

**SUB AREA 4**

**HATCHAM,  
ILDERTON &  
OLD KENT  
ROAD(SOUTH)**

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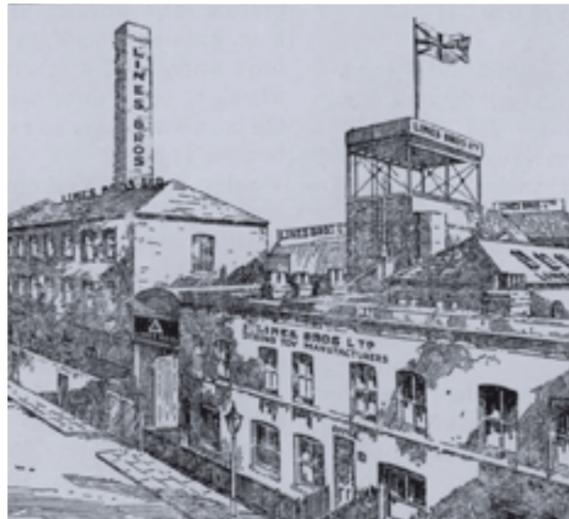
# HISTORY

The area has long been home to a mix of houses and flats, shops and factories. In the nineteenth century, the development of the gasworks, the Surrey Canal, railways and nearby docks brought large number of jobs. This created huge demand for new homes and to the east of the gasworks, the area around Hatcham Road and Ilderton Road was mainly residential, with streets lined by modest Victorian terraces with small back yards.

The area was heavily bombed during World War II, leaving large parts of it in ruin. After the war, town planners set out to separate housing from industrial uses. The area around Hatcham Road was redeveloped with small scale industrial units lining the once residential streets, which has made accessing units with large vehicles difficult.

On the Old Kent Road itself, the frontages on either side of the southern end of the Old Kent Road were mainly residential, with small shops and pubs on the ground floor. One exception was the ABC cinema which stood on the corner of Gervase Road and the Old Kent Road. Housing and factories made way for retail warehouses and for Brimington Park which was established in the 1970s and 80s. The Tustin estate, which is on the north side of the Old Kent Road was built in the late 1960s and replaced terraced housing.

To the south of Old Kent Road is the listed Licensed Victuallers' Benevolent Institution. The courtyard and chapel built in 1827-33 to the design of Henry Rose. Other ranges were added between 1858 and 1866. The complex was bought by the council in 1959 and renamed Caroline Gardens, it continues to house older people.



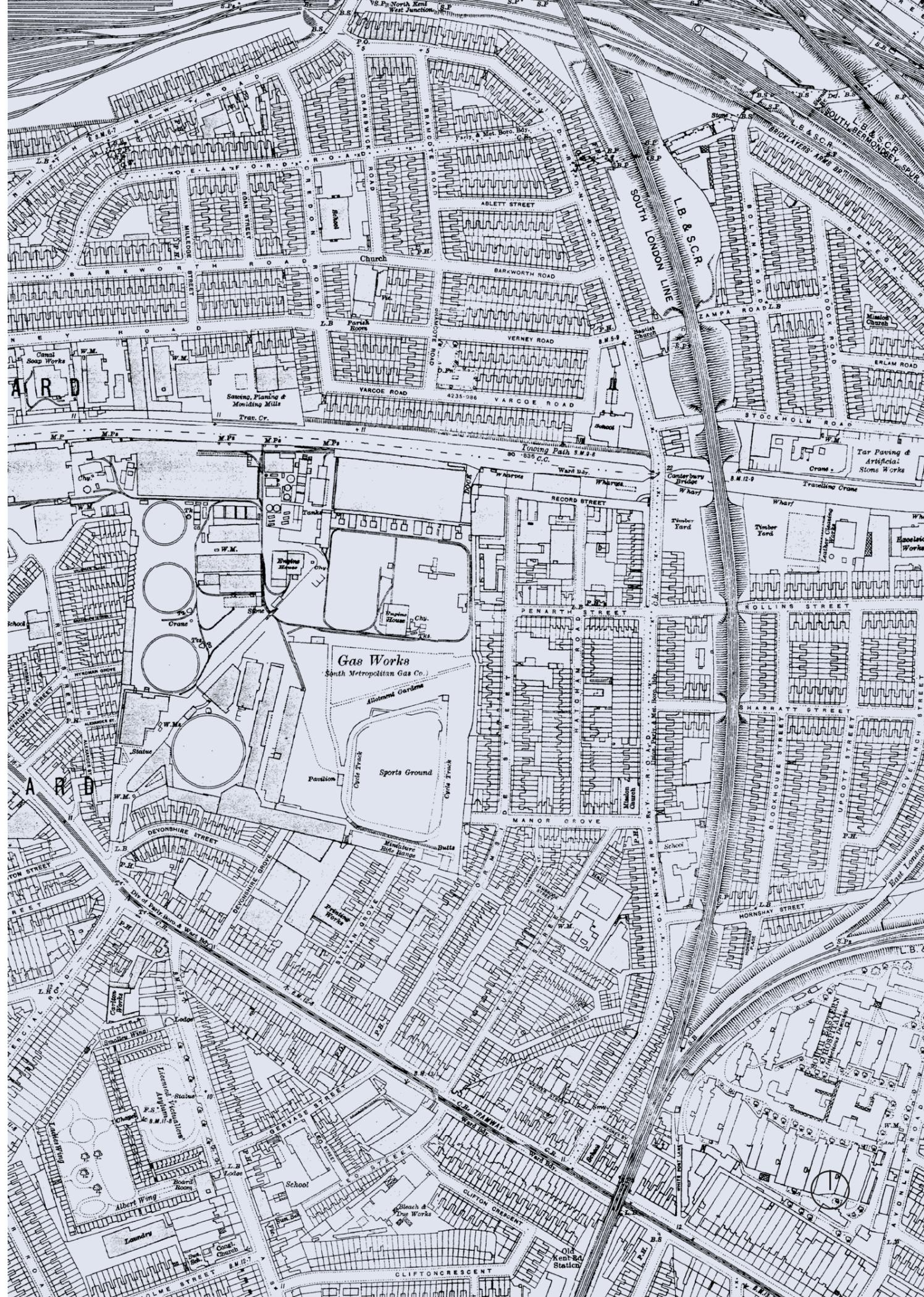
**PARKER & LESTER,**  
ESTABLISHED 1830  
MANUFACTURERS AND CONTRACTORS, ORMSIDE STREET, LONDON, S.E.  
THE ONLY MAKERS OF  
**PATENT ANTIMONY PAINT & PARKER'S IMPERIAL BLACK VARNISH.**  
OXIDE PAINTS, OILS, AND GENERAL STORES, FOR GAS AND WATER WORKS.

**SAFETY GAS-MAIN STOPPER,**  
FOR SHUTTING OFF GAS IN MAINS TEMPORARILY DURING ALTERATIONS AND REPAIRS.

**GAS-LEAK INDICATOR.**

PRICES AND PARTICULARS ON APPLICATION.

Top: Drawing of the Lines Bros factory on Ormside Street  
Below: Lines Brothers advertisement  
Right: Ordnance survey map of area from 1916



# THE AREA TODAY

The frontages on the Old Kent Road today are fragmented and interrupted by car parks, a petrol station and the podium around the Tustin estate. It is easy to miss the entrance to Brimington Park and the south side of the road is dominated by the supermarket and Toys'r'us store which were designed for car users.

To the north of the Old Kent Road, the eastern side of Ilderton Road is lined mainly by industrial uses and depots, such as the Jewsons store which take advantage of Ilderton Road's links to the wider highway network. However, Ilderton Road also feels rather neglected and has the character of a servicing corridor.

The area around Hatcham Road is a densely populated industrial estate. However, the type of businesses on the estate is changing and as the manufacturing businesses have moved out, a mix of some faith premises and increasingly start-up businesses, artists and small scale makers have moved in. The small scale industrial units in buildings such as the Penarth centre, 180 Ilderton Road and Hatcham Studios are home to a mix of artists and creative industries.



Top: Hatcham Studios  
Bottom: Reconstruct Art Studios



SA4.1 - Site Allocations and Conservation

# INDICATIVE MASTERPLANS

## HATCHAM ROAD AND ILDERTON ROAD (OKR 16)

### Plan:

We want to build on the identity the Hatcham Road and Ilderton Road area as a place with thriving business community. Hatcham Road will provide a range of work spaces including light industrial units suitable for small scale manufacturing and makers, artists studios and managed offices. The addition of new homes will help create a vibrant new neighbourhood in which people can live and work. This mix of uses is something that has not been done on this scale in London before.

The east side of Ilderton Road is suitable for depot and industrial uses, also within mixed use development that provides new homes. New pocket parks and greener and safer streets will improve the environment for people walking and cycling.

### Site area: 7.9 ha

There are currently around 70 businesses and 720 jobs in this site.

**Indicative capacity:** around 1,460 homes  
1,170 jobs

### Redevelopment must:

- Replace existing employment floorspace (B use class) and provide a range of employment spaces which is consistent with the building and land use types shown in Figure SA4.3; and
- Retain the land on the west side of Ormside Street and the Penarth Centre as strategic industrial land, suitable for B class uses and other sui generis transport related uses, such as car repairs. In addition, arts and cultural uses in D class will be permitted in the Penarth Centre. Residential and other sensitive uses will not be permitted in SPIL; and
- Provide land for an expansion of Ilderton Primary school; and
- Provide a new park with a commercial focus and to create a new east-west walking and cycling link between Ilderton Road and Ormside Street; and
- Enable the provision future walking and cycling links through the Integrated Waste Management facility; and
- Provide on-site servicing.

### Phasing:

The council has received planning applications and pre-application enquires for a number of sites in the area. Land ownership is fragmented and development is expected to occur incrementally over time, providing scope for a managed re-location strategy for businesses.



Top: OKR 16 Illustrative masterplan  
Bottom: Victoria Wharf Artist Space



# INDICATIVE MASTERPLANS

## SOUTH OF OLD KENT ROAD (760, 812 and 840 OLD KENT ROAD, TOYS'R'US AND ALDI STORES) (OKR 17)

### Plan:

Development will provide new frontages onto the Old Kent Road. There will be shops, a supermarket, cafes and restaurants at ground floor with flats and other uses above. Parking will be underground or wrapped with other uses and new green links will be made to Brimmington Park. The Toysrus site will be a new underground station. Station entrances will open into a generous public square that will give views to Caroline Gardens and will be accessible from surrounding residential neighbourhoods.

### Site area: 2.0 ha

There are currently around 10 businesses and 75 jobs in this site.

**Indicative capacity:** around 1,700 homes  
316 jobs

### Redevelopment must:

- Replace existing employment space, including retail floorspace (A use class); and
- Potentially provide a new tube station; and
- Provide residential flats or offices above employment space; and
- Provide new a new green park between Asylum Road and Brimmington Park; and
- Provide a new station square; and
- Provide on-site servicing.

### Phasing:

The Toysrus store and adjacent garage are proposed as an underground station and works site. These site would be available for development following completion of the station, currently programmed for 2028/29. The Aldi site is available for redevelopment, subject to Aldi finding a solution that enables the store to continue trading.



Top: OKR 17 Illustrative masterplan  
Bottom: XXXX

# INDICATIVE MASTERPLANS

## DEVON STREET AND SYLVAN GROVE (OKR 18)

### Plan:

Development will reinforce the frontages on the Old Kent Road with shopping and retail uses at ground floor and new and refurbished business space, including the retained Daisy Business Park, providing space suitable for offices, studios and managed workspaces.

Existing trees on the Old Kent Road will be retained and enhanced. There will be a new pocket park at the end of Devon Street which sits within a network of new and improved streets which provide strong links back to Ilderton Road, Old Kent Road and routes east towards Sylvan Grove and the Tustin Estate and west towards the gasworks.

### Site area: 3.0 ha

There are currently around 30 businesses and 130 jobs in this site.

**Indicative capacity:** 740 homes  
710 jobs

### Redevelopment must:

- Replace existing employment space, including retail floorspace (A use class); and
- Provide residential or other town centre uses above employment space; and
- Provide new a new public square off Devonshire Grove; and
- Provide a new access road into the IWMF; and
- Provide on-site servicing.

### Phasing:

The council has received pre-application enquiries for a number of sites including the Daisy Business Park, HSS Hire shop. Development is expected to take place over the next 10 years.



Top: OKR 18 Illustrative masterplan  
Bottom: Daisy Business Park

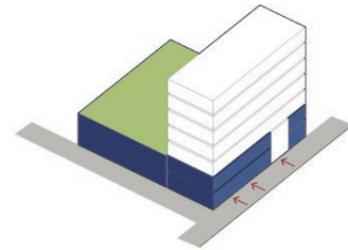
# BUILDING TYPOLOGIES & LAND USES

It is important that development provides a range of commercial spaces including shops, offices, small, medium and large sized industrial and warehousing units and that these can be integrated into mixed use areas.

## HORIZONTAL MIX - Depots and medium-large storage and distribution units in mixed use developments

Units at the rear, which are adjacent to the railway embankment should have large floorspans, minimising the number of columns at ground floor. Ceiling heights should be at least 7m. There should be sufficient space for on-site servicing and storage. Yards and servicing may be covered if there is sufficient height for operations and should be designed to minimise impacts on residential amenity. Frontages on Ilderton Road to provide space for offices, showrooms, staff facilities, residential cores or retail where appropriate.

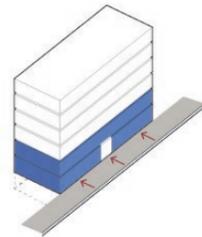
Suitable uses: Builders merchants, vehicle storage, warehouses, distribution, depots (Class B1c, B8 and sui generis depot uses).



## VERTICAL MIX - Small office and studio

Workspace will be provided at ground and first floor. Ground floor ceiling heights should be a minimum of 4m. Basement levels should be utilised to accommodate residential servicing, storage or commercial uses where appropriate

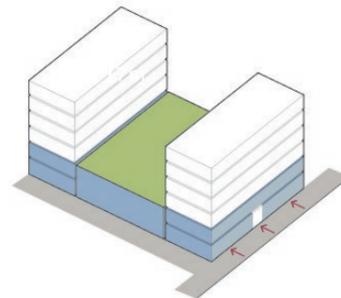
Suitable uses: Artists' studios, galleries, maker spaces and office space (Class B1a and/or B1c use).



## HORIZONTAL/VERTICAL MIX - Small industrial units

The street frontages on ground and first floor should provide space for offices, showrooms, staff facilities, studios etc. Ceiling heights should be a minimum of 4m at ground floor. The central space should be a minimum of 7m high. The number of columns on plan should be reduced to an absolute minimum. Individual units should be accessible off street via roller shutter doors. Residential amenity space should be provided on the rooftop.

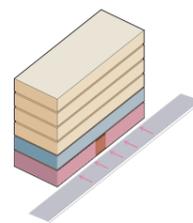
Suitable uses: Light industrial uses (Class B1c use) and maker spaces within the central space.



## VERTICAL MIX - High street

New retail use to be provided below residential flats or office uses. Where there are large retail units at ground floor, these will be double height and served by generous footways.

Suitable uses: Larger retail units on the Old Kent Road suitable for supermarkets or larger stores. Small shops or café can be integrated into the on Ilderton Road or Hatcham Road where these serve the local residential and worker population.



# ACCESS, SERVICING & FRONTAGES

## Servicing

Servicing to commercial spaces and yards should take place off-street to ease pressure on the road network. Where possible:

- Servicing should be rationalised to serve multiple commercial units to reduce the number of trips;
- Undercrofts should have a minimum height of 5m to allow clearance for delivery vehicles;
- Consideration should be given pedestrian and cycle movement in considering the design and location of loading bays and servicing access points.

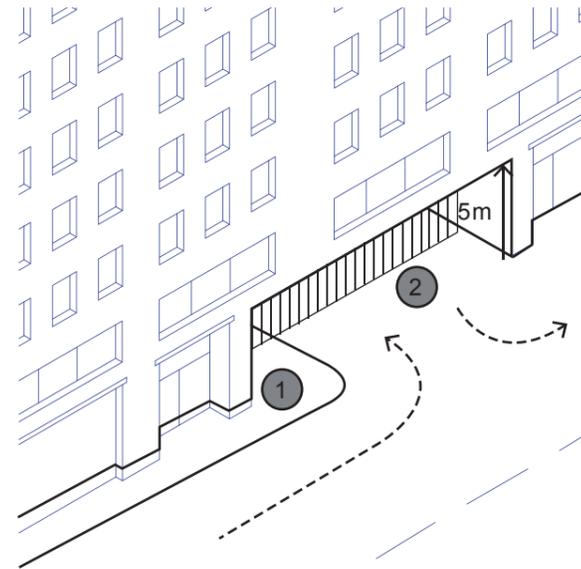
## Frontages

Frontages should help generate activity and vibrancy at ground floor by:

- Containing doors and windows which overlook streets and avoiding blank facades;
- Locating back-of-house functions, such as refuse stores, discretely to minimise their visual impact;
- Ensuring that any parking which is located within basements or structures where it can be wrapped with other uses;
- Making ground floor working spaces located around Hatcham and Ilderton Road visible from the street with openings thought of as a “window into working”. Whilst solid external roller shutters should be avoided, innovative solutions to create adaptable and secure ground floor openings should be used.
- Providing shopping and commercial frontages onto Old Kent Road itself.

## Road network

- The council will explore the potential to implement one-way movement on the Hatcham Road estate to enable wider pavements, greening and additional loading bays.
- Development should provide a new vehicle access route into the Integrated Waste Management Facility on the alignment of Devonshire Grove. This should enable two-way vehicular movement into and out of the IWMF and will enable the closure of the existing egress route. We will explore the potential to signalise the new junction with TfL.
- Proposals for additional vehicle servicing routes onto the Old Kent Road will not be acceptable.



The diagram above illustrates a typical undercroft entrance, showing:

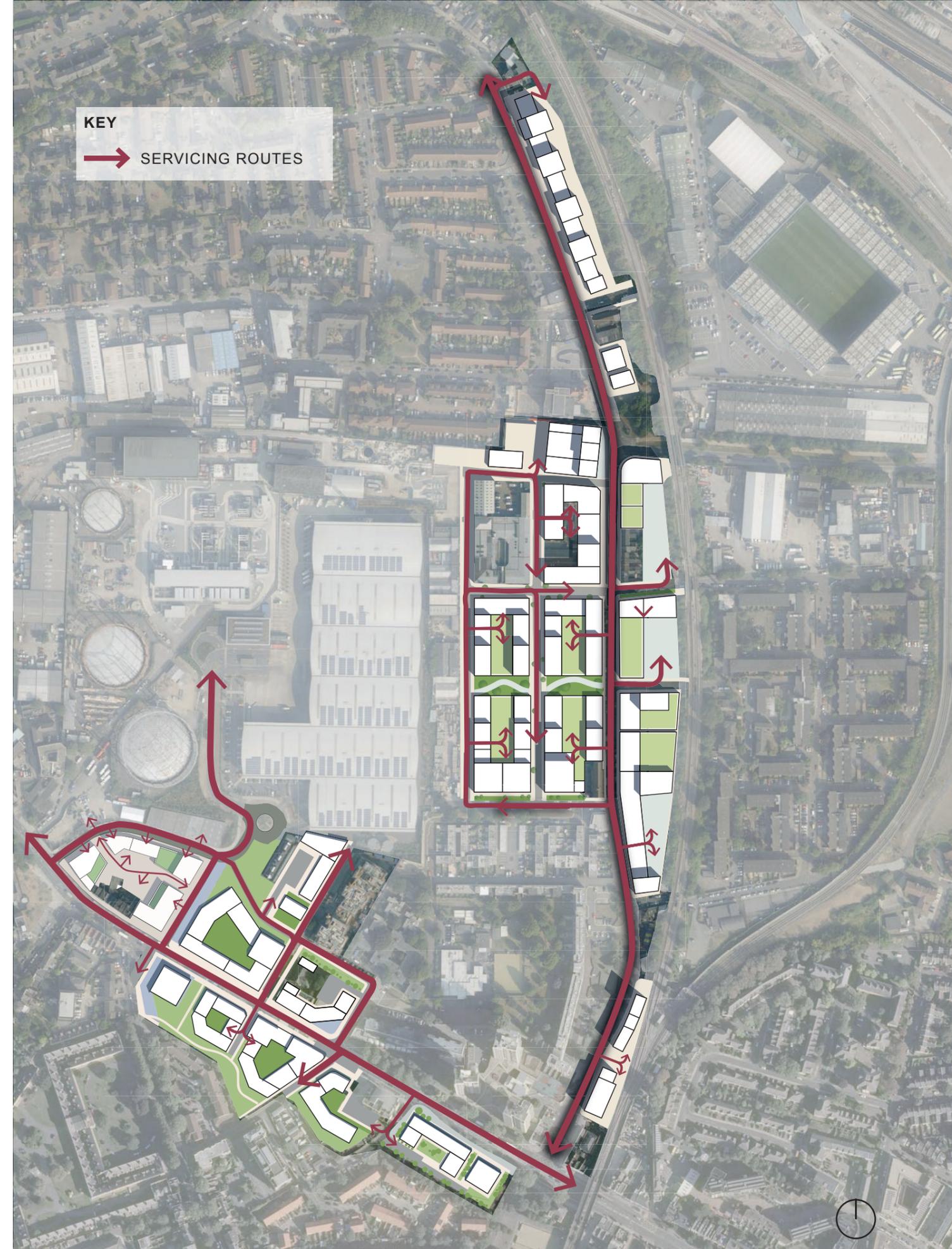
1. The approach will have tactile paving and sufficient visibility around corners
2. Gates will slow down lorries and provide security to commercial units

Active frontages overlook the public realm and generate activity and vibrancy at ground floor. New buildings fronting onto the Old Kent Road will create active frontages made up of retail or other town centre uses. In the Hatcham and Ilderton area, where working spaces will be created at lower levels, users should be visible from the public realm. Openings here should be thought of as ‘windows into working’.

Whilst external roller shutters will be avoided, innovative solutions to create flexible and adaptable ground floor openings will be used. This could include folding windows, or horizontal metal blades like those at Alex Monroe’s workshop on Tower Bridge Road. Residential entrances will be clearly identifiable.

Utilitarian spaces like refuse stores will be discretely located to minimise their visual impact on the public realm, without compromising functionality.

Above: Access and Servicing



# STREETS, PARKS AND PUBLIC BUILDINGS

Development must help improve the environment for people walking and cycling, help strengthen the network of parks and improve the links between parks, the new tube station and other local facilities such as schools, churches and shops on the Old Kent Road.

- 1 OLD KENT ROAD**  
Existing trees retained and enhanced with new planting. There will be shops and retail uses on either side of the road and a good crossing point to Brimington Park. A new tube station will dramatically improve the accessibility of this part of the OKR.
- 2 STATION SQUARE**  
Generous square at entrance to the underground station.
- 3 BRIMMINGTON PARK**  
There is an opportunity to give the park a much stronger presence on the Old Kent Road with a much improved entrance. There is also potential to improve the sports pitches in the park and make better use of the railway arches. New green links should be created between the park and Asylum and Old Kent Road at the rear of retail stores and along the northern edge of 812 Old Kent Road.
- 4 DEVONSHIRE GROVE**  
New access road into the Integrated Waste Management Facility, enabling the closure of the existing egress road and direct access between the IWMF and the Old Kent Road.
- 5 DEVON STREET TO TUSTIN ESTATE**  
Development should help link Devon Street to the Tustin estate. This is a series of connecting streets which provide a quieter route for people walking and cycling.
- 6 LOCAL VIEWS**  
Open up and retain view towards Caroline Gardens from Devonshire Grove and the listed gasholder from Asylum Road
- 7 ILBERTON ROAD**  
New developments should create better frontages onto Ilderton Road and there is an opportunity to improve the junctions and crossing points to provide much stronger connections to Bridgehouse Meadows.
- 8 ARCHES AND BRIDGES**  
Southwark will work with Network Rail, Lewisham Council and developers to make improvements to the bridges in the viaduct to make them lighter and more attractive.
- 9 BRIDGEHOUSE MEADOWS**  
Links to Bridgehouse Meadows should be made greener and safer. These can also make use of good quality existing buildings such as the Penarth Centre and the Georgian buildings on Ilderton road to help create a pleasant walking environment.
- 10 MANOR GROVE**  
The streetscape and mature trees on Manor Grove should be retained and enhanced.
- 11 HATCHAM ROAD PARK**  
A new pocket green parkspace will be created within Hatcham Road which will be fronted by business units, encouraging places to sit, eat lunch and socialise within working hours. The park will also benefit existing and new residents and facilitate social interaction.
- 12 ILBERTON PRIMARY SCHOOL**  
We will explore the potential to expand Ilderton Primary School. As well as new school space this could provide a new a new entrance to the school from Record Street.



# BUILDING HEIGHTS

Building heights in this area will vary in relation to the character and importance of surrounding spaces.

## 1. HATCHAM AND ILDERTON

The key elements of the building heights strategy here are:

- The majority of buildings around Hatcham Road should be between 5 and 8 storeys, with some additional height on the corners of the perimeter blocks on Manor Grove, Penarth Street and Record Street;
- There is scope for taller buildings on the east side of Ilderton Road, particularly at the northern and southern ends which have better public transport accessibility, and around the important junction with Surrey Canal Road.
- The tallest buildings will be of a similar height to the existing towers on the Tustin estate.

## 2. SOUTH OF OLD KENT ROAD

Buildings heights here will be significantly taller, reflecting the 'Stations and Crossings' strategy. The key elements of the building heights strategy here are:

- Immediately adjacent to the station entrance and station square, there should be a 'Tier One' tower of up to 40 storeys in height; and
- Other buildings in the area will vary in height between eight and 16 storeys, depending on their immediate context.

The design of taller buildings will:

- Carefully consider their impact on the skyline, especially in the context of surrounding heritage assets;
- Moderate the scale and modulation of façade elements to take long distance views into account (e.g. creating larger apertures); and
- Be grounded in public realm of a generosity that is commensurate to their height.

## 3. DEVON STREET AND SYLVAN GROVE

The key elements of the building heights strategy here are:

- The buildings fronting onto Old Kent Road should be between 8 storeys to frame the high street;
- Buildings set back from the Old Kent Road should rise to between 8 and 12 storeys; and
- There is scope for 'Tier Two' and 'Tier Three' tall buildings within the northern parts of the site, adjacent to a commensurately sized open space at the centre of the area.

*Indicative building heights and locations provided for illustration only*



# DESIGN GUIDANCE

## 1. HATCHAM AND ILBERTON

The design of buildings in this area should reflect its robust and functional industrious character by:

- Using brick, stone and concrete as the main building materials, with details highlighted in metal;
- Expressing structural elements like concrete lintels to add visual interest;
- Punching window openings into the building fabric, resulting in deep reveals; and
- Avoiding the use of lightweight materials like glass balustrades and timber cladding.



Reconstruct Art Studios, Record Street

- Comfortable within the overall building framework, with vertical features continuing all the way down to the street, rather than visually separating upper and lower floors.

## 3. DEVON STREET AND SYLVAN GROVE

The design of this area will combine the industrious character of Hatcham and Ilderton Roads with the High Street character of Old Kent Road by:

- Retaining the Victorian warehouse building at the Daisy Business Park, including the south facing gable;
- Retaining the Victorian warehouse building at the northern edge of Sylvan Grove;
- Using the retained building to inform the position and design of both open space and other buildings within the area.

Building design will be robust and functional in its appearance, with:

- Brick, stone and concrete as the main building materials;
- Expressed structural elements;
- Deep window reveals; and
- The opportunity for some more intricate detailing.

## 2. SOUTH OF OLD KENT ROAD

The design of buildings in this part of the area should represent a greater transformation from its current character. This should be expressed by:

- Lighter and more varied architecture, that retains some commonality with the buildings around Hatcham and Ilderton Road;
- More sculptural building forms, with framed rather than punched openings and more delicate or intricate detailing;
- Appropriate depth and layering of facades; and
- Using brick or stone as the main building materials, with details highlighted in metal

The high street character of this part of the Old Kent Road should be reintroduced with new shop fronts that are:

- Expressed according to a rhythm and proportion informed by traditional shop fronts elsewhere along the Old Kent Road; and

## ELEVATION EXAMPLE



