

There are 10 principles that frame the guidance in this SPD to achieve the vision. Not all of the principles will be applicable everywhere. This section of the SPD describes the principles and then goes on to demonstrate how the principles can be applied.

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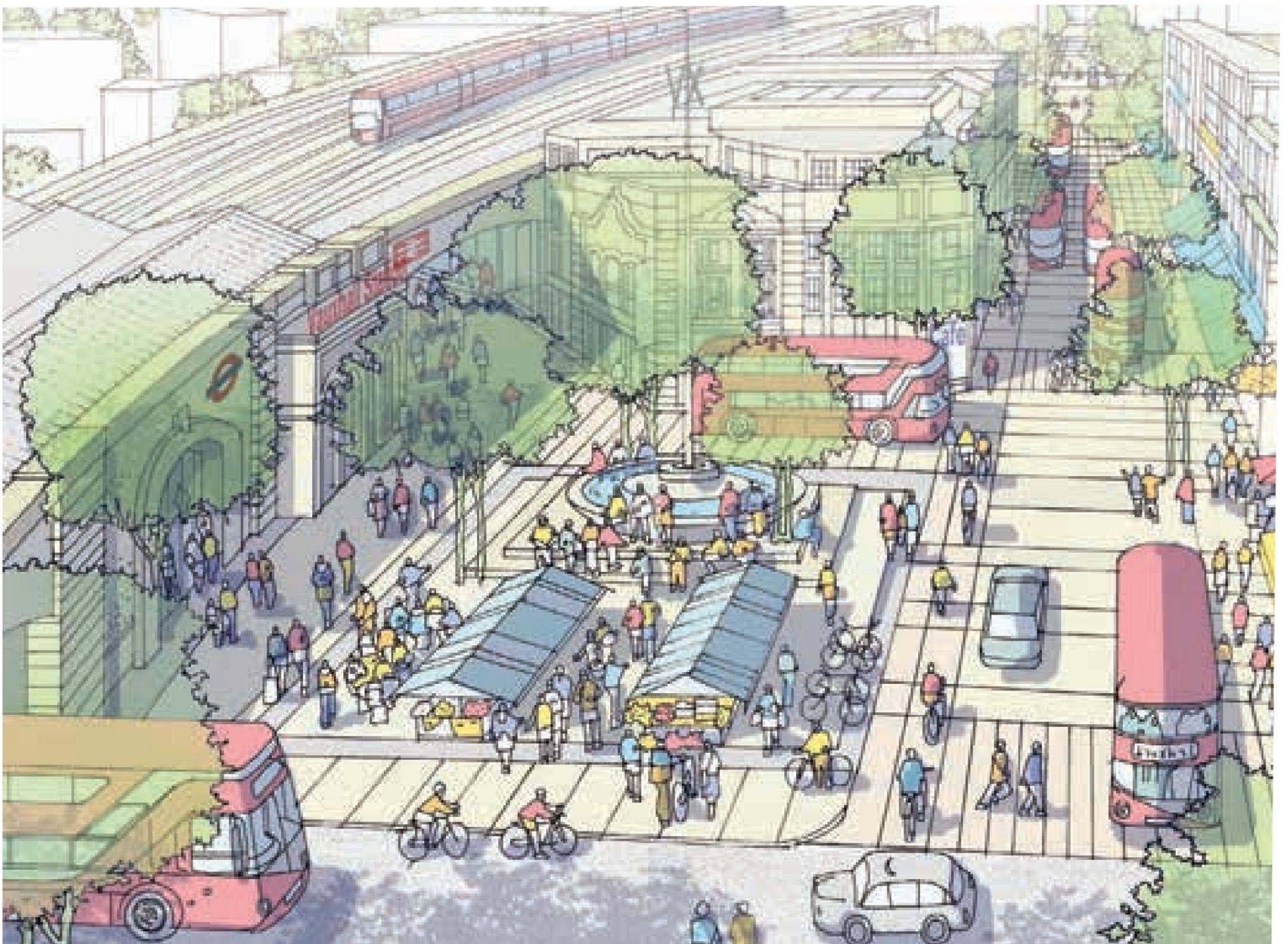


Figure 4.01 Bird's eye view of proposed Vauxhall heart

4.1 Create a Sustainable Mix

Principle 1

Create a sustainable mix of high density development providing at least 8,000 new jobs and 3,500 new homes, a diverse and balanced community.

4.10 This SPD promotes **change and growth in the Vauxhall area**. It is intended that a sustainable mix of high density development will provide at least 8,000 new jobs, and construction of 3,500 new homes as part of a diverse and balanced community. This growth will manifest itself in 2 areas; as a new district centre at Vauxhall Cross, and as a series of mixed use developments of exceptional quality along the Albert Embankment. This is a special place of historic interest. The scale of change envisaged will allow for the dividends of growth to meet the challenges. As a starting point, it is clear that growth will not only be driven by the development of new commercial space, it will be stimulated by residential development. This will result in more people living in the borough, more people visiting the borough and being encouraged to start and grow their own businesses locally. Bringing these activities together in a co-ordinated way to achieve maximum impact is of itself a challenge that cannot be underestimated. The increase in employment opportunities that are promised and required will however only be secured if this is delivered, Figure 4.10 illustrates the proposed scale of change in jobs and homes.

4.11 A significant proportion of this development will be new homes which the Council supports, provided that this increase in population drives new employment opportunities to support the economic success of Vauxhall and the Borough as a whole. Vauxhall is considered to play an essential role in establishing the Vauxhall Nine Elms area as a new central London commercial district.

4.12 Growth and the high levels of investment that will accompany it, will deliver as series of redevelopment schemes of exceptional urban quality. Vauxhall's riverside location, its close proximity to Westminster and to the new American Embassy, as well as its significance as a vital transport interchange and gateway to Lambeth, can be expected to attract the skills of exceptional architects and urban designers. No one is interested in growth at any price. With growth must come beauty, pride and confidence and the benefits of this growth will be directed where they are most needed, to help ensure that the problems of the past are overcome.

4.13 Whilst the opportunities for new high density homes are perhaps obvious, those for creating new employment on a large scale are less so. However it is necessary to maintain a supply of local opportunities and business premises in the Vauxhall area. This physical infrastructure will need to be underpinned by a range of services and programmes to

support local people into work including a job brokerage scheme to match the potential work force with the opportunities. These measures complement wider economic development initiatives being promoted by the Vauxhall Nine Elms Board. Such mechanisms may enable local people to secure work in the wider Nine Elms area even if those opportunities to do not exist at Vauxhall itself.

4.14 Capitalising on the trends in the London wide economy, opportunities to strengthen economic activity and bring employment lie in attracting new business sectors such as health, telecommunications and media and creative industries. It is vital that developers consider the likely needs of these sorts of businesses in the design of new buildings to avoid the development of space that will remain empty and to attract new stakeholders and investors to the area. Increased local population will drive expansion of the food and service offer industries as Vauxhall becomes known as a place for business and for the leisure and visitor economy more generally.

4.15 The nature of the area is such that many of the new homes will be densely developed, perhaps at such levels previously not experienced anywhere in the Borough. Such development is accepted as part of the agenda for growth described in this SPD. However, this growth will not happen unless the capacity of public transport infrastructure and other social and economic infrastructure servicing these also grows in a sustainable way. Policies set out in this SPD ensure that infrastructure investment keeps pace with planned growth. This is of great concern to the existing communities, especially as many of the improvements will be implemented in the wider North Lambeth area, not necessarily directly within the area demarcated as the SPD. Key examples include existing parks, schools, health and community facilities.

4.16 Maintaining and developing safe, liveable neighbourhoods is essential if the growth at Vauxhall is to be a success, not only for new residents but for people who have lived in this area all

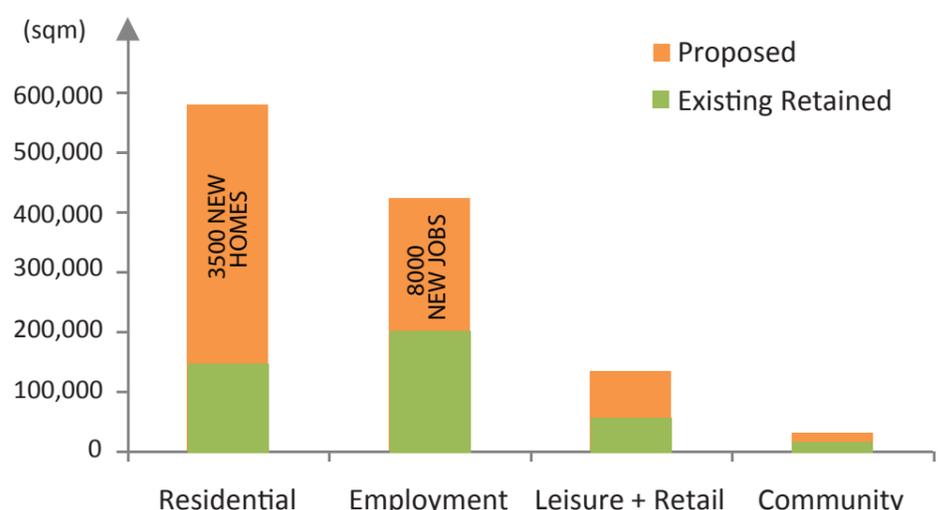


Figure 4.10. Proposed Homes and New Jobs versus Existing Retained



Figure 4.11 Vauxhall in the context of other centres



their lives and will continue to do so. This will mean being able to extend the choice in new affordable homes for local people as well as attracting newcomers to the area. In the planning and design of new homes particular consideration must be given to the needs of all generations, now and in the future. Energy efficiency, innovation in waste and other utilities as part of a new wave of sustainable development must be considered the norm in this area. Excellence is required throughout. The needs of families and young people must be considered, as well as the provision of specialist housing, such as sheltered accommodation for elderly people. Maximising affordable housing is a key priority recognising that the scale of housing need in Lambeth is high. The 2012 Housing Needs Survey (HNS) identified, borough wide, a need across all tenures of 23,900 homes to 2031, and it is expected that new homes in the Vauxhall area will make a significant contribution to meeting this provision.

4.17 Given its proximity to a number of higher educational institutions in and around central London, Vauxhall is under particular pressure to meet the housing needs of students. However, the Council is concerned that this should not compromise the ability to meet the more general housing requirements outlined above, especially the provision of affordable homes and the need to secure more balanced and mixed communities, including land for local employment opportunities.

4.18 Figure 4.11 illustrates the relationship of the Vauxhall area to other thriving town centres nearby and illustrates the planned renaissance of VNEB as a major contributor to the Central London economy.

4.2

A New District Centre

Principle 2

Promote a new District Centre, the ‘Heart of Vauxhall’, that will increase the vitality of the area and form a ‘growth pole’ defined by the London Plan Central Activity Zone frontage.

4.20 Figure 4.20 illustrates broadly the intention of the OAPF which is to intensify retail development at Vauxhall highlighted by the Central Activity Zone policy designation in the London Plan. The new district centre will establish a vital focus for activity and amenity for new and existing communities; a place for shopping, meeting people, working, living and spending time. It will be enlivened with shops, cafés, restaurants and other town centre uses. The Vauxhall District Centre will complement and not compete with the proposed Battersea Power Station Town Centre.

4.21 A new double sided retail street is the Council’s preferred centre-piece of this new heart, replacing the existing bus station canopy and freeing up land for major investment in new buildings and public spaces. This will not be an anonymous street dominated exclusively by national multiple retail brands. Shop units will be sized and priced to attract an eclectic and changing mix of independent retail traders who will bring energy and memorable distinction to the new street and public spaces.

4.22 Meanwhile uses will be introduced so that ground floor vacancies can be minimized and management regimes will ensure that Vauxhall’s evening economy will continue to be a positive part of this growing residential community. This will require careful management to ensure these uses can function in harmony with one another. Vo Ho as the area is sometimes known, is an important part of Vauxhall that exists and should be nurtured.

4.23 High levels of pedestrian flows will always be the hallmark of Vauxhall Cross as a major transport interchange. This will underpin the commercial viability of the new street and special care will be taken to design and position station entrances, crossings and bus stops to channel pedestrians so that retail and leisure businesses thrive.

4.24 The Council wishes to nurture tomorrow’s retail innovators in Vauxhall. This means providing practical support to help talent flourish, providing property and spaces where independent retail businesses can grow and developing a supportive culture of retail enterprise which creates its own distinctive atmosphere.

4.25 The retail ambitions for Vauxhall are:

- To consolidate a distinctive heart, an attractive destination, drawing people to Vauxhall as well as serving the local shopping needs of new and existing residents.
- An animated District Centre centred on a new high street which links to retail and restaurant proposals at the soon to be redeveloped New Covent Garden Market.
- Attract established national multiple traders and a powerful attractor to help anchor the new street.
- Provide space for smaller independent operators at affordable rents and on flexible lease terms. Encouraging investment in the rail arches for retail and catering businesses as part of the ambition to increase the number of jobs in the area (see principle 4, rediscover the railway arches).
- The mix of nationals and independents will combine to produce a sustainable, thriving street which has character and is memorable and avoids bland corporatism.
- Complement the success of Vauxhall’s evening economy.
- Celebrates retail innovation and enterprise as a result of a whole raft of support measures which range from property solutions, to marketing, skills and training, business to business, mentoring and events management.
- Avoids extended voids at ground floor, adopting a positive approach to meanwhile uses where appropriate.
- To maximise retail sector job and training opportunities, preferably for local people.

4.26 The Council recognises that in order to create viable concentrations of retail and catering provision, it needs to be prepared to consider proposals to adjust the normal requirement for active ground floors in all developments across the SPD area.

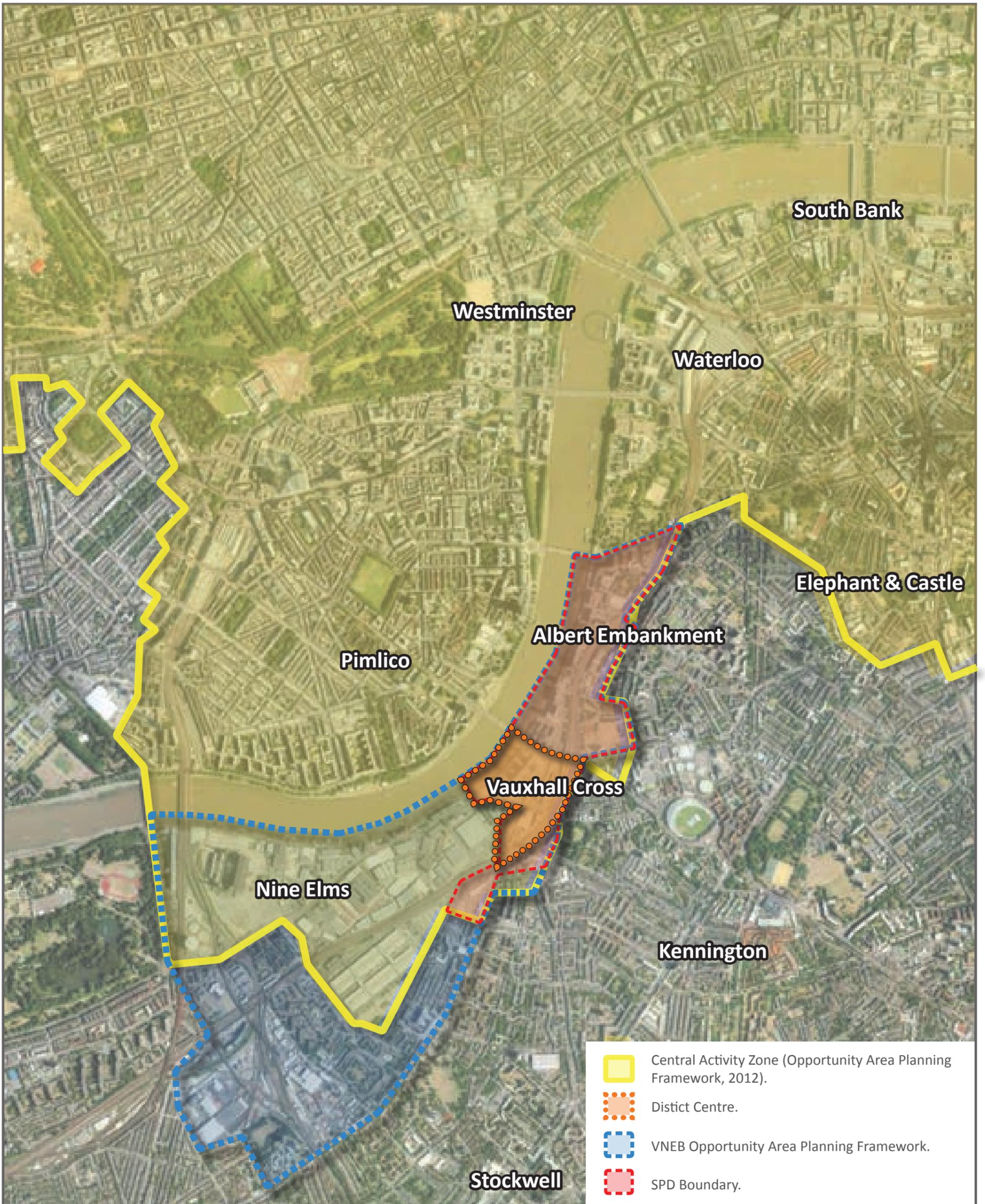


Figure 4.20. The District Centre area



4.2

4.27 Active retail ground floors will be required in key locations described in the Vauxhall Character Areas in the SPD. Planning conditions imposed on developments in these designated areas will aim to provide 20-25% of retail floor area as small units of less than 100m² in a range of units sizes suited to independent traders.

- Within the new street and on active retail frontages, a group of small affordable retail units will be provided which will benefit from cross-subsidy funding arising from developer contributions across the area. These affordable units will be offered to fledgling retail enterprises at a reduced market rental value linked to annual turnover. These units will be on lease terms which are flexible to allow for newly established businesses to progress and to move on to units offered at market rent levels, enabling affordable units to be a resource for a series of retail innovators over time. The Delivery and Implementation section explains this policy in more detail.
- The proposed Vauxhall Community Development Trust (CDT) could act as landlord for the new affordable retail units in order to comply with state aid rules. It is envisaged that there will be no more than 6 small affordable retail units, each of less than 100m² in the district centre.
- In addition, the Council will work with developers to ensure that any newly created retail units will avoid long periods of vacancy due to any initial lack of market demand, including introduction of flexible arrangements to allow for temporary occupation for meanwhile users as nominated or leased by the CDT.
- The CDT, Council and landowner/developers will agree a Design and Leasing Policy for the small and affordable units which will control quality of shop fronts, fit out and choice of traders.
- The Council will take a lead role in working with the landowners, including Network Rail (owners of the rail arches) in and adjacent to the new district centre in order to pro-actively drive forward the retail ambitions for Vauxhall.
- TfL and others involved in designs for the transformation of the gyratory will ensure that pedestrian footfall is concentrated along the new street. This will be a key factor in determining the position of new bus stops, subways, station entrances and crossings.
- It is proposed that the new CDT and Vauxhall One, the Business Improvement District work seamlessly together to become the key delivery agencies for active promotion and management of the 'distinctive heart' beyond the development phase.

4.28 As referred to above, the district centre will straddle the borough boundary into Wandsworth. The exact boundary of the District Centre is yet to be specified in Wandsworth. The realisation of the Garden Heart at New Covent Garden Market, and so a more public and outward facing retail offer here as part of a redeveloped market presence will establish this part of Vauxhall Nine Elms as a new district centre in the north of both boroughs. There is scope for a significant amount of retail development here within the GLA's guideline of 10-50,000 sqm for a district centre and it is expected that the approximately 15,000 sqm of this could be provided within Lambeth in the area identified on Figure 4.21.



Figure 4.21. The District Centre



Figure 4.22. Vauxhall Grove. Independent traders bring character to Vauxhall

4.3 Reinforce Neighbourhood Destinations

Principle 3

Reinforce neighbourhood destinations and consolidate and expand the cultural and evening economy. Reinforce local neighbourhood destinations at Black Prince Road, Old Paradise Street and Vauxhall Pleasure Gardens as part of the creation of a network of journeys between places of interest.

4.30 **Local neighbourhood destinations** at Black Prince Road, Old Paradise Street and Vauxhall Pleasure Gardens will be reinforced as part of the creation of a network of journeys between places of interest. These neighbourhoods are on important movement routes and are places where activity already exists. New shops, cafés and restaurants will be focused in these existing local neighbourhood destinations to reinforce their vitality. (Figure 4.30 identifies these centres).

4.31 Lambeth Walk is adjacent to the proposed Old Paradise Road neighbourhood destination, and contains several shops and services. It is expected these will benefit from the increased footfall to Old Paradise Road and the increased population from the redevelopment of the nearby Lilian Bayliss site.

4.32 A network of connecting footpaths and cycle-ways between public spaces and interesting places will be established. Every journey should be completed by arriving at a place of activity, a visual marker or a view to an interesting place or building to help people understand their way around.

4.33 New green links, planting and public realm investment will seek to join up the areas of more formal open green spaces. The rail arches will be opened up to enable safe and attractive walking routes to connect up throughout the whole length of the SPD area and onto the linear park at Nine Elms. Spaces next to the rail arches will also be improved with better lighting and surfaces.

4.34 These neighbourhood destinations are part of the cultural history of the area. The intention is that aligning these assets together physically, economically or by reputation enables the rediscovery of the richness of cultural offer that the area once boasted. This is not only about history or heritage. It is about making room for new and modern cultural facilities that appeal to the modern society that is leading the way for the wider redevelopment reflecting the growth and trend of the South Bank as a whole in this regard.

4.35 Vauxhall has established itself as a fresh, distinct night-life destination with a defined character and atmosphere. There is an emerging café and restaurant offer including the former Queen Anne pub converted into the Tea House Theatre, Portuguese and Italian restaurants in the arches, a café/deli in Bonnington Square and the Brunswick House Café. The Council wishes to encourage spaces and places to be created for more food and entertainment businesses as well as studios for a wide range of artistic and cultural activities.

4.36 Vauxhall is fortunate as the beginnings of this offer are already well established. However, with growth also comes tension between out of hours activities and the rapid increase in population that will occur here. This will require careful management and good neighbour relations to ensure that the two activities can co-exist harmoniously. Examples of the existing cultural assets upon which this SPD wishes to build are:

1. Pedlars Park
2. Paradise Park
3. Walker Books
4. Vauxhall Pleasure Gardens
5. Royal Vauxhall Tavern
6. Vauxhall City Farm and Allotments
7. The Garden Museum
8. Lambeth Palace
9. Lambeth Walk Open Space
10. Damien Hirst Gallery
11. The Poetry School
12. The Beaconsfield Gallery
13. Tamesia Dock
14. The Eagle
15. Brunswick House
16. Albert Embankment Garden
17. London School of Communication
18. The Tea House Theater

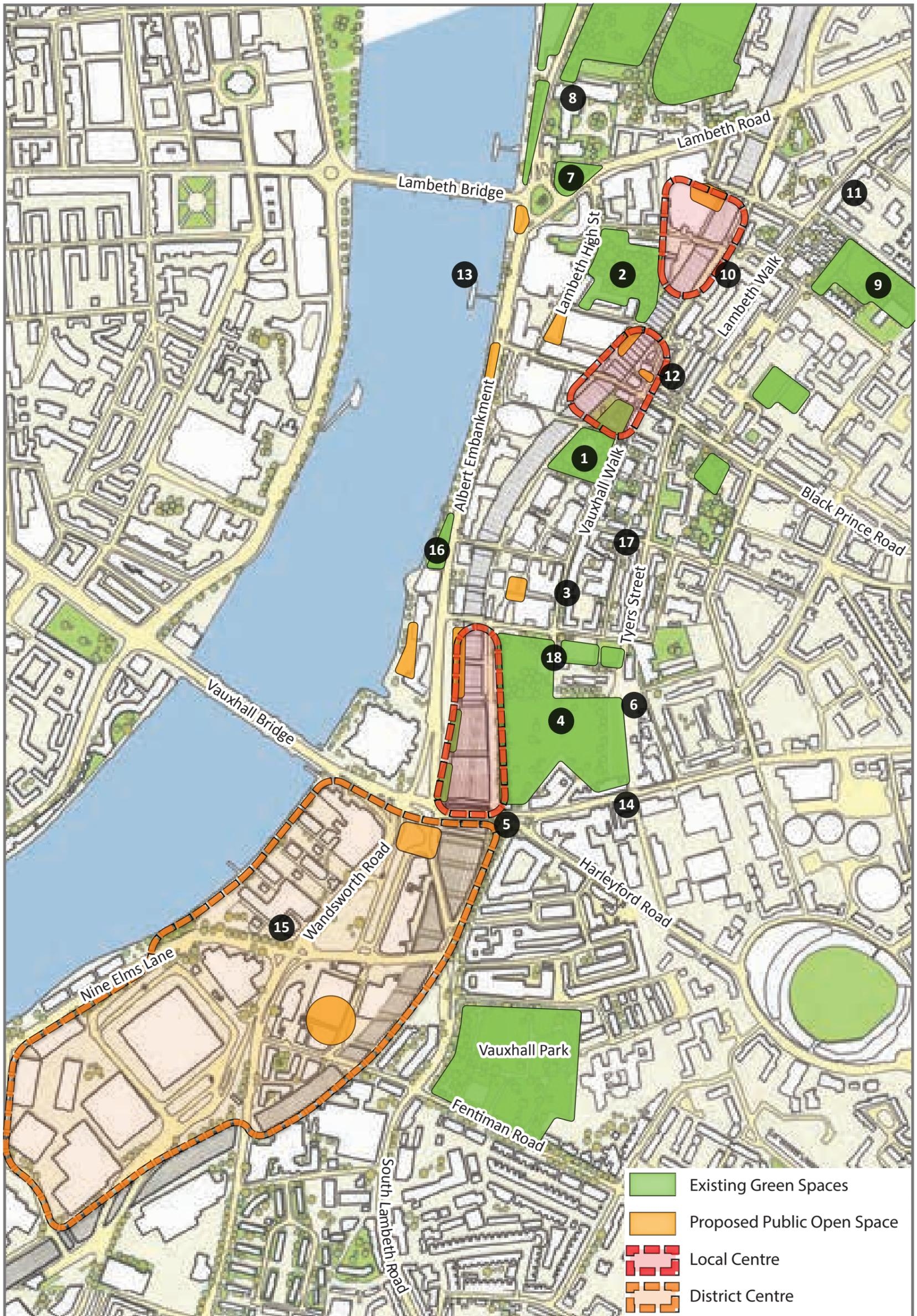


Figure 4.30. Neighbourhood destinations and cultural assets



4.4 Rediscover the Railway Arches

Principle 4

Rediscover the railway arches as an active spine, a focus for employment and business, cultural, artistic and community uses.

4.40 The railway arches offer a genuine prospect for increasing business and employment opportunities in the area. Working with Network Rail as a key partner and Vauxhall One (the Business Improvement District organisation), creative ideas for public art and for community events will help to enliven the arch spine. The quality of uses will mature to complement the range of activities associated with a high quality and successful district centre with good management and maintenance.

4.41 Investment in the public realm areas around and within the arches will dilute the effect of the rail line as a physical barrier and this necklace of permeable and economically active arches will be an asset for Vauxhall as a place of character and distinction. This transformation has already begun and the Council will support it wherever possible. Three closed arches will be opened up as pedestrian and cycle links. New uses will be enhanced by repairs and refurbishments to the brickwork and removal of hoarding and other unsightly additions.

4.42 This principle complements Network Rail's strategy of looking at the existing mix of uses of the arches. It is intended the section between Tinworth Street and Newport St will see more leisure uses, and adding to the cultural offer brought by the Beaconsfield and Hirst galleries. The central section will see the daytime offer enhanced and the diversity of tenant mix protected. To the south increased employment space will be secured.

4.43 Vauxhall One, has initiated a creative review of the arch spine working with leading urban designers. This work has highlighted opportunities to upgrade and enhance the appearance of as many as 10 arches in Vauxhall and in so doing, dramatically progress delivery of many of the key principles of this SPD. Lambeth wishes to see this work accelerate and would encourage landowners and developers to work with Vauxhall One to deliver their ambitions. Major schemes could look to 'adopt an arch' as part of their off-site public open space contribution, utilizing the creative genius of their own scheme architects.

4.44 Vauxhall One has an important ongoing role to play in acting as a non-statutory coordinating body for public realm upgrading in and around the arches. The arches identified on Figure 4.40 are based on the work of Vauxhall One. The VNEB Strategy Board has sponsored an exciting Cultural Strategy which will focus on fostering a distinct cultural offer and in particular bringing alive places and spaces such as the railway arches.



Black Prince Road



Salamanca Street



Tinworth Street



Glass House Walk



New Pleasure Garden Walk



Kennington Lane



South Lambeth Place



Parry Street



Miles Street

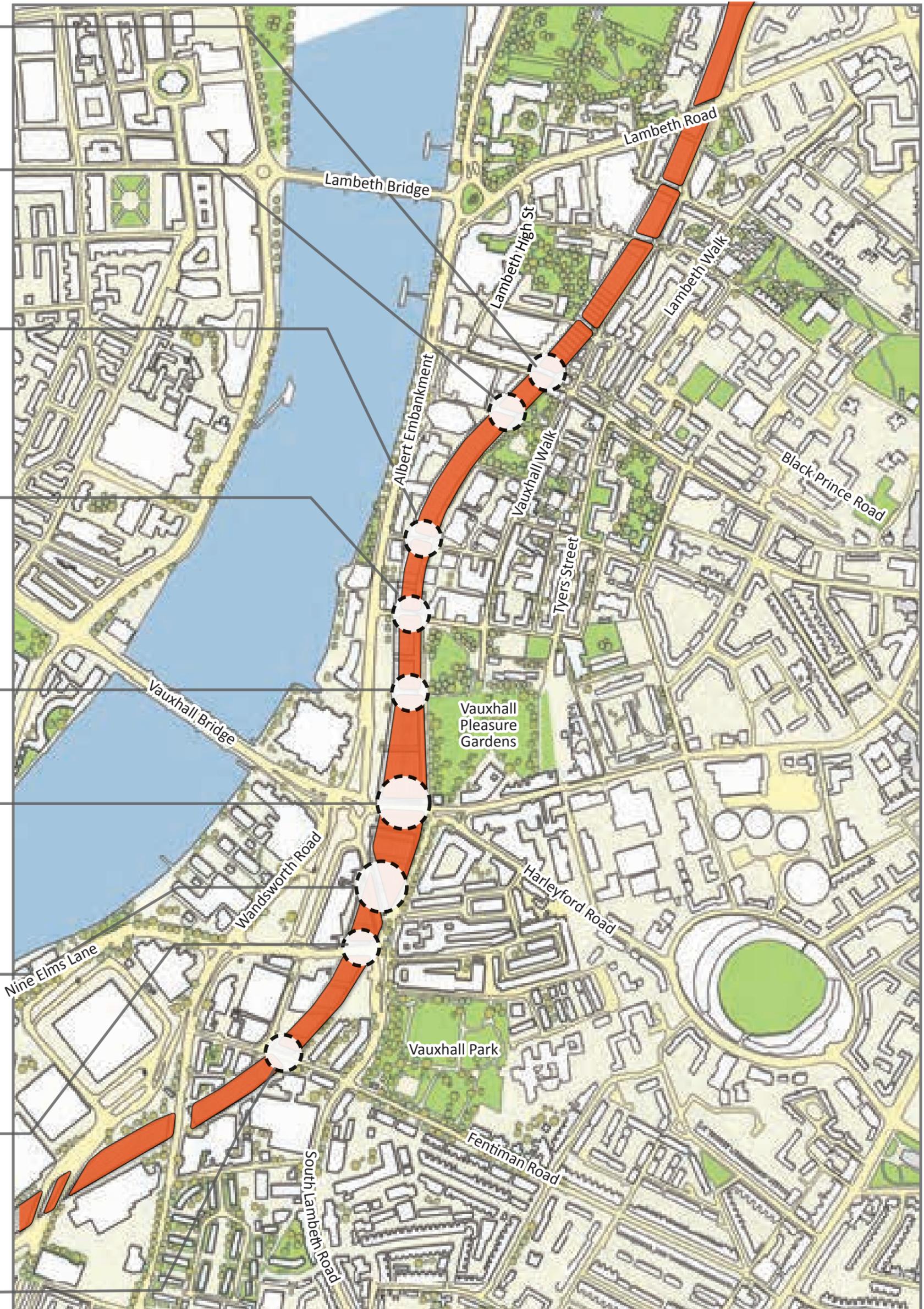


Figure 4.40. Proposed Vauxhall Archway Regeneration, 2011



4.5 Connecting to the Riverfront

Principle 5

Reconnect Vauxhall to the river, improve the riverside walk and enliven the waterfront.

4.50 Vauxhall will be reconnected to the river by improving the Thames Path and enlivening the riverside with public spaces and places to eat and drink and relax. Redevelopment must seek to respect and celebrate the sweep of the Thames as Vauxhall's greatest natural and historic asset. Views along and across the riverside are of special importance and they will be reinforced with exceptional new buildings and key vistas.

4.51 The pedestrian environment will be improved by adding new crossings on key movement routes, increasing the widths of footpaths and planting trees along roads wherever possible, drawing pedestrians and visitors to the riverside.

4.52 It will be particularly important to encourage pedestrian movements between the new High Street and the riverside making the most of the routes that are already established at St George's Wharf but adding to these.

4.53 An inspiring, comfortable and accessible riverside walk will extend the length of Lambeth's boundary with the Thames. The quality of the existing riverside walk is a major issue. Too often, it provides a sterile and soulless environment, which despite excellent views to the north bank and Westminster, is largely unused.

4.54 The Council will wish to pay particular attention to the design of schemes which are situated on key desire lines to the river in terms of the quality of public realm surface treatments, planting, lighting and street furniture. The comprehensive redevelopment of large sites across Vauxhall presents an opportunity to establish an attractive walkable neighbourhood. Developers will be expected to demonstrate how their design ideas fit within and contribute to this broader picture.

4.55 In conjunction with Principle 4, new river access points will be required which break through the viaduct. These connections will take their cue from the urban grain of streets to the east of the arches as well as desire lines across the parks. This continuity will help to re-establish a legible human scale. New buildings will be positioned to allow for views along these routes to the Thames.

4.56 Enhancing the riverside is a key objective. The completion of part of the Thames Tideway Tunnel in this location gives an opportunity to address some of these short comings. New spaces at intervals along the Thames Path should incorporate public art, seating and where possible small food and retail kiosks to encourage activity and movement along the riverside. Access to the foreshore, an unusual local attribute will be maintained at Lacks Dock. Figure 4.50 shows how the riverside walk could be connected to surrounding communities to the east and south.

4.57 Whilst public access to the Thames foreshore will be maintained at Lack's Dock it is not proposed to provide additional access points to the foreshore. Development / change is generally not promoted on the foreshore or the River retaining walls due to their archaeological, habitat and architectural significance.

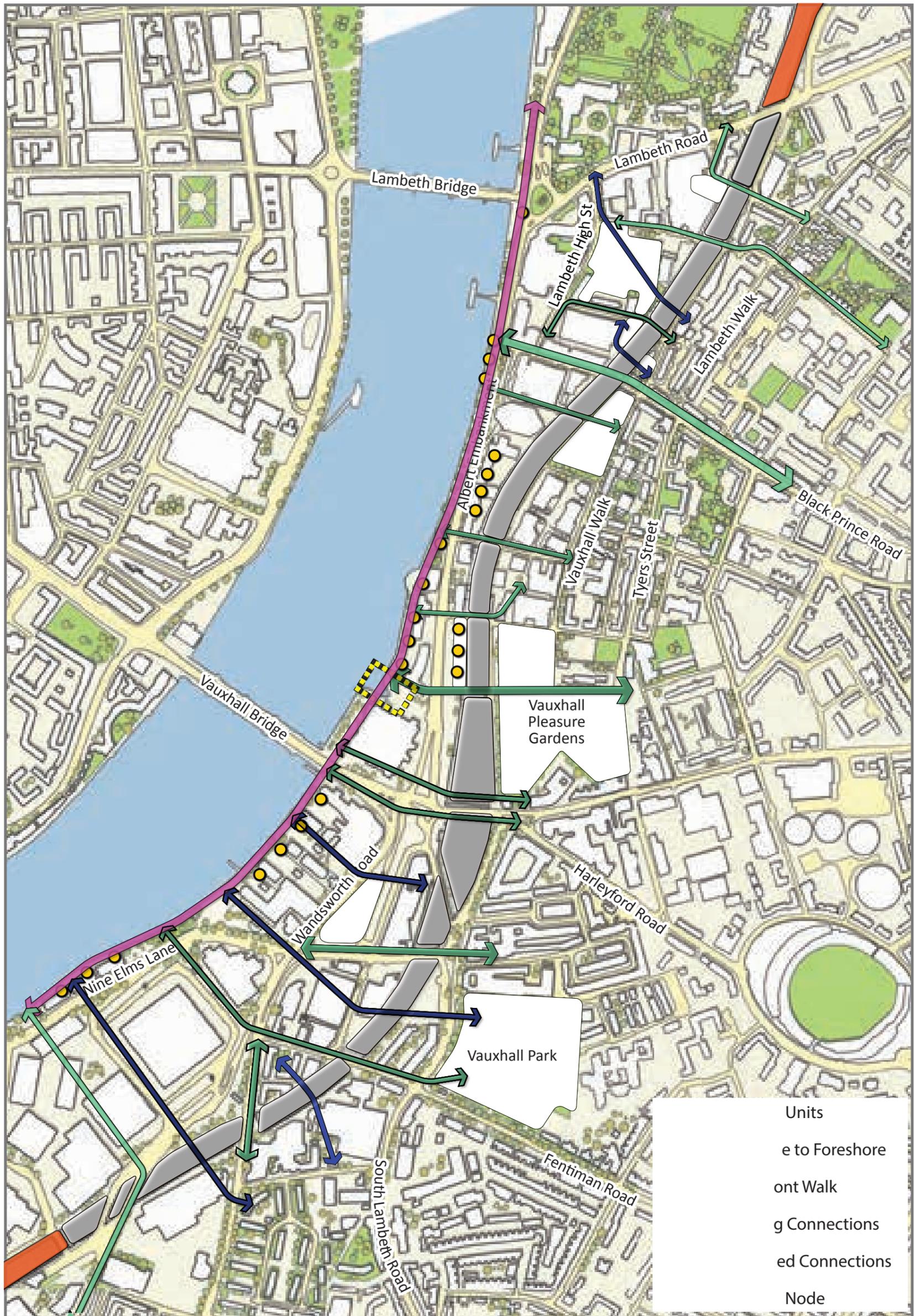


Figure 4.50. New river front connections



4.6

Streets and Spaces

Principle 6

Development should define a series of streets, spaces and places, revitalising Vauxhall with a new High Street shared between pedestrians and vehicles and a new urban square as a focus for the new District Centre.

4.60 Buildings will define streets and spaces and will provide protection from the busy highways and the railway, with pedestrian and cycle permeability as a major feature of the new street layout. There needs to be a strong reference to the historic street patterns to bring a sense of place and a scale that can be understood and is comfortable.

4.61 The creation of a High Street, largely along the line of Bondway, formerly Bond Street, linking the Albert Embankment to the north with a newly proposed Linear Park in Wandsworth is the Council's preferred central organising element of this principle. A new public square will allow pedestrians to linger, enabling easy access to a new range of shops and other cultural activities, as well as to road, rail and underground systems.

4.62 Streets and public spaces will be improved by simplifying and tightening up road junctions and by locating pedestrian crossings on optimal desire lines to overcome the dominance of traffic. Opportunities for imaginative and high quality public art will be supported in the public spaces.

4.63 Reducing streets to a more 'human' scale will be achieved through the planting of street trees, improved footways with more functional well designed street furniture, with visually unattractive and unnecessary street furniture removed. A series of public spaces will create interest at focal points. There should be a clear distinction between public and private space. New public realm should be well lit and feel safe at different times of the day and in the evening.

4.64 New and refurbished development should seek to provide active and dual aspect frontage along pedestrian routes and the active arch spine. Where possible a range of unit sizes for retail uses will be made available to enable the Council's aspirations to minimise empty units possible.

4.65 Resident parking is to be limited and off-street. Where car parks are provided in developments, entrances should be sensitively placed to reduce impact on the public realm and not cause congestion.

4.66 There are many areas with inactive frontage. New developments are encouraged to recreate activity and surveillance in such areas in order to increase perceptions of safety. New open space should be overlooked and care should be given to the design and specifications of public seating and public art to promote principles of 'Design Out Crime'.

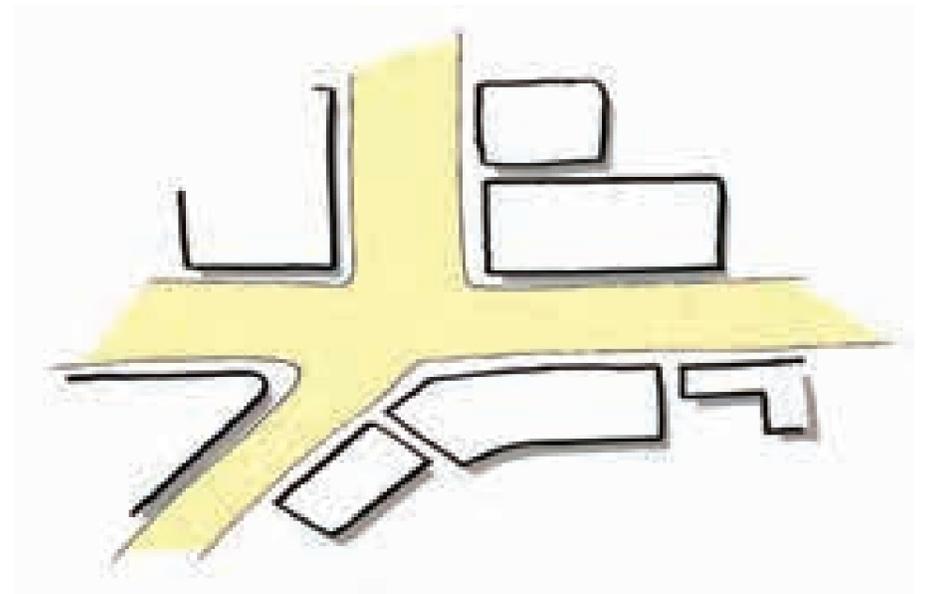


Figure 4.60 Streets to be defined by buildings to the backs of pavements



Figure 4.61. Spaces to be defined by buildings

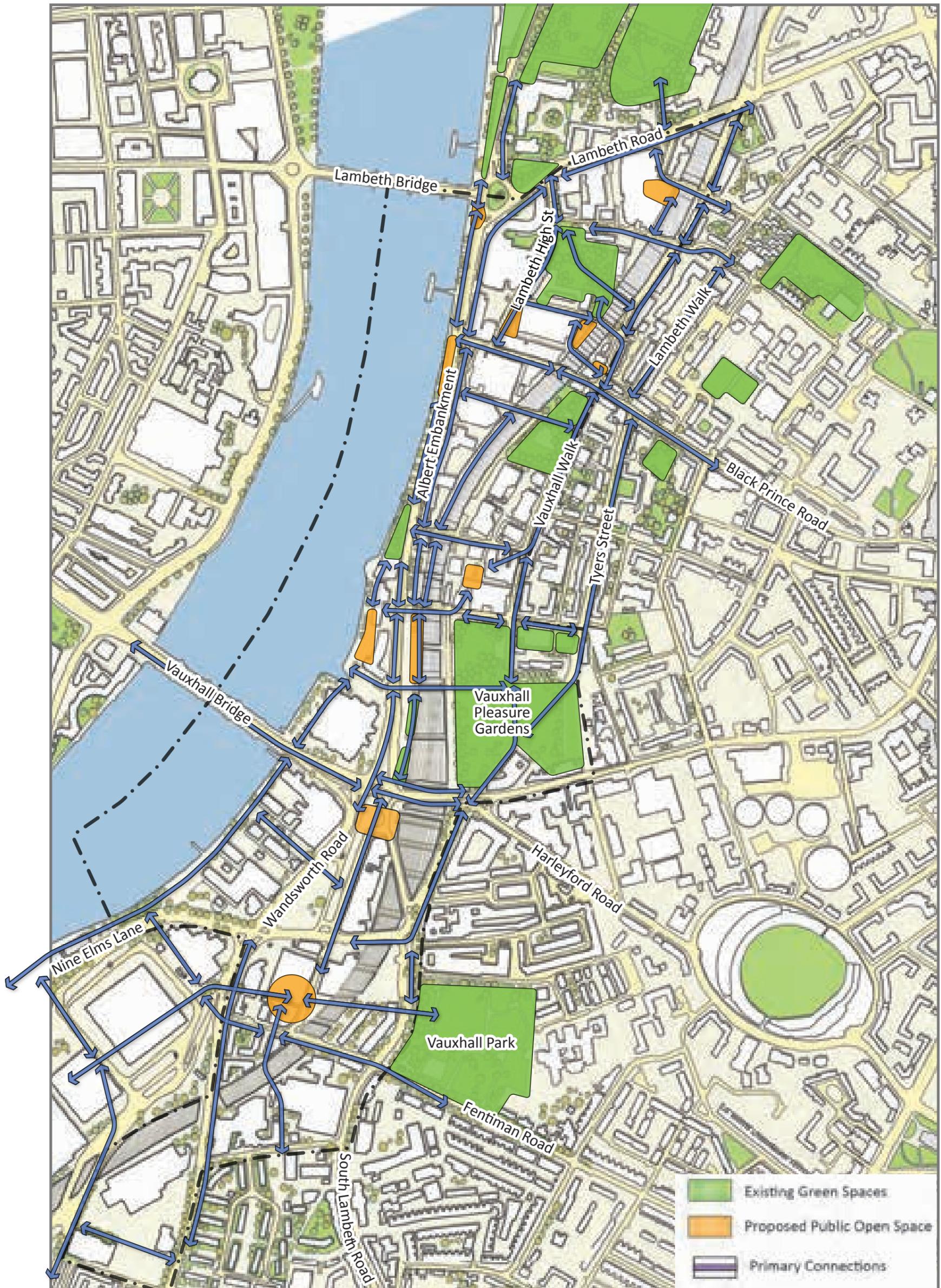


Figure 4.62. Streets and spaces

