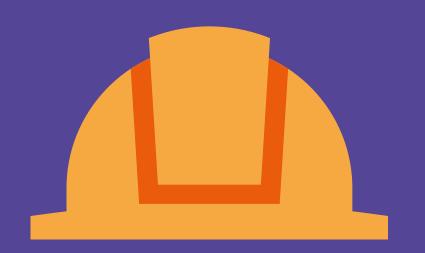
- Construction, labour, skills and training opportunities for local communities
- Education partnerships to enable young people to access higher skilled jobs
- Local procurement supply chain opportunities
- Town Centre partnerships to support local business, area promotion & management



You can find out more about Berkeley's skills and training opportunities on the website at theayleshamcentre.community/about/opportunities/







Approach to construction and meanwhile uses

## Construction management

If the application is agreed, Berkeley will work closely with Southwark Council to agree a Construction Environmental Management plan (CEMP).

The CEMP aims to minimise the project's environmental impact and will outline clear guidelines and commitments regarding construction hours, noise mitigation strategies, dust control measures, responsible waste management practices etc.

We will keep local residents updated on the progress of each construction phase and intend to establish a community working group which will review the approach, to ensure that neighbours are respectfully considered throughout the redevelopment.

You said: Throughout our consultation, you have told us that Morrisons is a key retail hub in Peckham and that maintaining continuity of provision is important. Providing a new Morrisons is also a key priority in the design brief and site allocation.

Berkeley

Designed for life

We did: Our proposed phasing will ensure that there is a Morrisons operating on-site throughout the construction process.

# Indicative Timeline and Phasing

Throughout our consultation activities, you have told us that Morrisons is an important retail hub in Peckham – providing a new Morrisons is also a key priority in the design brief and site allocation. Our proposed phasing will ensure that there is a Morrisons operating on site throughout the construction process.

Start on site Phase 1 Begins New Morrisons opens, Exisiting closes

First affordable homes delivered

Phase 2 Begins with Aylesham centre closing

Completion of all homes, non-residential areas and public realm



Q4 2025

2029

2029

2030

2034



## Meanwhile uses

Under the anticipated construction programme, the Aylesham Centre will remain open until 2030 - and we are keen to ensure that spaces at the Centre continue to benefit the community.

Berkeley has hosted several Peckham Soup
Kitchen events at Unit 15, as well as exhibiting
local artwork at Galleria on the Rye. The team are
keen to speak with local community groups who
may benefit from spaces on-site in the future please do share any suggestions you may have.



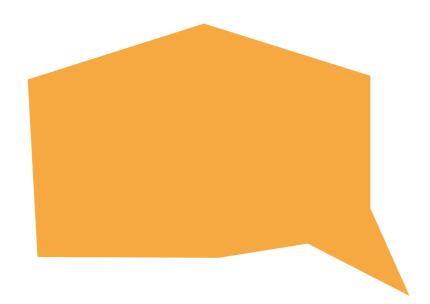


# Thank you

for taking the time to read about out our proposals for the future of the Aylesham Centre and Morrisons store, Peckham. We are keen to hear your feedback as we prepare to finalise and submit a planning application to Southwark Council.

Please join the conversation by completing a feedback form – and sign up to the mailing list if you haven't already, to make sure you receive the latest updates.

We appreciate all feedback and look forward to continuing to engage with the community throughout the planning process and beyond.



## Contact us

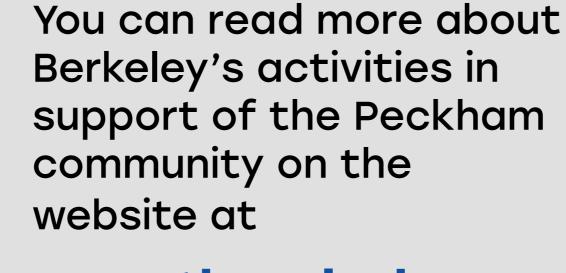
You are welcome to visit the team at the Consultation Hub at Unit 15A of the Aylesham Centre, which remains open on Mondays (1pm-5pm), Tuesdays (1pm-5pm) and Fridays (9am - 1pm).

You can also get in touch via the details below:

MAIL: hello@theayleshamcentre.community

PHONE: 020 3900 3676

IG: @theayleshamcommunityhub



www.theayleshamcentre.community





