

MADE IN
BERMONDSEY

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A. Getting to the Blue

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1. Introduction





The Blue / Southwark Park Road in the past. Images courtesy of www.bluebermondsey.co.uk





The Blue, Market Place, 2019

1.1. Introduction

The Blue has been awarded £2m in capital funding by the Mayor of London through the Good Growth Fund. The money can be spent on building works, equipment and furniture to improve areas such as Market Place, roads, shops and community spaces.

A group of community partners is involved in the project and have appointed a team to help them design and carry out the project. The construction work is likely to happen during 2020 and will need to be complete by 31st March 2021.

We are aiming to:

1. Transform the market
2. Make better physical connections to the Blue
3. Improve public access to community buildings
4. Enhance streetscape with shop makeovers

Now we want to hear what your thoughts. Please fill in our survey to have your say about the proposals.



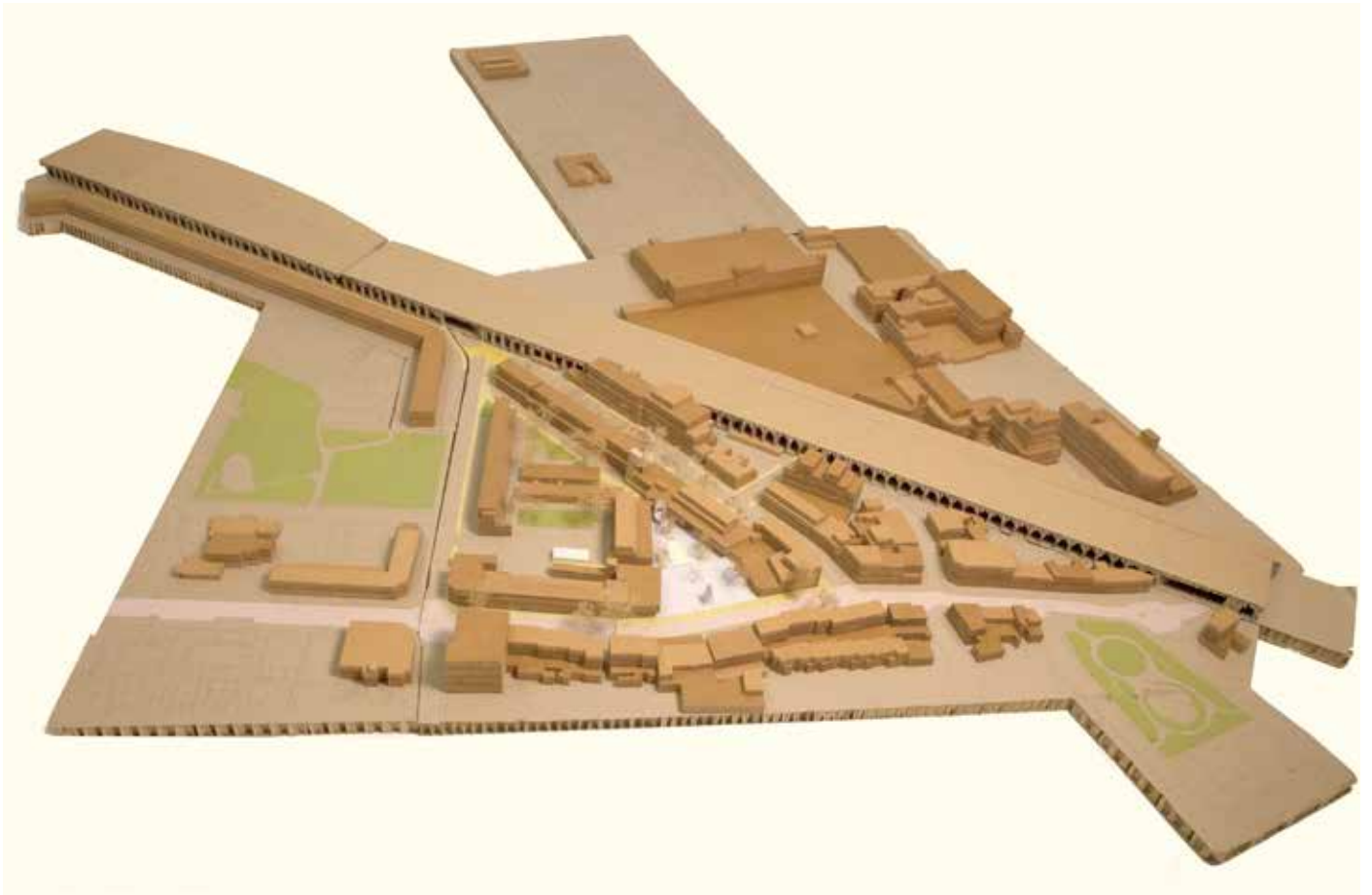
The design team and community partners outside the “Made in Bermondsey” unit at 10 Market Place. The whole team are working closely with the community to make this a community-led project.

2. Approach

2.1 Ambition

The Blue is Bermondsey's historic town centre, a vital civic space that enables people from all backgrounds to actively participate in their community.

The Blue should build on this to become the go-to market and public space for everyone living and working nearby, and a place that other people, from further afield, want to visit.



Photograph of 1:250 scale model of the Blue

2.2 Approach

The Blue

1. Revitalise the Blue's identity to make it feel like a town centre.
2. Create infrastructure for everyday life: the market, events, and day-to-day visitors of all ages.
3. Celebrate the Blue's unique local history and culture in the design and use of materials.

Wider Area

1. Make it easier to find and get to the Blue.
2. Make it easier for people to use and access the Blue and other key public spaces.
3. Improve the visibility of the Blue and the activities happening here.

2.3 Architectural Approach

The proposed design of the market and the surrounding area seeks to attract more people to the heart of the Blue and encourage them to stay. We want to respect what already exists and keep interventions to a minimum.

At Market Place, the design better defines the space around and within the market, introducing improved infrastructure for everyday life, casual use and market activities.

The design should be economical, ecological and easy to maintain, building on a formal and visual language that references historic town centres and market places.

The materials used should also reference local heritage, such as the history of tin can making. The ambition is to use local suppliers as much as possible so that the project is truly “Made in Bermondsey”.



Clockwise from top left: Aubenas Place de l'Hôtel de Ville, Whitney Market Cross, Zaanhoff Playground, Amsterdam, Stevenage clock tower, tin cladding prototypes, Payley Park

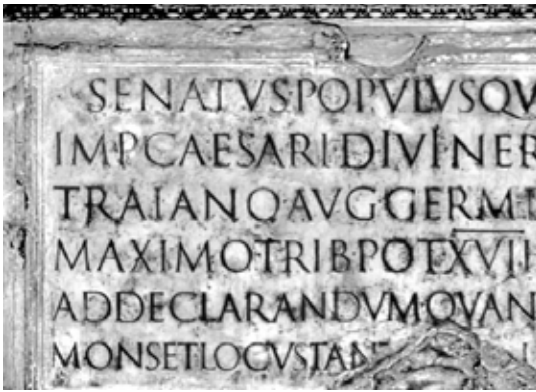
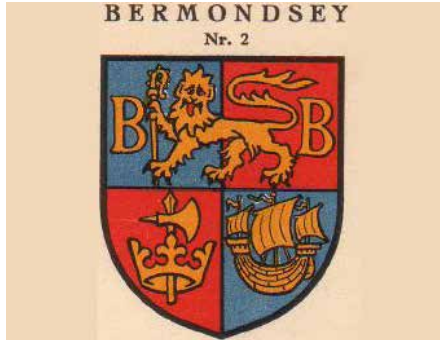
2.4 Graphic Approach

The graphic approach bridges between the historic and modern, taking inspiration from ecclesiastical and industrial signage from the local area, as well as more recent branding of the Blue.

A new typeface has been created which is an amalgamation of an old stone carving typeface and a modern geometric one.

The intention is to integrate signage in to architectural elements and materials as much as possible, avoiding stickers and banners which can deteriorate over time.

Graphics help people find their way to Blue, reflecting the unique character of the area, telling stories about local history whilst framing other interventions such as murals.



THE BLUE MARKET PLACE

Top images, clockwise from top left: framing of signage, the Bermondsey crest, hand painted brick signage, local history plaque, custom plaque intergrated in to brickwork, tin repoussé test.
Bottom: new typeface created for the Blue.

2.5 Retail Approach

The ambition is to support the growth and long-term viability of the Blue Market and other retail businesses to attract more people to the area.

We want to relaunch the market when the capital works are complete. We want to make the market more appealing, attract more customers and making trading easier with improvements such as new electrical points and improved storage.

We also want to help revitalise independent shops by giving them makeovers of shop fronts, making simple changes to the interiors and providing business support and training if needed.

Where there are empty shops, we want to use these as an opportunity to help seed and support new local businesses.



Top to bottom: an example of a recent Retail Revival shop front scheme in Hackbridge, recent improvements to East Street Market

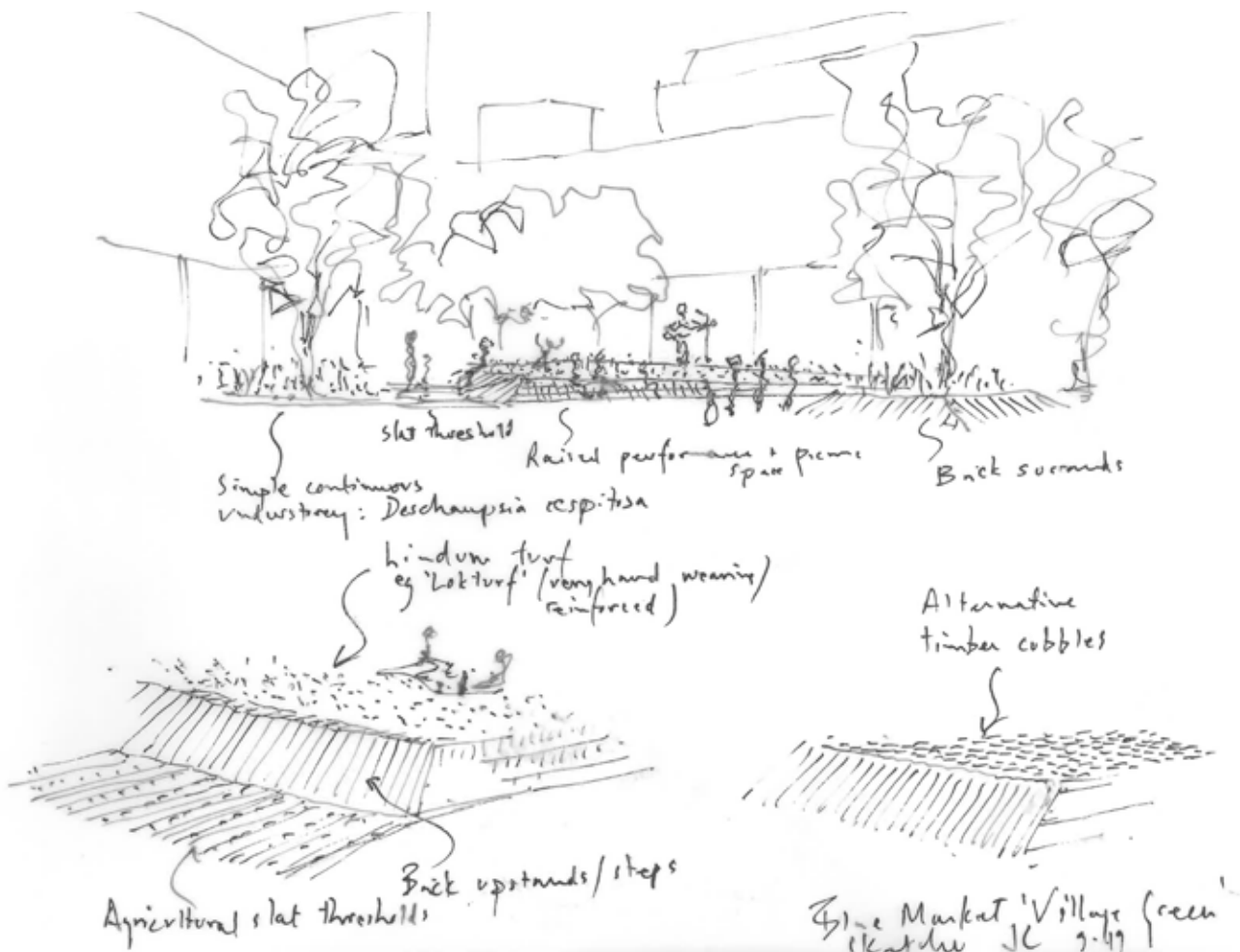
2.6 Landscape Approach

A clearer, better defined public realm and market space is proposed for the Blue Market, which will be greener and more inviting, whilst being robust and easy to maintain.

Introducing new hardy, yet beautiful planting, such as Deschampsia grass around existing Birch and Ginkgo trees creates clusters of greener space, edged with a “broken kerb” detail which forms part of the sustainable urban drainage strategy. The new landscaping uses a simple palette of materials that alludes to its past on the pilgrimage route and the brickwork of the surrounding housing.

The proposal includes a raised platform at the rear of Market Place which can be used for performance, play, sitting in the sun or as an extension of the market on busy days.

We also want to plant new groups of trees along Blue Anchor Lane to compliment the existing mature Birch trees and soften the streetscape.



Clockwise from top left: "broken kerb" edge detail, *Deschampsia* grass at the Olympic Park, JCLA (landscape architect) sketches

3. Proposals

The proposals are split in to three sections:

- A. Getting to the Blue
- B. Around the Blue
- C. Market Place

Illustrations, images and maps accompany the text to help describe the proposals.

The relative costs of proposals are indicated by a scale of pounds signs, from 1-5 (£££££ - £££££). At this stage, the costs are provisional and are intended as a guideline for consultation.

A. Getting to the Blue

A1, 2 Wayfinding and Transport

Making it easier to find the way and get to the Blue.

Legible London and Santander Cycle are London-wide systems: both of these would be extended to reach the Blue.

Legible London finger posts and “miniliths” would be placed at key points near Bermondsey tube station. Closer to the Blue there are bespoke signs which are more characterful (see B1).

Cycle docks could be placed by Bermondsey Tube station and on Southwark Park Road.



Legible London

A1

£££££

3 finger posts signs and 1 'minilith' info plinth



Cycle Docks

A2

£££££

for 2 cycle docks at Bermondsey Tube station and Southwark Park Road

A3 Roads

The creation of more pedestrian friendly routes around Blue Anchor Lane and St James Road.

Introducing a new raised “table” and a pedestrian crossing with traffic lights would make a safer walking route from Bermondsey tube station and from Lucey Way - a key connection to the new proposed “Low Line”.

Making Blue Anchor Lane a no through road would stop it being used as a “rat run” and make it safer to cross. (see B7-10 for more detail on Blue Anchor Lane Proposals)



New traffic control and crossing

A3

£££££

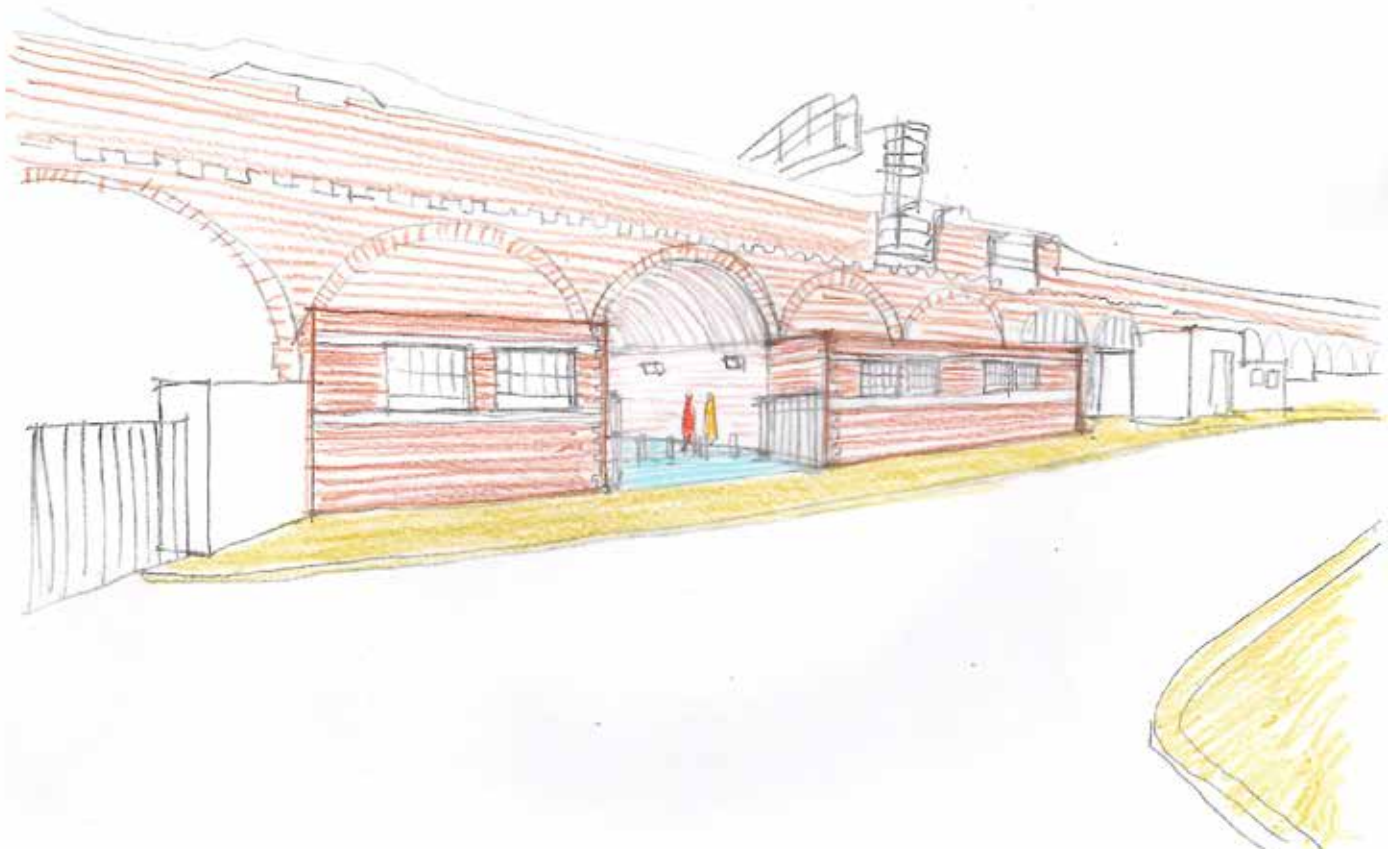
Raised table and signal crossing on St James' Road

A4 Connections

Knocking through an arch between the Biscuit Factory and Bombay Street to create a new pedestrian path.

This will provide a much more direct route for those who currently use and work in the Biscuit Factory and could help bring more people to the Blue.

If the Biscuit Factory is redeveloped for housing (as part of separate project by a private owner) then this will make a connection for new residents and an easier, quicker route to Bermondsey tube station.



Connection to Biscuit Factory

£££££

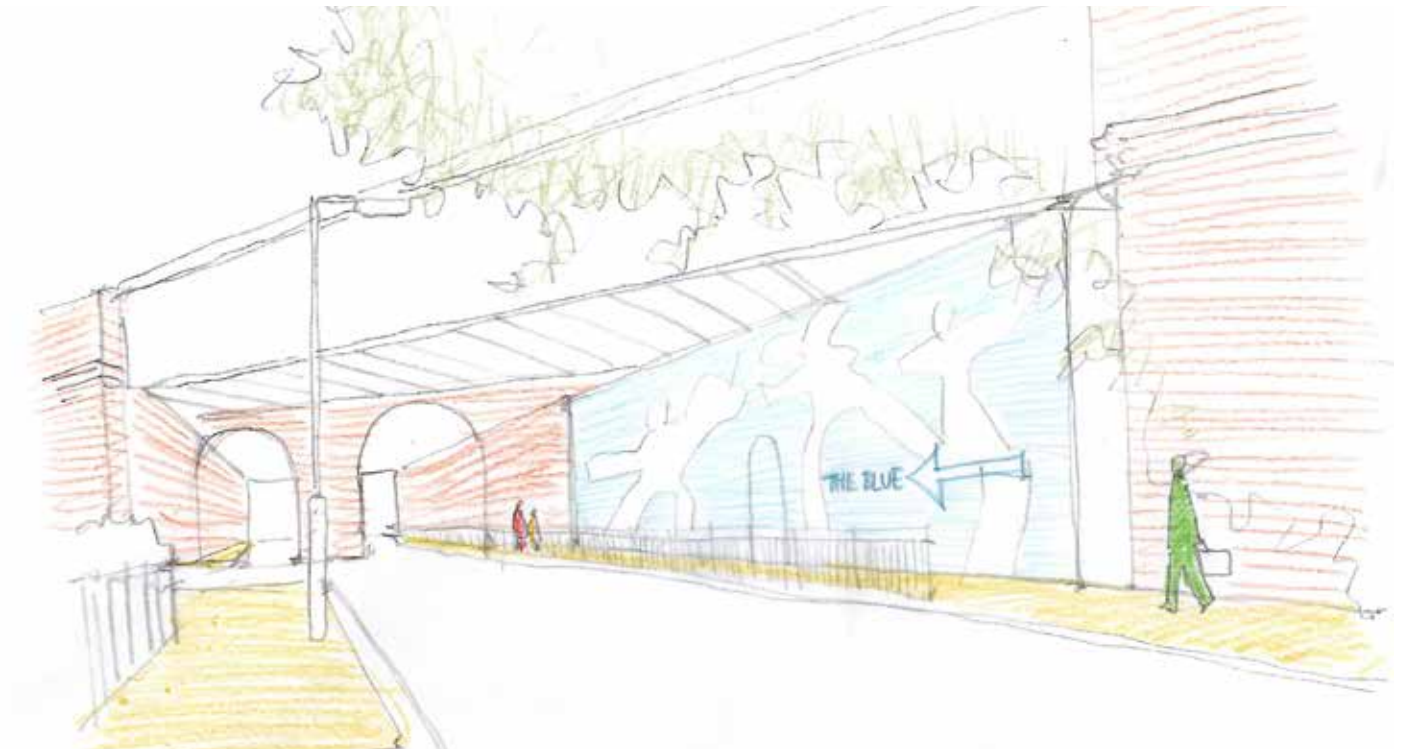
Knocking through a blocked up railway arch to allow pedestrian access from the Biscuit Factory to Bombay Street

A4

A5 Murals

Murals celebrating local history along pedestrian routes.

New painted murals could be introduced under John Bull arch and the arch at St James Street, referencing the area's unique history (the place of the first tin can, the first chocolate biscuit, the first female mayor in London, the UK's first rock and roll star in Tommy Steele and the site of the Battle of Bermondsey anti-fascist demonstrations, plus much more).



Murals

£££££

New painted murals celebrating local history

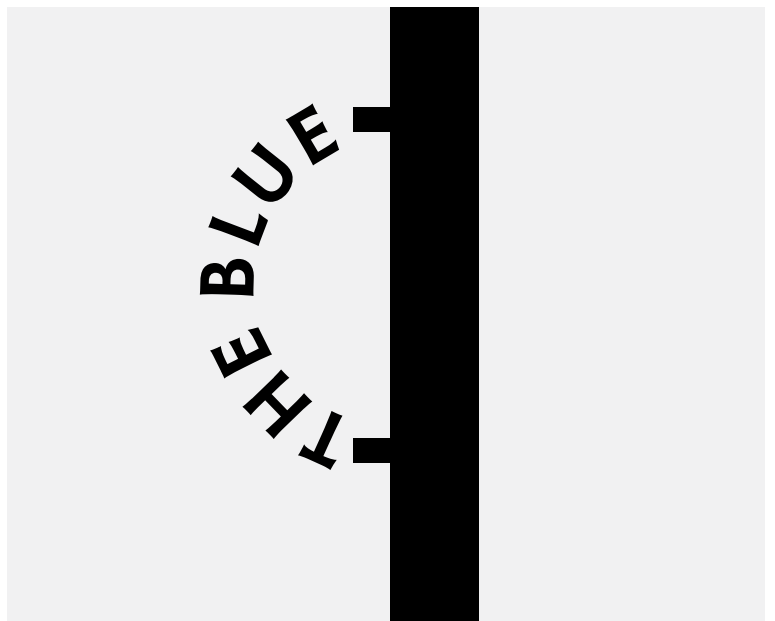
A5

B. Around the Blue

B1,2 Identity and signage

A series of signs, markers and plaques creating a distinctive identity for the area and helping people find their way around.

These include finger posts which point you in the right direction, “gateway” signs which can be seen be seen from the road and from the train and new shop signage.



Finger Posts

B1

£££££

New finger post signage around the Blue

Signage

B2

£££££

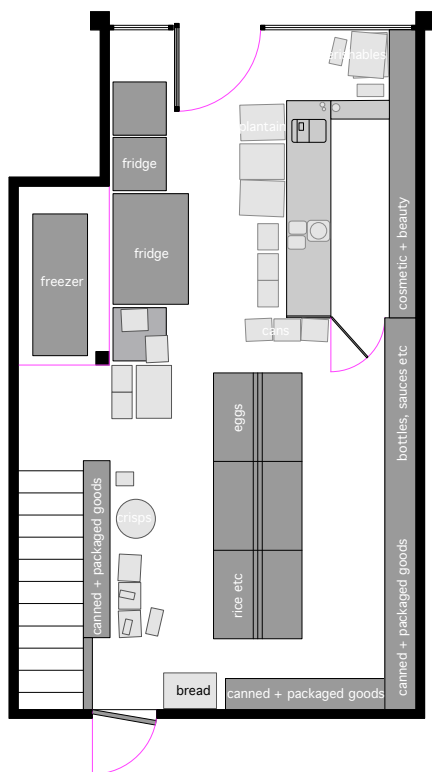
For a range of interventions, including lamp post signs and gateways

B3 Shop Improvements

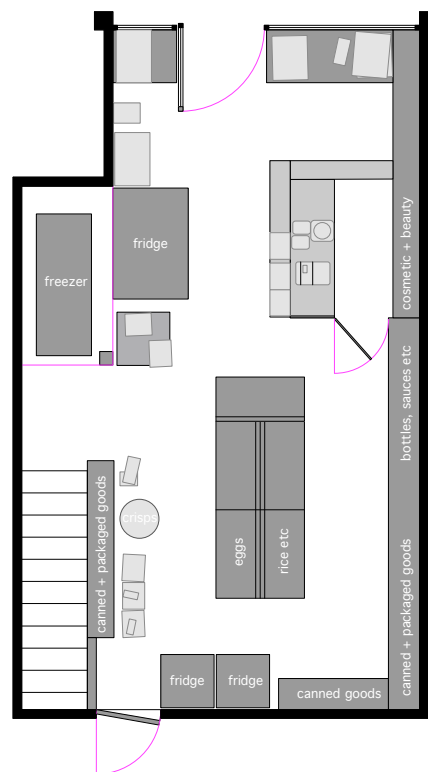
Working with up to 30 shop owners through the area to improve their high street frontages and interiors.

The interventions will focus on high impact, low cost solutions with the aim of increasing turnover and profit; improving their kerb appeal; reducing overheads; and increasing profile.

An mock up of what this would entail is shown opposite. Yaa Asantewa Tropicals is run by Georgina and sells a range of Afro-Caribbean produce.



Existing



Proposed



Currently, (top) from the street we see a MoneyGram sign and the side of a fridge, and Georgina if we're lucky. The entrance way is a narrow passageway, so it is difficult for potential customers to pass one another at the pinch point at the till. Much of the speciality produce is stored further towards the back of the store and the fridges dominate the front area.

Some simple interventions include: a new sign and canopy, new permanent window vinyls making it clearer what Yaa Asantwea offers; blackboard signs so Georgina can advertise the seasonal goods on new shelves in the shop windows that show off the speciality produce; additional overhead lighting towards the front of the shop to make it more inviting; a smaller counter top gives customers more space as they enter the shop and two of the fridges, which have more common drinks and snacks. The shop with grilled barracuda is kept towards the entrance, of course.

Shop Improvements

B3

£££££ per shop x 30
£££££ in total

Light touch shop improvements

B4,5,6 Car park improvements

Increasing the storage for the market through improvement and addition and providing new signage.

Mezzanines could be installed in the current garages increasing their capacity for market storage and a new building could provide additional storage to support the growth of the market and make it easier for traders.

New signage to replace the current plastic signage within the car park can point people in the direction of Market Place.



New car park storage B4

£££££

• New buildings to car park to increase storage capacity for the market

Mezzanines in current garages B5

£££££

• New mezzanine floors to existing car park storage units for the market

Car Park Signage B6

£££££

• New signage on brickwork pointing people in the right direction

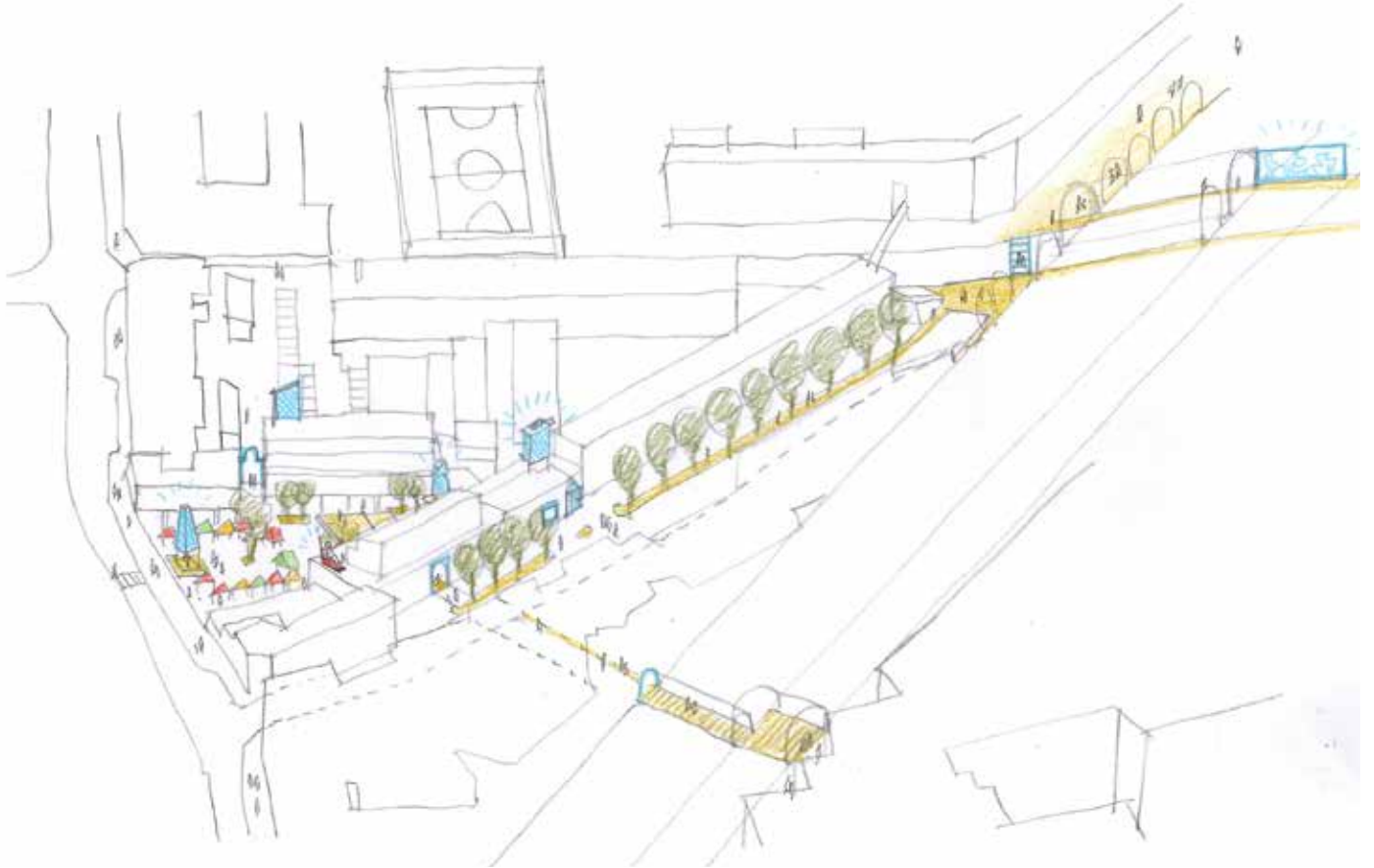
B7-10 Blue Anchor Lane works

A series of improvements to Blue Anchor Lane intended to create a more pleasant street.

New trees, additional lighting and architectural works intended to make the library more visible and square-off awkward corners around the bin store and passageway.

Along with the proposal to make Blue Anchor Lane a no through road, these interventions could seed future alternative uses for the street.

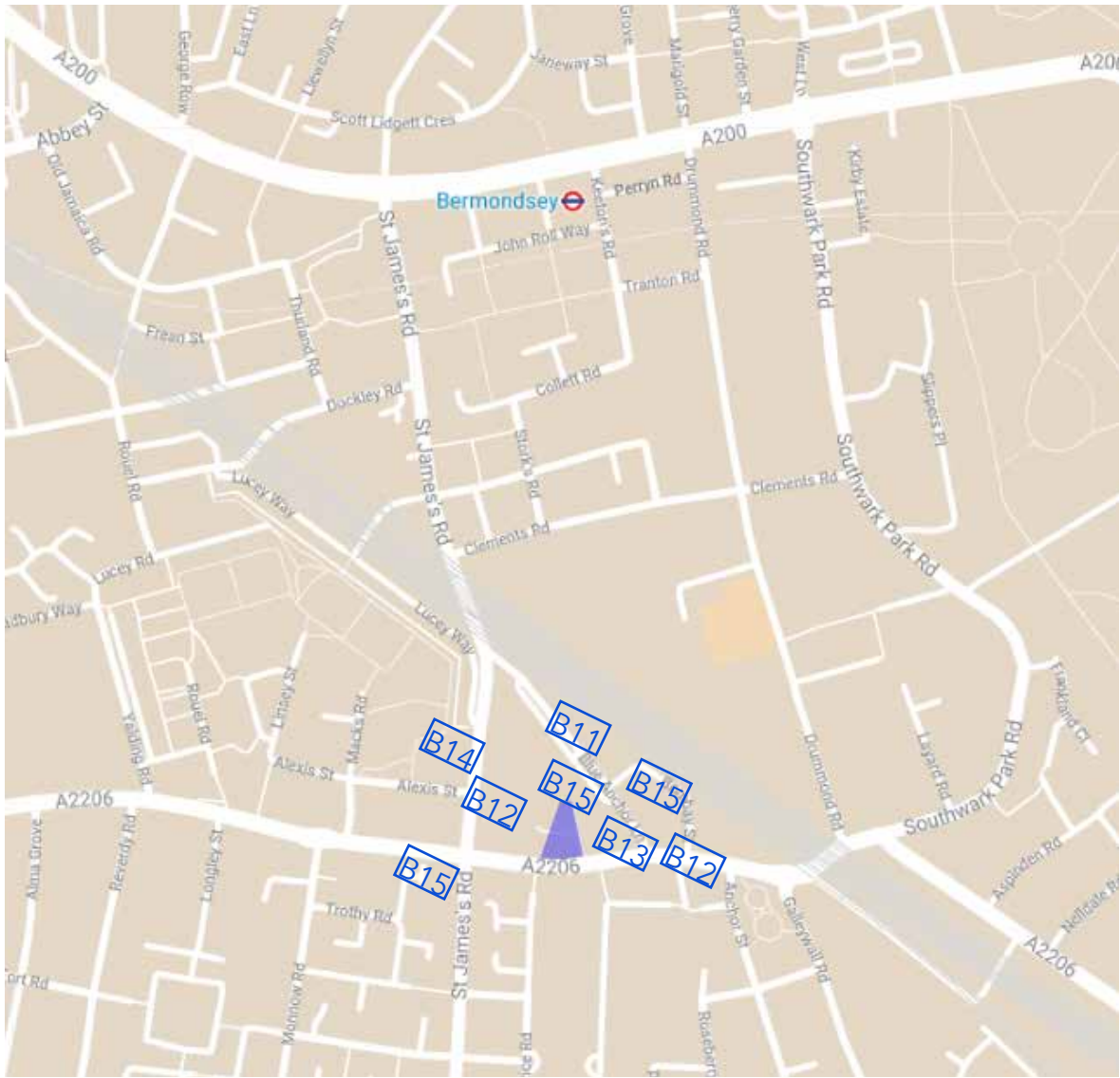




B11-15 Other Community buildings and spaces

A variety of proposals to use or upgrade existing buildings and facilities to benefit the community including:

- More free toilets
- Pop up shops in empty shops
- A Community pub serving Bermondsey-made beer
- Bringing back the disused community sports pitch on Alexis street in partnership with Millwall for All and local female England football player Katie Chapman who grew up on the Rouel Road Estate
- A lift for the youth club building which is reopening
- New furniture for the TRA hall
- A makeover for Big Local Works



More free toilets

B11

£££££

Free access to toilets around the Blue through initiatives such as a Community Toilet Scheme

Community Pub

B13

£££££

Community pub with Bermondsey Beer Mile locally brewed beers and community events

Pop up shops

B12

£££££ per shop x 3
£££££ total

Using empty commercial units to seed new businesses and provide opportunities

Sports pitch: Match Funding

B14

£££££ (contribution)

Reviving the community football pitch on Alexis Street with a new playing surface in partnership with Millwall for All

Other Community Buildings

B15

£££££

Improvements to other community buildings including a lift for the youth club building, new furniture for the TRA Hall, a makeover for Big Local Works

C. Market Place

C Market Place Strategy



desire line



beacon / gate



village green



community asset



tree



market area



C Market Place overview





C1-11 Market Place

Lift shaft cladding

+sign

£££££

Cladding the lift shaft and adding a sign to act as a beacon which can be seen from further afield, including the train

C1

Stair and clock tower

£££££

A clock at the rear of Market Place and a set of stairs which provide access and visibility to the TRA and signage for the library

C2

Landscaping and planting

£££££

New platforms and planters and repair to paving including new local history plaques

C3

New benches

£££££

New street furniture in addition to seating provided by landscaping

C4

New bike racks

£££££

New Sheffield-style bike racks to encourage people to cycle, funded by TFL

C5

Market cross + drinking fountain

£££££

A new marker at the front of market place with water fountain, water fountain funded by TFL

C6





New shop signs

C7

£££££

New signs for shops on market place

Commercial unit knock through

C8

£££££

Creating a new route through which leads to Blue Anchor Lane, Bombay Street and the Biscuit Factory

Lion Landmark

C9

£££££

Placing the lion higher up so it can be seen from the train and surrounding area as a landmark

New market stalls and furniture

C10

£££££

Gazebos, tables and chairs

New electrics + stall infrastructure

C11

£££££

New electrical points to allow for more stalls on the market and infrastructure to make it easy to set up market pitches in different configurations-36 pitches in total

Bollards

C12

£££££

New bollards around Market Place to replace the concrete ones and prevent vehicles access

































Thanks