Principles:

- Create a thriving and sustainable urban quarter
- Contribute towards the regeneration of the wider Elephant and Castle
- Change the perception of Elephant and Castle
- Create variety and diversity of character
- Connect the district and the wider area
- Create a clear and legible street network with a hierarchy of scale and use
- Deliver a successful place with a mixture of uses and levels of activity
- Provide significant areas of public open space with green amenity
- Create a network of quality spaces of differing characters and scale
- Provide green links and routes
- Develop a sustainable and biodiverse masterplan for the long term
- Respond to context and the existing site assets
- Deliver quality architectural design and distinctiveness using a variety of architects

Key components of the brief:

- Between 2,300 and 2,500 residential units of differing sizes and tenure
- Up to 16,500 sqm of new retail floorspace, with a mixture of high street multiples, smaller independent retailers and cafes & restaurants
- Up to 5,000 sqm of new office floorspace
- Up to 5,000 sqm of community and cultural floorspace
- Up to 5,000 sqm of leisure floorspace
- An energy centre

Key:

1. Strategic routes
2. Shared surface
3. Park edge
4. Urban Park
5. Residential courtyard
6. Local open space
7. Play Areas
8. Public square
9. Phase One
Height & massing

General principles for bulk/balance of height presented at the Masterplan Principles event, July 2011

Townscape views to be analysed as part of the planning application

Principles for distribution of height:

The general buildings’ scale and intensity of development increase towards the transport hub and the shopping centre.

The tallest buildings are carefully located to achieve the following:

- Assist legibility and announce the development by creating landmarks at appropriate locations, such as the end of the park and the termination of the shopping streets such as New Kent Road and Walworth Road
- A 25 storey building to frame the park and provide a visual focus when viewed from all directions along local view corridors
- 2 buildings of 37 and 27 storeys to create a visual termination to the 2 strategic routes and create a complementary cluster of taller buildings towards the centre
- Integrate with the surrounding existing urban context
- Minimise building footprint and allow a large area of open space to be created amongst the buildings, together with a network of other incidental open spaces
- Respond to townscape and landscape sensitivities such as strategic London views and the creation of a new park
- Achieve diversity in scale and character

The distribution of height will also be informed by technical studies on daylight, sunlight and wind.

Transforming the Heygate
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19 - 22 October 2011