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CAMBERWELL LANES

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INTRODUCTION

On behalf of Spot Property Company (MJW) this presentation provides residents and local businesses with an update on the progress for the planning application at the Butterfly Walk Shopping Centre.



As you may be aware, Spot have been consulting on the plans since Summer 2018 and held a series of public exhibitions throughout 2019 and 2020 to encourage local residents and stakeholders to give their feedback on the proposals. We met residents at the Camberwell Community Forum in February 2020 to present the proposals and have held other meeting with key stakeholders. We have recently met members of the Camberwell Identity Group to look at ways Camberwell's character can be enhanced through signage, public art and landscaping at the Centre.

The proposed scheme will provide a long term future for Butterfly Walk Shopping Centre as the heart of the town centre for Camberwell, supporting the existing retailers and introducing new uses such as hotel and a cinema. The scheme includes provision of a community space which will be available for hire by local groups at no cost. The delivery of new homes will include 35% as affordable including social rent homes for those in housing need.

Taking into account comments from all parties we submitted a Planning Application to Southwark Council and this has been the subject of consultation with residents and stakeholders over the past 18 months. Following comments received from the Council and other consultees we have made a number of changes to the scheme and how we have responded is set out in the following slides.

This presentation also highlights some of the key benefits of the scheme and how the scheme will assist in supporting Camberwell's unique character.

HOW WE HAVE RESPONDED

We held exhibitions in September 2018, March 2019, June 2019 and January 2020. All of these were well attended by local residents, local businesses, stakeholders and Southwark Council officers. On 4th February 2020 the team attended the Camberwell Community Forum and presented their proposals to residents and ward councillors.

Overall the feedback from all engagement was very positive and the key benefits which were identified was the provision of a Cinema, hotel and new commercial space. Constructive engagement has been very important to Spot. As the long term owner of Butterfly Walk, Spot has improved the shopping centre and developed good relationships with many local people and businesses. For Spot it has been important that the local community is involved in the scheme

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

WE RESPONDED Following concerns from residents we have progressively reduced heights across the site.

The submitted 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. Block A has reduced in height facing Denmark Hill to create a stepping down to respect the Tiger Pub.

The tallest building is within Block A, at the corner of Daneville Road and Wren Road, being a maximum of 8 storeys ((29.95m in height). This location was chosen as it has the least impact on surrounding residents.

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

WE RESPONDED Following concerns from the Colonnades the proposed square was relocated to the centre of the site and is now enclosed by buildings.

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

WE RESPONDED Following comments from local residents we have agreed with officers that the square will be gated in the evening (10pm to Wren Road) and there will be 24 hour security on site.

YOU SAID Will Morrison's be retained?

WE RESPONDED Many residents at the exhibitions expressed concern about loss of Morrison's. The revised scheme retains Morrison's on site and they will continue to trade from the existing store during construction.

YOU SAID Will other businesses in Butterfly Walk Shopping Centre be retained?

WE RESPONDED The vast majority of retail units in the centre are to be retained and will continue to trade including Superdrug, Poundland and McDonald's. All businesses will be given the opportunity to come back.

YOU SAID Will there be enough parking for Camberwell town centre

WE RESPONDED We wish to balance the need for some town centre parking with the pressing need to address the climate change emergency. The submitted scheme provides limited car parking provision across the site. Whilst there is a reduction in parking, nearly 30 spaces will be available for shoppers and visitors to the town centre. All spaces will have the potential for electric charging points.

YOU SAID Will the trees on Wren Road be removed?

WE RESPONDED The vast majority of trees on Wren Road will be retained and there will be a range of new trees planted with a focus on native species.

YOU SAID Where will residents of the scheme park?

WE RESPONDED 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 on local streets.

YOU SAID How will construction be managed?

WE RESPONDED The planning application scheme includes a Construction Management Plan and Logistics Plan which will manage the construction process and vehicles coming to site. The timings of noisy works will be carefully managed.

YOU SAID Will the Cinema be too small to be viable?

WE RESPONDED Spot are in discussions with cinema operators and are confident there is commercial interest in the venue. In response to concerns about viability, the Cinema has been expanded in size to make both screens larger (80 seats).

YOU SAID We support the hotel use but will this be delivered?

WE RESPONDED Spot are in advanced discussions with a major hotel operator who are keen to be located here. The proximity of Camberwell Town Centre to the hospitals, arts college and Oval and Vauxhall are identified as key parts of this demand. A detailed Hotel Demand Report prepared by CBRE in November 2020 has identified strong demand from a number of operators for a hotel in Camberwell.

YOU SAID Will homes be for local people?

WE RESPONDED The scheme includes 35% of the accommodation as affordable including social rented homes and homes for first time buyers. All rented homes will be social rent which is the most affordable type of housing. This will be secured through a legal agreement.

YOU SAID Will the affordable homes be of the same quality as the market homes?

WE RESPONDED The affordable homes will be tenure blind and will be of the same quality and sizes as market housing. Following a concern about the location of the affordable homes and the provision of amenity spaces, the rented homes have been located to Block B with all homes having access to good sized balconies and play and amenity spaces.

YOU SAID Will the children have sufficient areas for play?

WE RESPONDED The application scheme has been amended to ensure there are ample areas of play available in all three residential buildings and a large area for older children to the rear of Block A. All children will have access to good play provision.

YOU SAID How is this scheme addressing climate change?

WE RESPONDED The current site is almost all hardstanding and the future scheme will include a range of green play and amenity spaces at ground and upper floor. The scheme will have a carbon reduction of at least 61% over the baseline and an urban greening factor of 3.7. There is a very significant increase in the bio diversity net gain on the site.

YOU SAID How will servicing be managed?

WE RESPONDED Following concerns from the residents of the Colonnades, the scheme was redesigned so that service vehicles will only have access to the large service yard to the north off Wren Road in the morning with limited afternoon access and no evening servicing movements allowed.

Bollards will be installed along Wren Road to manage vehicle movements, and a loading and servicing strategy has been prepared in conjunction with commercial tenants to enable to the appropriate scheduling of deliveries

YOU SAID What is being done to enhance the identity of Camberwell?

WE RESPONDED Opportunities exist for the integration of landscaping and public art to reflect the distinct identity of Camberwell. This will be undertaken in conjunction with Council, residents and the Camberwell Identity Group. Examples of these can be seen in Butterfly Walk now, with banners, public art and signage. Further public realm works are proposed post planning permission.

A signage strategy will also be developed with retailers to ensure the rationalisation of signage, to ensure minimal visual clutter and enhance the distinct identity of Camberwell.



YOU SAID Will the application scheme impact on health and education services in the area?

WE RESPONDED The application scheme will include a Community Infrastructure Levy for Southwark. This is a tax which the developer has to pay towards improvements in local infrastructure. This levy will include contributions towards education, health, roads and public services. There is a parallel Levy to the Mayor of London specially aimed at improvements in public transport.

YOU SAID What benefits does the scheme bring to Camberwell?

WE RESPONDED The scheme will improve the retail and town centre offer in Butterfly Walk providing a strong centre for Camberwell and having a beneficial knock-on effect to other businesses in the area by attracting more customers. There will be new jobs created by the new cinema and hotel and by the construction process. The planning scheme will deliver new homes for the borough including affordable homes for families in need and for persons wanting to buy their first home. The scheme will deliver a new public square for Camberwell at the heart of the town centre and provide a new community facility for local people.

YOU SAID Will homes be safe?

WE RESPONDED The scheme includes a detailed fire strategy for all homes and other uses to ensure safe means of egress. The choice of materials particularly brick is those approved by the new Building Regulations and other forms of cladding are avoided.



EARLIER SCHEME MASSING



CURRENT SCHEME MASSING



VIEW FROM DENMARK HILL

APPLICATION SCHEME

The application scheme now includes the following:

- Retention and improvements to shops and a focus to keep existing businesses
- Morrison's to be retained and to continue trading
- Provision of a 101 bed hotel
- Two screen cinema which has been increased in size
- New Community Space available for local groups
- 145 homes to meet local housing need
- 35% of residential accommodation as affordable housing including social rent homes
- New attractive central square for Camberwell with no impacts on existing residents
- Improved permeability through Butterfly Walk
- New children's playspace
- Highly sustainable scheme
- 32 car spaces including spaces for town centre visitors
- New cycle spaces for town centre visitors and residents
- Reconfigured servicing areas for the shopping centre with limited hours of operation

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 proposed central square has been reconfigured and relocated further west towards Orpheus Street resulting in a useable public space that is more enclosed and opens out less to the Colonnades. We will be looking at ways for the integration of landscaping and public art to reflect the distinct identity of Camberwell. This will be undertaken in conjunction with the Camberwell Identity Group.

The proposed square reflects 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 Morrison's. The space will be carefully managed through on-site security, CCTV and natural surveillance.

Other areas of enhanced improvements include Daneville Road and Wren Road which will be enhanced to support pedestrian and cycle movement as the primary form of travel. The scheme will also widen the walkway on Orpheus Street changing this from an underused route for vehicles into an attractive pedestrian route which will provide access to the new square, shops and the Cinema.





SUSTAINABILITY

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
- 57% (residential) and 64% (non-residential) carbon dioxide emissions reduction as a minimum
- Urban Greening Factor of 0.37 (combined non-residential and residential)
- The retention and re-use of Butterfly Walk shopping mall and Morrison's supermarket
- Low use water and recycling water appliances
- Green roofs and green walls, to enhance local biodiversity
- Targeting BREEAM 'Excellent' throughout
- Sustainable Urban Drainage (SUDs) systems
- Car Free for residential (other than disabled provision) and 80% reduction in car spaces for the retail
- Significant cycle provision for both residents and visitors



RETAIL, HOTEL, CINEMA AND COMMUNITY SPACE

The application scheme will provide enhanced retail space along with the addition of hotel and cinema uses and community space. The proposed land use mix 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 Morrison's in the existing building ensures the continued operation of the supermarket throughout construction. The proposals also increase opportunities for independent retail shops which reflect the ambitions of local residents and stakeholders in Camberwell. Existing tenants will be retained where possible and where retailers have to be vacate they are being given the opportunity to return at the rents they currently have.

The cinema has been relocated above Morrison's 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 has been increased so it now has two-screens seating approximately 80 persons and Spot are in discussions with cinema operators to occupy this space.

The hotel will comprise 101-beds with ancillary restaurant, responding to a local need and encouraging tourism and activity within the Camberwell Town Centre.

The scheme includes a Community Space located on Wren Road. This will be available for local groups to hire at no cost and will be maintained by Spot. This could provide opportunities for local groups to meet, local history events or artistic events to be held.

The new square will also provide opportunities for community events or displays to support Camberwell.



NEW HOMES

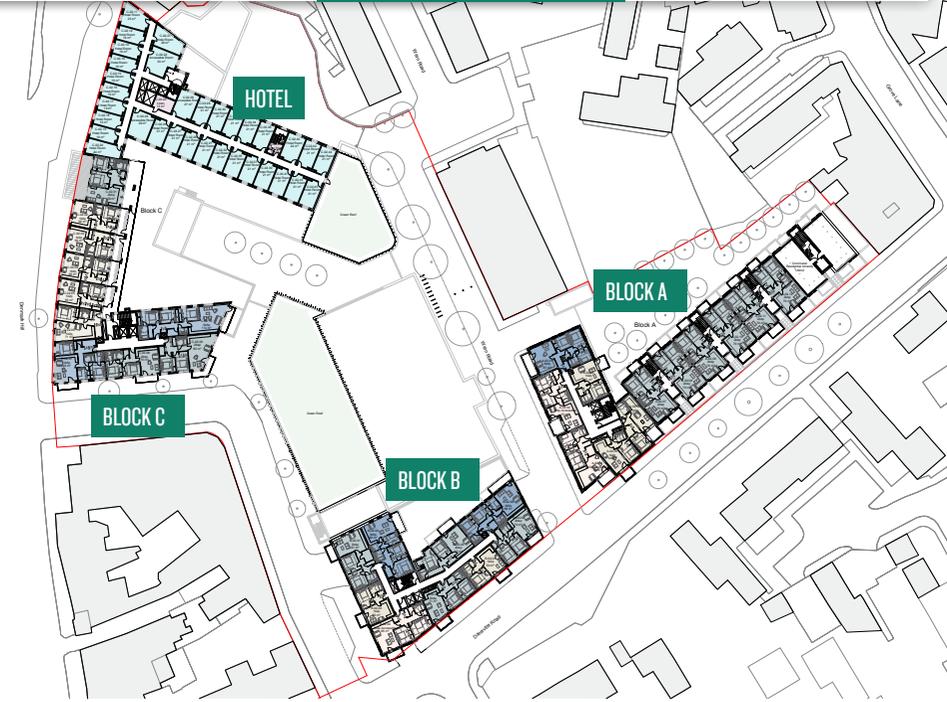
The proposals will deliver 145 high-quality new homes. 35% of these new homes will be affordable housing including 25% as social rented homes. In addition there will be shared ownership and London Living Rent homes providing a range of options for local residents seeking affordable accommodation.

The proposals maximise the number of larger two and three bedroom homes and include a four bed home. The proposals include:

- 3 studios
- 35 one bed homes
- 74 two bed homes
- 32 three bed homes
- 1 four bed home

Following discussions with the Council the social rented family homes are located in Block B which provides access to very good amenity and play spaces and is located away from Denmark Hill. Play is available for all tenures and all residents have access to the main play area in Block A.

All homes will be spacious, have very good amenity and minimise the number of single-aspect units in the scheme to promote high quality residential homes. Provision for homes for disabled persons is made in the scheme.



KEY IMAGES OF APPLICATION SCHEME

The architecture of the scheme by award winning architect John McAslan and Partners has been developed in response to the character and materiality of Camberwell and the key design principles reflect the existing townscape. We include on the following two slides images of the scheme:



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