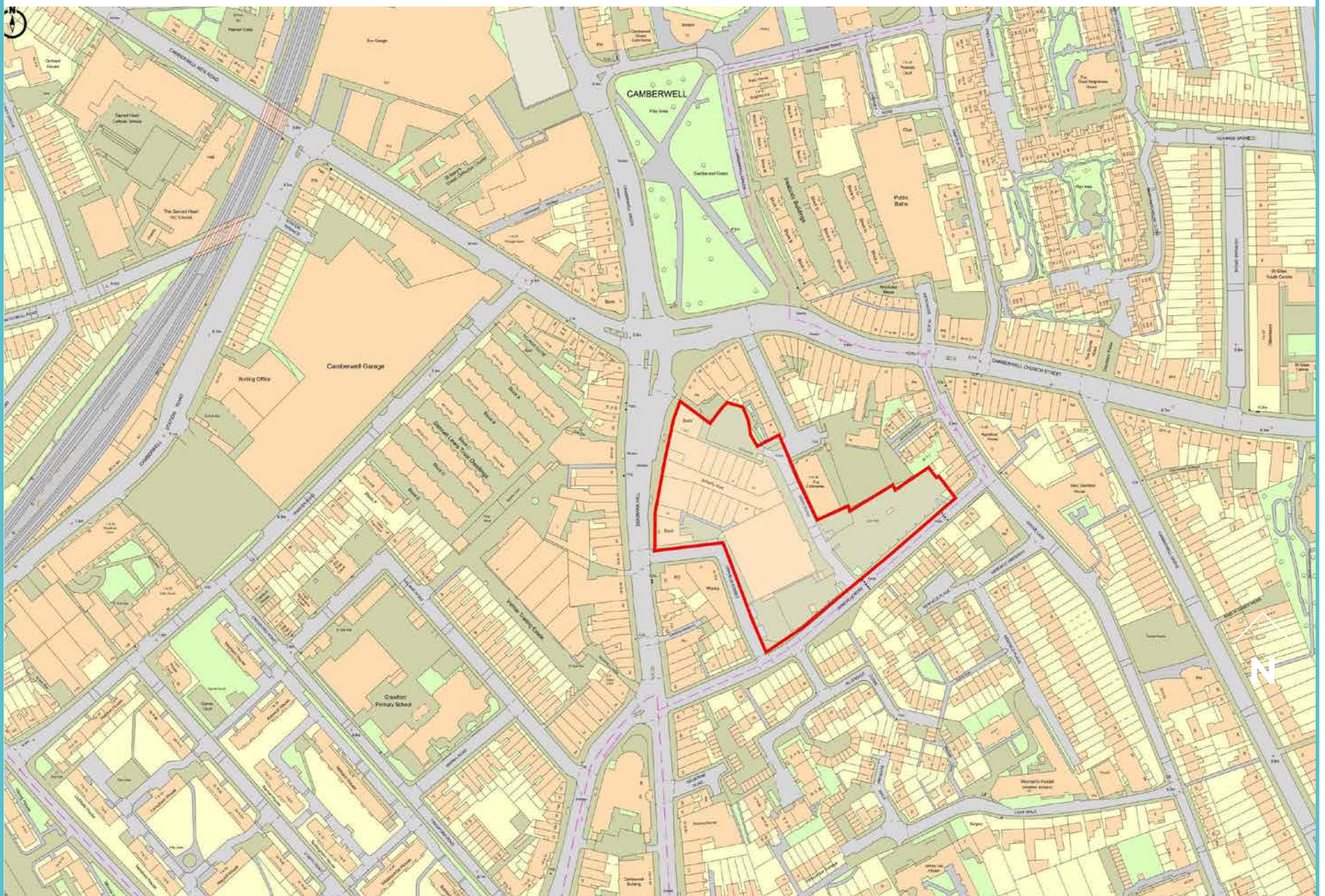


WELCOME

Thank you for coming to the 3rd public exhibition for the redevelopment plans for Butterfly Walk Shopping Centre in Camberwell on behalf of Spot Property Company (MJW).

As you may be aware, we have been consulting on the plans since Summer 2018 and held a public exhibition on 6th, 7th and 9th March 2019 to encourage local residents and stakeholders to give their feedback on the proposals. We have amended the scheme following these responses and are now displaying the revised plans.

We would welcome your further feedback by filling in a comment form or speaking to a member of the project team.



The Camberwell Lanes project team includes;

Rolfe Judd

CANEPARO ASSOCIATES
Transport Planning & Highway Design

JOHN MCASLAN + PARTNERS

LIZ LAKE ASSOCIATES
LANDSCAPE ARCHITECTS

mjw

PREVIOUS CONSULTATION AND OUR RESPONSE

The previous exhibition was held in March 2019 and we had over 170 attendees from local residents, local businesses, stakeholders and Southwark Council officers. Overall the feedback was very positive and key benefits which were identified were the provision of a Cinema, hotel and new commercial space.

Following the comments received we have made a number of revisions to the scheme. We have highlighted below the principal comments made and how we have responded:

PREVIOUS SCHEME



PREVIOUS SCHEME



WHAT YOU SAID

HOW WE HAVE RESPONDED

The building heights in the centre of the site remain a concern?

The scheme has substantially reduced in scale at the centre with Block B reducing from 10 storeys to 6 storeys and located to the south fronting Daneville Road.

Noise and anti-social behaviour around proposed square could impact on residents?

The proposed square has been relocated towards Orpheus Street and is now enclosed by buildings.

How will the security for the square and public realm be maintained?

The relocated square may be gated in the evening and there will be 24 hour security on site.

Will Morrison's be retained?

The revised scheme retains Morrison's on site and they will continue to trade from the existing store during construction.

Will other businesses in Butterfly Walk Shopping Centre be retained?

The vast majority of retail units in the centre are to be retained and will continue to trade including Superdrug, Poundland and McDonald's.

Will there be enough parking for Camberwell town centre?

Whilst there is a reduction in parking, over 30 spaces will be available for shoppers and visitors to the town centre.

Will the trees on Wren Road be removed?

The vast majority of trees on Wren Road will be retained.

Where will residents of the scheme park?

The new homes are 'car free' with the exception of spaces for wheelchair users. New residents will not be able to obtain a residents parking permit and cannot park in local streets.

How will construction be managed?

The planning application scheme will include a Construction Management Plan and Logistics Plan which will manage the construction process and vehicles coming to site.

Will the Cinema be too small to be viable?

Spot are in discussions with cinema operators and are confident there will be commercial interest in the venue. However the space could also be used as a gym/yoga studio or for other commercial uses.

We support the hotel use but will this be delivered?

Spot are in advanced discussions with a major hotel operator who are keen to be located here.

Will homes be for local people?

The scheme includes 35% of the accommodation as affordable including social rented homes and homes for first time buyers.

PROPOSED SCHEME

The proposed scheme includes the following

- 147 homes to meet local housing demand
- 35% of residential accommodation as affordable housing
- Retention and improvements to shops
- Morrison's to be retained and to continue trading
- Provision of 100 bed hotel
- Two screen cinema
- New attractive central square for Camberwell
- Improved permeability through Butterfly Walk
- New children's playspace
- 38 car spaces including spaces for town centre visitors
- New cycles spaces for town centre visitors and residents
- Reconfigured servicing areas for the shopping centre



VIEW FROM DENMARK HILL



PUBLIC REALM

The scheme will provide a high quality and permeable public realm through retaining Wren Road, providing a small linear park on Daneville Road and creating a focal point in the form of a central square with play, seating and planting incorporated throughout.

The public realm has been defined by the following:

The retention of Morrisons has allowed more of the existing trees to be retained along Wren Road

The reduced size of the Morrisons service yard has facilitated additional public realm along Orpheus Street

The proposals for Daneville Road now extend west to include Wren Road and Allendale Close



The proposed central square has been reconfigured and relocated further west towards Orpheus Street resulting in a triangular public space that is more enclosed and opens out less to the Colonnades. The design draws from the Camberwell beauty butterfly which informs line form and colour palette subtly reflecting the abstract shapes within the paving and the colour of the plants. This space is more consistent with the character of the historic urban grain in Camberwell and the notion of retaining and introducing new pedestrian lanes.

The square will be managed public amenity space at the heart of the scheme, fundamental to the increased permeability through the site. This space has been designed as a multi-functional public square overlooked and activated by shops and cafes as well as the entrance to the cinema and Morrisons. The space will be carefully managed through on-site security, CCTV and natural surveillance.

VIEW FROM DANEVILLE ROAD



SUSTAINABILITY AND TRANSPORT

The scheme will be designed to be highly energy efficient and will feature the following:

Passive design measures to limit heat loss;

Balanced glazing to façade ratio to restrict summer time solar gain;

A low temperature centralised heat network

A 35% carbon dioxide emissions reduction as a minimum

The scheme will implement the below sustainability features:

The retention and remodelling of the Butterfly Walk shopping mall and Morrisons supermarket

Low use water and recycling water appliances;

Green landscaping, including green walls, to enhance local biodiversity;

Targeting BREEAM ‘Excellent’ throughout;

Sustainable Urban Drainage (SUDs) systems

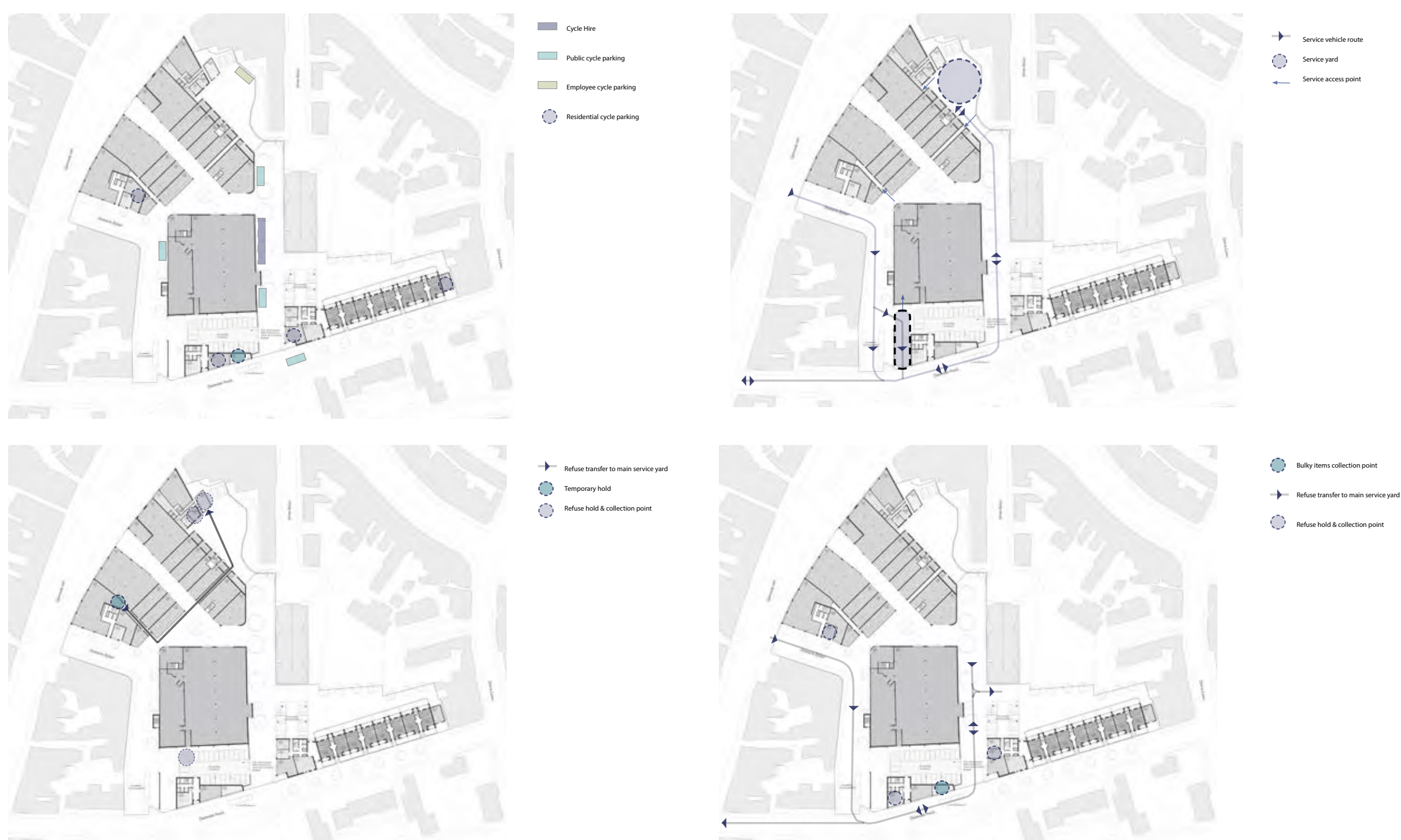
The site has excellent links to public transport, with frequent bus services from Denmark Hill and walking distance to Denmark Hill Overground Station. New safer and more direct cycle routes will be created across the development with secure cycle parking for the residential and commercial components.

The previously proposed basement car park has been removed and the scheme retains the existing surface car park to the south of Morrisons. The scheme now offers 38 car parks in total comprising 12 Blue Badge spaces and 26 retail / town centre parks. The new homes would be ‘car-free’ in line with planning policy and residents would be restricted from applying for an on-street car parking permit.

The existing service yard to the south of Morrisons is to be retained for retail servicing, with the existing service yard to the north off Wren Road also retained. Restricted servicing times for Wren Road will be secured by way of planning condition to ensure minimal noise disturbance and impact on public realm.

38 car spaces including spaces for town centre visitors and 12 spaces for disabled persons

New cycles spaces for town centre visitors and residents of the scheme
Reconfigured servicing areas for the shopping centre.



NEW HOMES

The proposals will deliver 147 high-quality new homes to Camberwell Town Centre. 35% of these new homes will be affordable housing with a mix of housing sizes and tenure types.

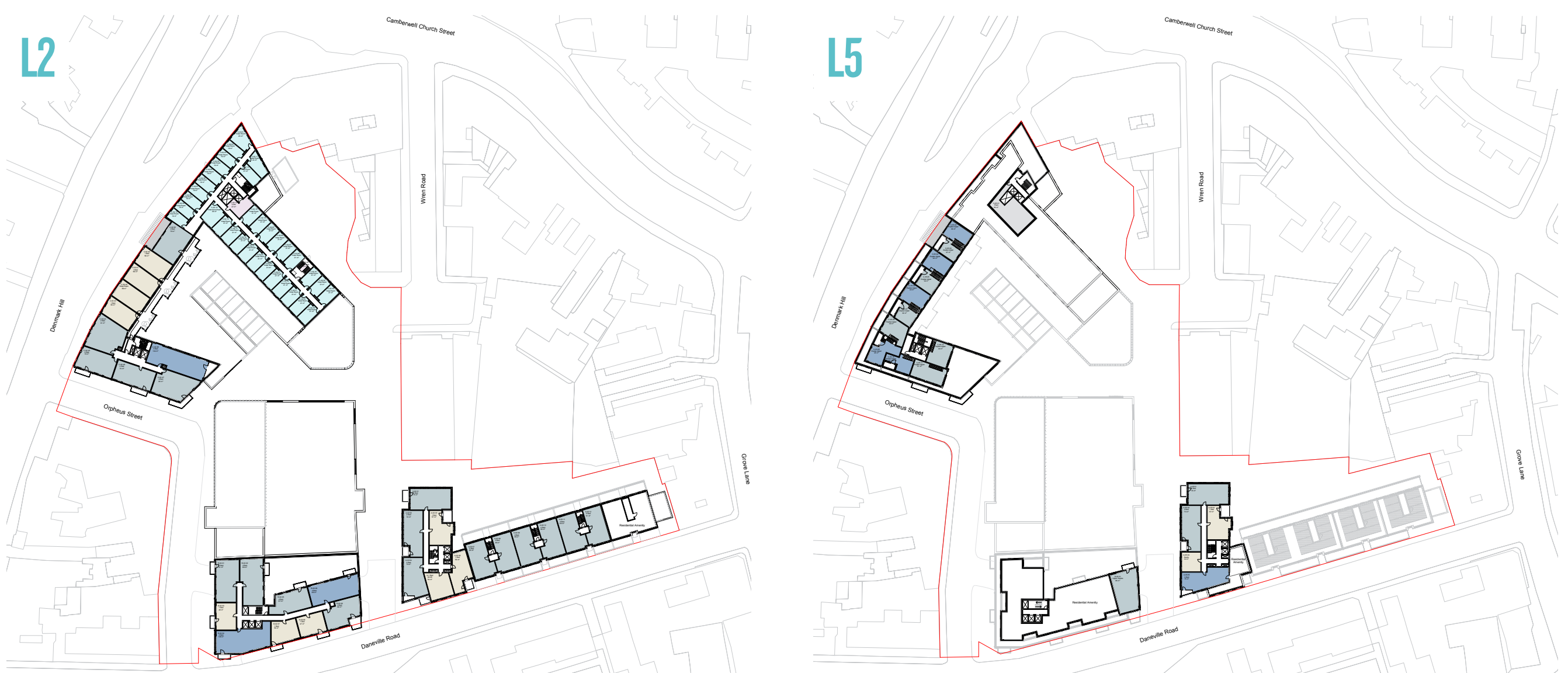
The proposals seek to maximise the number of larger two and three-bedroom homes and minimise the number of single-aspect units in the scheme to promote high quality residential accommodation.

The proposals include:

- 2% studios;**
- 25% 1-bed units;**
- 53% 2-bed units; and**
- 20% 3-bed units.**

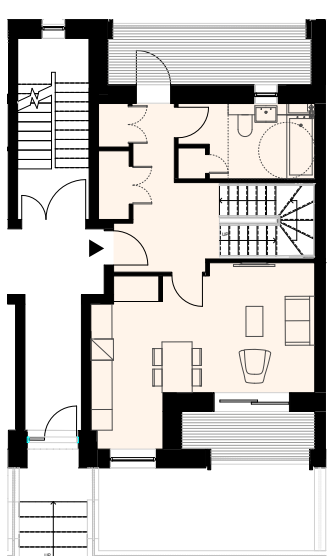
The massing of the residential blocks has also been reconsidered and revised in response to previous consultation comments. The maximum height has been reduced from 11 storeys to 8 storeys and the massing has been revised to adopt further stepping and set-back from Denmark Hill.

FLOOR PLANS

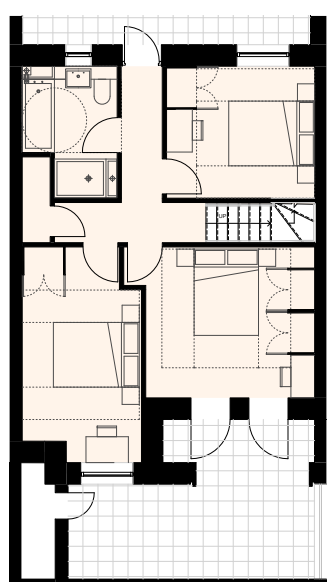


APARTMENT TYPES

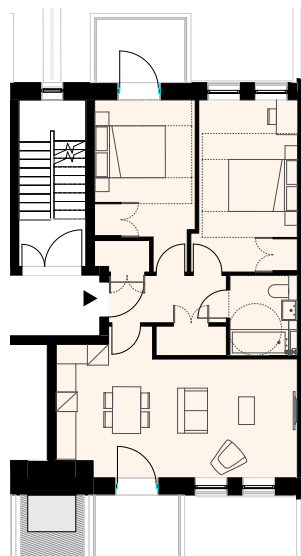
1. BLOCK A - MAISONNETTE UPPER GROUND FLOOR



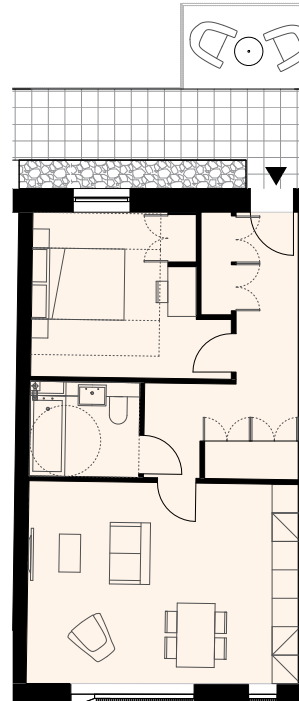
1. BLOCK A - MAISONNETTE LOWER GROUND FLOOR



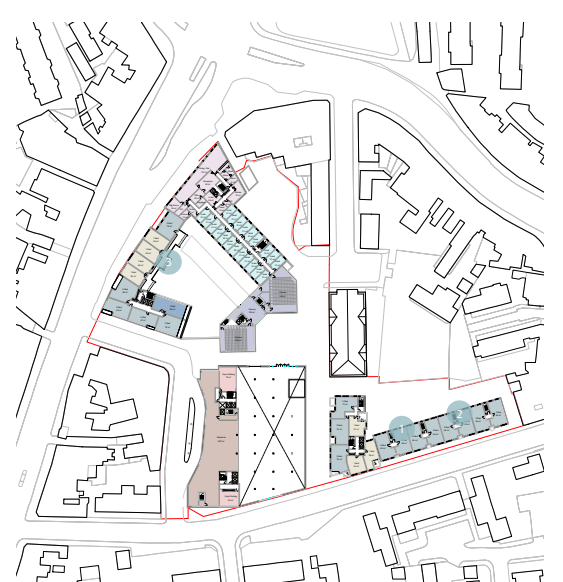
2. BLOCK A - DUAL ASPECT APARTMENT



3. BLOCK C - DECK ACCESS APARTMENT



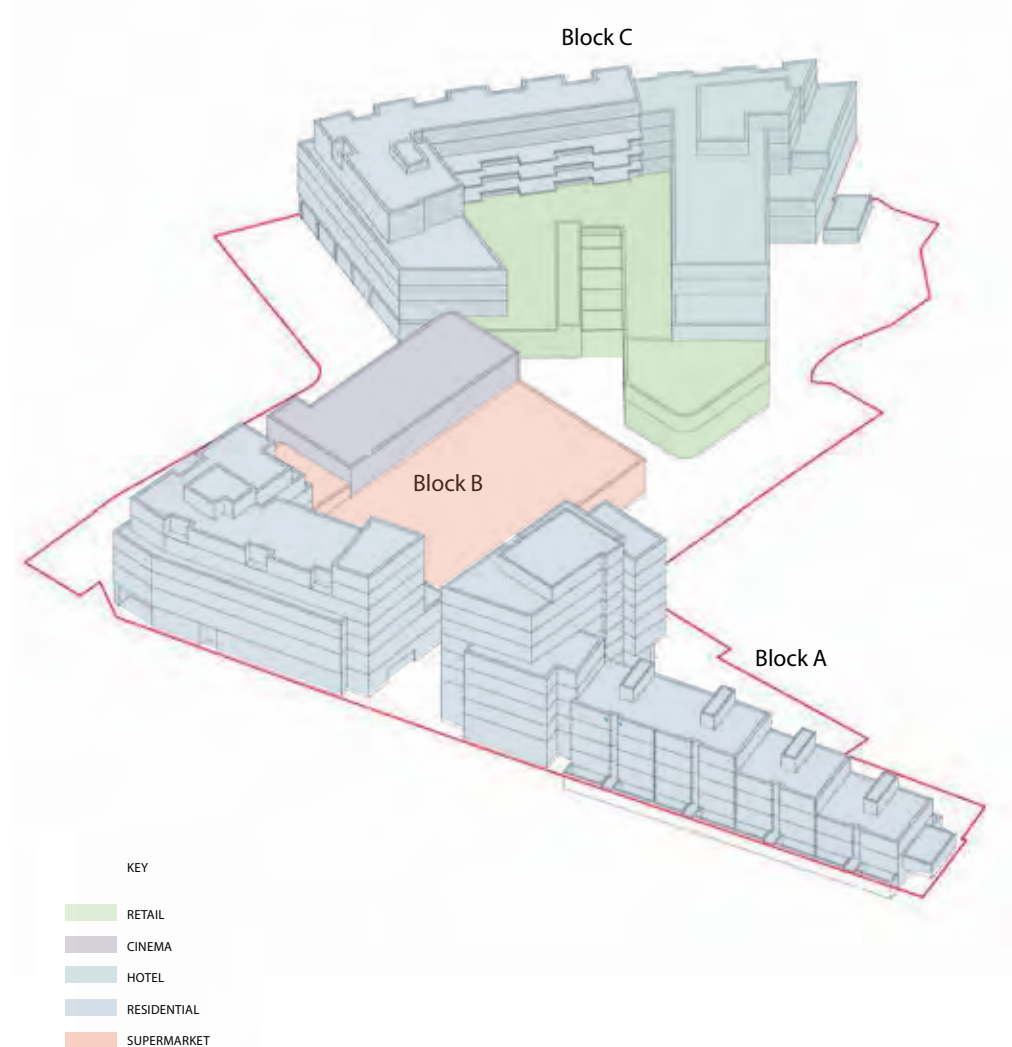
KEY



RETAIL, HOTEL & CINEMA

Following the consultation event in March 2019, the proposals have been revised through design development and evolution, comments received during consultation and further discussions with Southwark officers.

The existing site comprises approximately 4,000sqm of retail and the proposals deliver a similar quantum of retail floorspace, with the addition of hotel and cinema uses. The proposed mix of land uses comprising retail, cinema, hotel and residential responds to the Southwark Local Plan and is a suitable composition given the site represents the heart of the Camberwell Town Centre.



The retention of Morrisons in the existing building ensures the continued operation of the supermarket throughout construction. The proposals also increase opportunities for smaller independent retail shops which better reflect the ambitions of local residents and stakeholders in Camberwell.

The cinema has been relocated above the supermarket in Block B with an entrance from Orpheus Street. The cinema creates animation and activity along Orpheus Street which is currently a poor pedestrian environment. The size of the cinema remains as per previous proposals and includes two-screens seating approximately 100 and 80 people respectively. Spot are in discussions with cinema operators to occupy this space.

The hotel remains largely as per previous proposals with some minor design and massing revisions along the Denmark Hill frontage. The hotel will comprise approximately 100-beds with ancillary restaurant, responding to a local need and encouraging tourism and activity within the Camberwell Town Centre.



DESIGN: KEY IMAGES OF SCHEME

The site forms a central landholding in the busy and active Camberwell Town Centre. The scheme design seeks to respond to the changing needs of the locale, whilst acknowledging the important history and heritage of Camberwell. The scheme has been developed as a vibrant new development in the heart of Camberwell to meet future urban challenges in delivering high quality homes, including 35% affordable, new and improved retail and employment functions, recreation space, hotel and leisure.



Following previous consultation in March 2019, further design evolution has been undertaken to develop the architecture and materiality for the proposals. A preliminary townscape study and daylight and sunlight assessment has also been undertaken which has further informed the proposals.



Materials

The elevations are principally composed of brick in 3 layers which represent the top, middle, and base of the facade.

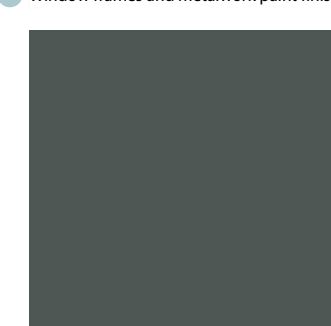
The colour of the brick will progressively get lighter to the top of the building with the retail base the darkest colour.

Architectural metalwork will either be finished in a dark grey or anodised in a dark bronze colour.

1 Brick type 1 - Top



2 Window frames and metalwork paint finish



Basalt grey

3 Brick type 2 - Middle



4 Window frames and metalwork paint finish (alternative)



5 Brick type 3 - Base



DESIGN: KEY IMAGES OF SCHEME

The architecture has been developed in response to key design principles particularly the evident verticality of the existing townscape. The existing built form surrounding the site, particularly along Denmark Hill, composes three distinct parts whereby each has a distinct top enriching the skyline, a defined middle, and a lower active base. Both the verticality and width of the existing townscape has been carefully assessed to inform the architecture. The proposed materiality for the scheme is a continuation of these three parts, where variation in brick colouring will be employed with lighter upper levels and a darker base.

DENMARK HILL ELEVATION



ELEVATION ALONG DANEVILLE ROAD



SECTION THROUGH BUTTERFLY WALK



THANK YOU

Thank you for taking to time to take part in the public consultation for our proposals for the redevelopment of the Butterfly Walk Shopping Centre.

Please fill in a comment card with any additional queries or comments you may have.

Please find below contact details should you have any further queries in relation to the scheme.

The below timetable indicates the expected application submission, determination and on-site date for the scheme. Once the application has been submitted to Southwark Council, the Council will also undertake their own consultation on the scheme to provide a further opportunity for feedback to be given.

Autumn 2019 Target Submission
Winter 2019/2020 Target Determination
2021 Target on-site

Email: consultation@rolfe-judd.co.uk / nick@mjlw13.com

VIEW FROM CAMBERWELL NEW ROAD

