

Figure 4.10 : Diagram to illustrate possible application of design principles

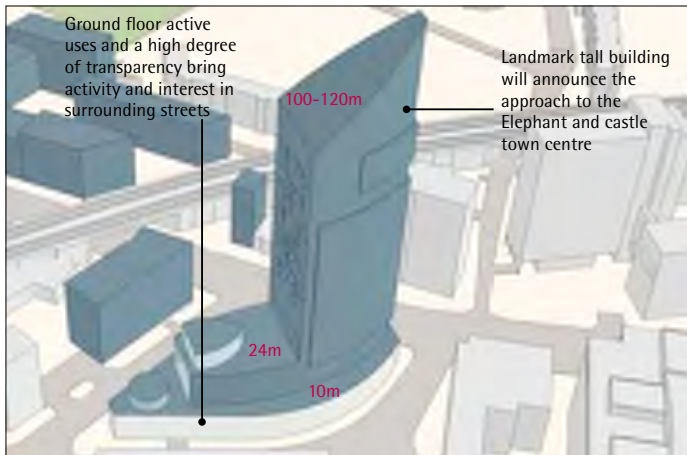


Figure 4.11 : Indicative massing study to show one interpretation of the development framework principles and design guidance

4.6 Eileen House

Key design considerations

- The site is located at a point where major routes, Newington Causeway and Southwark Bridge Road, meet.
- It will be the focus of views north along Newington Causeway from the extended Walworth Road high street when the redevelopment of the core area is completed.
- The north of the site is also locally prominent when viewed south along Southwark Bridge Road.
- The site lies at one of the key gateways into the heart of the area.
- Immediately to the south of the site, Southwark Bridge Road is identified as being part of the proposed network of pedestrian priority/ pedestrianised public spaces.
- To the south of the site there are a number of street trees, including one significant mature specimen in particular, that contribute to the character of Southwark Bridge Road.
- The site lies in the vicinity of Townscape View: Serpentine Bridge to Westminster, identified as View 23, in the London View Management Framework.
- Southwark Bridge Road and Gaunt Street currently have a number of bus stands that serve bus services from South London, terminating at Elephant and Castle.
- An archaeological assessment is required for this site.
- The site is identified as being a point of landmark significance and within the extended Secondary Cluster of tall buildings for the Elephant and Castle.

Key opportunities

- To provide a mixed use development that contributes both towards meeting the increased London Plan target for new housing in the opportunity area and towards reinforcing the town centre/ commercial character of Newington Causeway.

- To create a city-wide scale landmark tall building that contributes to the proposed cluster of towers for the Elephant and Castle.
- To introduce town centre activities at lower levels so as to create a focus of activity.
- To improve the pedestrian environment around the site, in particular to create a pedestrian priority area for the key gateway into the university area, at the southern end of Southwark Bridge Road.
- To provide an alternative arrangement or location for bus stands that meets operators requirements but which has a reduced impact on environmental quality for pedestrians.

Design requirements and guidance

- Refer also to the development framework principles and requirements in section 3.
- The appropriate height for a tall building in this location will be determined by consideration of its potential visual impact in relation not only to the Serpentine to Westminster Strategic Townscape View but also an assessment of its visual impact in relation to other long views from south and central London and to an assessment of its other environmental impacts.
- Proposals must be of the highest quality of architecture and landscape.
- The roofline of the landmark tall building must contribute to the London skyline in a distinctive and elegant manner.
- A tall building in this location must create a focus of town centre activity through the proposed uses at lower levels.
- These uses must help to animate any additional pedestrian space to be created on the north side of Southwark Bridge Road.
- Environmental assessment must demonstrate that there will be no adverse impact on the environmental quality of the proposed pedestrian priority space to be created in Southwark Bridge Road and that it will be comfortable to use.
- The site is an island with public realm on all sides. Whilst Newington Causeway and the southern end of Southwark Bridge Road are the key priority for active frontages, careful consideration must be given to the frontages onto other streets, so that they do not present a blank and inhospitable face to the public realm.
- Improvements to the gateway space must create additional pedestrian space along the south side of Southwark Bridge Road, the most heavily used pedestrian route, but it may also provide additional pedestrian space on the north side immediately adjoining the site.
- Development proposals must retain and protect mature street trees.

Lower development heights	Listed buildings retained and new uses introduced
Higher development heights	Other key buildings retained
Active/transparent frontages	Local landmark location
Frontages with high degree of overlooking	Local scale landmark tall building
Railway arches - active frontage	City scale landmark tall building
Possible atrium/courtyard elements	Key views to be addressed
Principal building entrances	Indicative building heights