



FUTURE BRICKTON Masterplan



July 2009



Lambeth

CREDITS

The **FUTURE BRIXTON** masterplan has been commissioned by the London Borough of Lambeth. The masterplan follows on from the *Visioning Framework* for Brixton published in 2008, which was commissioned by the London Development Agency and prepared by ARUP, Stock Woolstencroft and Gerald Eve.

The consultants involved in preparing the masterplan include Stock Woolstencroft (masterplanners and urbanists), BioRegional (sustainability consultants) and Lambert Smith Hampton (property and commercial consultants).

Many individuals and a range of diverse organisations and local community groups have been involved in shaping the concept and content of the masterplan. We would like to extend a special thank you to local organisations and residents who attended and gave valuable input to the consultation workshop process.

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FUTURE BRIXTON

A MASTERPLAN STRATEGY FOR BRIXTON

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Foreword by Cllr Lib Peck, LBL Cabinet Member for Regeneration and Housing

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Aerial view of the core study area

FOREWORD

Brixton has a unique character. It has a distinctive history and built heritage. It is well known as a cultural and creative centre and has a strong community of people from many different cultures.

Lambeth Council is committed to building on these strengths. We want to improve and regenerate the town centre, and to do this we have worked with local people to develop a masterplan for Brixton.

The masterplan is a long term strategy, shaped by the local community, that will allow us to drive positive physical change for the social benefit of all its residents.

The masterplan focuses on the long term sustainability for Brixton – environmental, economic and cultural. We want to establish Brixton as a world leader on sustainability issues such as zero-carbon and zero-waste development. In doing so, the plan adopts the ‘One Planet Living’ principles – an ambitious set of guidelines for sustainable development developed by the BioRegional and the WWF - as a core set of aspirations and structuring devices.

We want to increase Brixton’s economic viability by attracting private and public investment, and making real improvements to the local environment such as establishing affordable workspaces which assist a healthy business environment. In addition, better cultural initiatives and venues such as a new public square, new lighting and public art schemes as well as improvements to existing sites will help Brixton’s successful creative and cultural industry to flourish.

The masterplan identifies numerous practical projects that will make the most of opportunities to improve the town centre as well as tackling long-term problems and issues. These projects fit within the six key regeneration areas which cover Brixton Central, the High Street, the Town Hall area, Somerleyton Road, Acre Lane and Coldharbour Lane. These draw particular attention to areas where the Council owns the land and can instigate change, as well as where the Council can act as influencer when the land is privately owned.

Each area strategy can be used as the basis for formal planning policy development, to be used in conjunction with the Conservation Area Statement for Brixton. This study explores the historic character of Brixton and provides guidelines for building conservation and new development.

The local community have been, and remain, central to the success of the masterplanning process. I would like to thank all those who have taken part in consultation to date, and invite all Brixton residents to continue to be involved in this process to help us define a successful, sustainable future for our town centre.

Councillor Lib Peck

Cabinet member for Housing and Regeneration
London Borough of Lambeth

1

INTRODUCTION

The Future Brixton masterplan sets out a ten-year plan for the growth and evolution of Brixton town centre. It is a wide-ranging, holistic plan that embraces the built environment and the mechanisms and systems that support it.

The twin themes of genuine sustainability and enhancement of Brixton's unique character are key to the masterplan. Sustainability, in its widest sense, lies at the heart of a plan which aims to reshape the town centre as a 21st century urban exemplar.

The culture and heritage of Brixton is its emblem, a single unique characteristic that is as identifiable to Brixton's community as it is to those who visit it from outside. The successful incorporation, protection and enhancement of this within the masterplan is key to ensuring that Brixton continues to be as distinctive in the future as it is today. In support of this, other vital initiatives such as expanding the economy of Brixton, making the town centre safe and accessible, and focusing on quality as a non-negotiable priority are also focal points of the strategy.

1.1 SUSTAINABILITY

'One Planet Living' principles are used as a key structuring device for the masterplan and its proposals, embedding sustainable objectives at the heart of the Future Brixton strategy. 'One Planet Living' promotes the creation of communities that are self-sustaining and able to exist utilising only our per-capita allocation of world resources. By using sustainability as a driving force, the masterplan aims to generate a culture of active participation, whereby residents are encouraged to engage in a town centre-wide pattern of sustainable living. On a neighbourhood scale this will bring about a heightened sense of social and territorial responsibility enriching Brixton's communities and creating safer neighbourhoods.



1.2 CHARACTER AND QUALITY

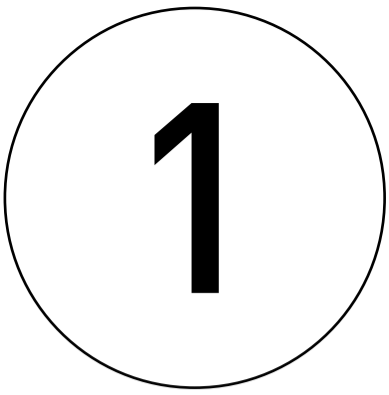
The masterplan protects what is important to Brixton's culture and heritage, enhancing the existing town centre and ensuring that Brixton's inherent character is reflected in its continued evolution. Proposed new spaces and places will be of high quality design, where innovation is key, in order to create a vibrant and unique urban environment both in terms of form and function. By creating a rejuvenated 'public face' for Brixton the masterplan aims to attract new investment into the town centre and re-establish Brixton as a major destination.



1.3 MANAGEMENT

The management and promotion of Future Brixton will embody the 'Made in Brixton' ethos, conducted through innovative town centre management structures and other functional partnerships. The masterplan presents the opportunity to facilitate widespread change across Brixton and to the wider context, working within the community to nurture local enterprise and develop new relationships and synergies. The town centre environment will embody the ethos of 'access for all' in order to engage with all sectors of the population and re-establish Brixton as an equitable and competitive urban centre.





1.5 FROM VISION TO PLAN

The development of the Future Brixton masterplan and its foundation document, the 2008 Visioning Framework, has been informed by both the need and emerging opportunity for sustainable intervention and development. Opportunities for change and reshaping of Brixton town centre have arisen as a range of key town centre sites (outside of council ownership) are starting to come forward for redevelopment or regeneration. The release of council assets as part of the masterplan is a further opportunity that could have a considerable impact on the complexion of the town centre.

The masterplan process provides a mechanism to assess these circumstances and opportunities and put together a co-ordinated regeneration and development plan. It reviews options, tests and understands sensitivities and optimises regeneration solutions within an integrated and managed approach.

The Visioning Framework establishes Brixton's current position, and sets out a physical development framework for the future of the town centre. It identifies the following six key areas, which are either currently failing physically, economically or socially, or have the potential through projects or interventions to shape the vision of Future Brixton:

- 1) Brixton Central - the area of land between the viaducts and Atlantic Road and Brixton Station Road.
- 2) The high street - a stretch of Brixton Road, from Brixton Academy in the north, to the Town Hall at the southern apex.
- 3) Town Hall area - the Town Hall and it's environs between Acre Lane and Brixton Hill.

- 4) Somerleyton Road - the length of Somerleyton Road, with satellite projects reaching into the surrounding residential areas.
- 5) Coldharbour Lane - a stretch of Coldharbour Lane from the Barrier Block to Loughborough Junction.
- 6) Acre Lane - a stretch of Acre Lane from the Tesco site, westwards to Bedford Road / Kings Avenue.

Each area framework positions the area strategically, establishes regeneration, land use and planning objectives and defines the key regeneration and development opportunities.

The development of the Visioning Framework into the masterplan has drawn on a process of consideration and refinement in order to develop the vision into a spatial reality. Firstly a detailed consultation process enabled councillors and other local stakeholders to react to and participate in the further development of a spatial vision for the town centre. Secondly a team of dedicated sustainability consultants were engaged to develop the detailed structure of soft socially driven projects, and hard physical projects, required to ensure that Brixton develops a socially, economically and environmentally sustainable town centre.

1.5.1 Consultation

The development of the masterplan has built on previous consultation and analysis conducted in Brixton over the past ten years. An extremely thorough and inclusive consultation process has also been carried out at key stages, and as far as practically possible the masterplan has sought to balance, integrate and promote the issues, concerns, and aspirations arising from this process.

THE PROCESS FROM VISION TO PLAN

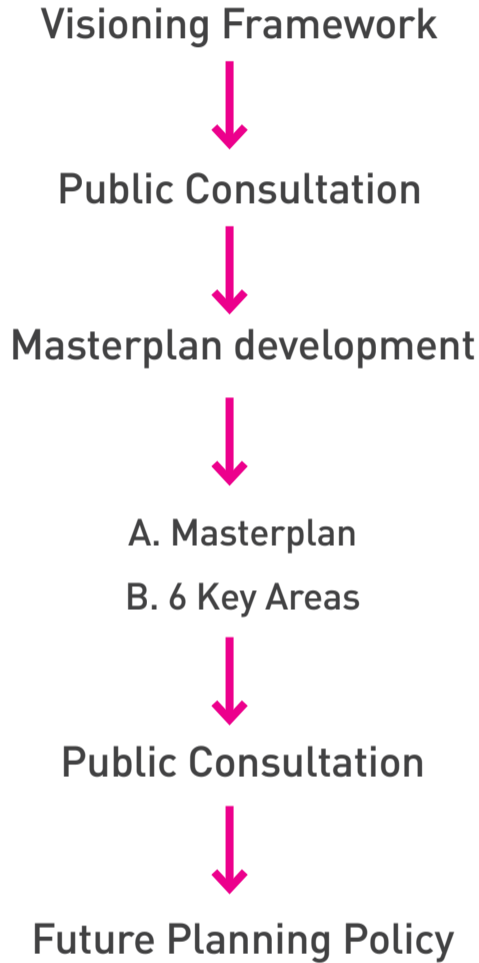
The masterplan consultation process involved a series of inclusive activities designed to create a generative feedback loop through which the concerns and ideas of local stakeholders could be integrated. Throughout the consultation, the perception of Brixton as a 'special' place has become clear, both in terms of what it currently is and what it can become. The commitment level and detailed input of all consultation participants has played an invaluable part in shaping, informing and guiding the Future Brixton vision.

An overview of the consultation process and the feedback received is provided as a supplementary document available for viewing from Lambeth Council.

1.6 WHAT DOES THE MASTERPLAN DO?

The masterplan is the means to direct regeneration and development. It provides a series of site specific guidelines to inform, strengthen and enhance the existing town centre, responding to the range of issues and challenges facing Brixton as a place to live, work and play. The masterplan is simply structured as an over-arching physical regeneration plan for the town centre, proposing change across the six key regeneration areas within the general masterplan boundary.

The plan proposes a future for Brixton that combines the best current elements with a new framework driven by sustainable principles, to create an animated, adaptable and thriving Brixton for the future. With a long history as a centre of innovation, Brixton can and should lead as an exemplar 21st century town centre. Precedent has been taken from the concept of an integrated urbanism, whereby the city is considered as a self-contained organism, generating its own power and managing its own waste, all on a local scale.



Consultation event discussing potential projects and suggestions for areas of change.

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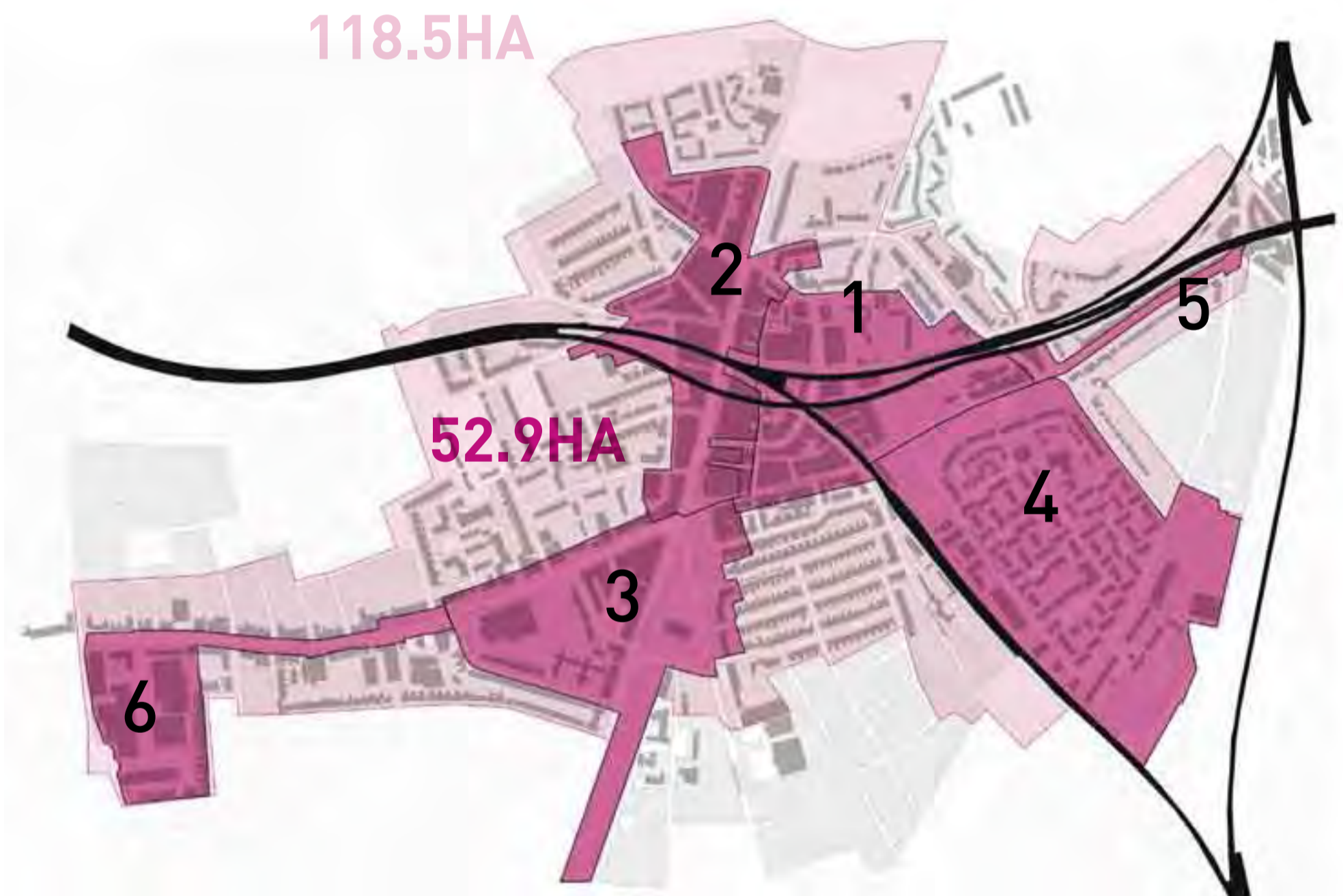
The physical description of the masterplan embraces the 'hardware' and 'software' of urban regeneration and development. The 'hardware' identifies the places, spaces and buildings that compose the urban plan, in this case the location and range of new development sites, the streets and spaces and the regeneration initiatives. In order to be sustainable, this 'hardware' should be flexible to practical changes of use or scale of use. The 'software' identifies the proposed land uses contained within or assembled around the development sites and regeneration initiatives (such as new public spaces). The identification or 'coding' of these uses is drawn from standard planning use classes and is set out in chapter 4.

The masterplan builds on a large number of earlier studies and strategies and in particular has been developed using the principles laid out in Lambeth's Unitary Development Plan (UDP). It defines the location of land uses, development capacities and massing, regeneration initiatives, public realm improvements, the location of new linkages and connections and the implementation of energy and waste management strategies. It details development and design proposals for individual sites and regeneration opportunities, which have been tested across differing development models to respond to the masterplan's principles and objectives.

Broadly speaking, the masterplan operates as the means to specify principles of good practice for future development and facilitate the development of formal planning guidance.

The masterplan offers a comprehensive view of the future of the town centre. This involves both public and private land ownerships, key stakeholders such as Transport for London (TfL), the London Development Agency (LDA) and the Greater London Authority (GLA). The viability of the plan comes from a focused, sustained and managed programme of regeneration. This implies an investment and commitment from all involved in the transformation of the physical and land use composition of the town centre.

The redevelopment and regeneration potential of key spaces and sites lies with both public and private sector landowners. The Council owns a seam of key sites in the eastern half of the town centre, from Brixton Station Road south to Somerleyton Road. These sites are pivotal to the regeneration of the Brixton Central area. Private sector ownerships control key sites on the western half of the town centre. The masterplan supports the re-investment, redevelopment and regeneration of these sites, seeking to spread the benefit which flows from their transformation within the town centre zone. The overall viability of the masterplan is secured through the targeted distribution of benefits from public and private land development and regeneration and the co-operation and investment of key stakeholders such as the LDA/GLA, TfL and Network Rail.

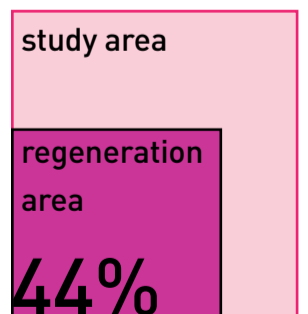


The masterplan and key regeneration areas

□ Masterplan study area → 118.5 HA

■ Key regeneration area total → 52.9 HA

- 1 Brixton Central → 9.5 HA
- 2 High Street → 9.5 HA
- 3 Town Hall → 10.4 HA
- 4 Somerleyton Road → 16.8 HA
- 5 Coldharbour Lane → 1.1 HA
- 6 Acre Lane → 5.6 HA



2

A SUSTAINABLE MASTERPLAN

The opportunity exists to design cities, towns and homes which enable people to lead sustainable lifestyles. One Planet Living is a global initiative based on ten principles of sustainability developed by BioRegional and the WWF.

The Future Brixton masterplan embraces the concept of a sustainable urban future by embedding the ethos of One Planet Living at the core of its various strategies and projects, putting in place the systems to ensure that future generations enjoy a high quality of life and strive to live within the carrying capacity of one planet.

2.1 ONE PLANET LIVING PRINCIPLES

The Future Brixton masterplan uses the One Planet Living (OPL) principles as a framework for the sustainability vision. These focus on how the Earth's resources are used to sustain our lives and to absorb our waste. Living unsustainably beyond the regenerative carrying capacity of the earth results in the degradation of the environment, diminished human wellbeing and ultimately leaves future generations a planet that is unable to sustain human life. Evidence suggests that if worldwide resource usage was on a par with current average European consumption, three planets would be required to sustain life. It is commonly believed that energy use in our buildings accounts for most negative environmental impacts, but the Ecological Footprint Analysis shows that energy consumption, transport, food, construction materials, consumables and waste are the largest contributors. Therefore people's lifestyles – how they travel, what they eat and the waste they create – also have a significant impact on the environment.

The ten One Planet Living principles are:

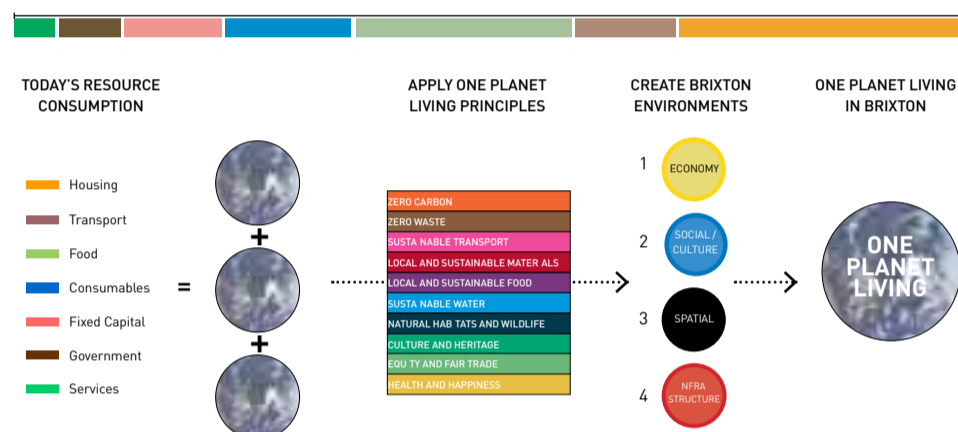
- Zero Carbon
- Zero Waste
- Sustainable Transport
- Local and Sustainable Materials
- Local and Sustainable Food
- Sustainable Water
- Natural Habitats and Wildlife
- Culture and Heritage
- Equity and Fair Trade
- Health and Happiness

These principles are used as a framework for visioning and developing strategies for a sustainable Brixton.

The masterplan clusters these ten principles into four thematic 'environments':

- Economic Environment
- Social and Cultural Environment
- Physical and Spatial Environment
- Infrastructure.

The masterplan co-ordinates these themes under the headings of: land use; transport and movement; public realm; designing out crime; conservation; the physical environment; and the sustainable town centre. These planning sectors are correlated with the existing Unitary Development Plan (UDP) proposals map. Key projects and principles are identified within each theme.



Reducing our resource consumption through One Planet Living principles.

One Planet living Principle	Objective	Potential Target
Zero Carbon	Eliminating CO2 emissions from heating, cooling and powering our buildings.	All buildings and their fittings and fixtures must be energy efficient and supplied by renewable energy.
Zero Waste	Minimising waste and flows of waste to landfill in a resource-efficient society.	At least 70% of waste by weight to be reclaimed, recycled or composted and ideally no more than 2% should be sent to landfill.
Sustainable Transport	Reducing the need to travel and providing sustainable alternatives to private car ownership.	Transport related CO2 emissions of residents need to be reduced in line with achieving One Planet Living. Develop pedestrian environments, more cycle lanes and expand car club penetration.
Local and Sustainable Materials	Optimisation of use of materials, in terms of their source and their performance.	25% recycled content. Inclusion of reclaimed materials. 25% reduction in embodied energy versus 'standard alternative'.
Local and Sustainable Food	Maximisation of opportunities for use of local food supplies.	Healthy diets should be promoted and minimum targets achieved for supply of organic or low-environmental impact food and local sourcing.
Sustainable Water	Minimisation of water consumption and addressing flood risk issues.	Water efficiency and recycling must be promoted in line with best practice, i.e. 80l/p/d.
Natural Habitats and Wildlife	Protection of the natural environment and the habitats it offers to flora and fauna.	Net positive impact on biodiversity.
Culture and Heritage	Protection of the cultural heritage and the sense of local and regional identity.	The valuable aspects of local culture and heritage revived, maintained or enhanced.
Equity and Fair Trade	Promoting equity and fair trade within the community.	Set targets to boost local economy, through local employment. Ensure a ratio of imported goods are fair trade.
Health and Happiness	Promoting well-being and healthy lifestyles.	Health and happiness of residents must be promoted based on periodic residents' surveys.

'One Planet Living' principal objectives and targets for Brixton

2

2.1.1 Economic Environment

The masterplan seeks to offer sustainable economic development approaches that benefit the local community and the town centre environment, meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. Sustainability ensures that environmental protection and economic development are complementary rather than opposing processes. This balance is an important aspect within the delivery stages of the masterplan, when informed decisions will need to be made about the level of sustainability and its delivery.

The masterplan seeks to create a thriving town centre by strengthening and promoting Brixton's homegrown economy. Brixton must develop the capacity to sustain itself in a positive feedback system of economic and skills capital. In order to strengthen the capacity of local businesses and encourage new enterprise, high quality spatial provision, affordability and accessibility become key. The rich and colourful character of Brixton's markets, reflecting the town centre's diverse social and cultural mix, must be protected, enhanced and celebrated through the principles and strategies of the masterplan. Future Brixton must safeguard and promote small local enterprise and use its character and identity to develop a local economy focusing on the creative and cultural industries. It must also work closely with key business partners, helping them to develop and grow as part of a new Brixton.

As such, this theme has the following objectives:

- **Support, protect and provide for Brixton's key business sectors, and economic unique selling points: the markets, Creative and Cultural Industries (CCI's), Small and Medium Enterprises (SMEs) and third sector organisations, providing space and facilities needed to ensure economic growth.**
- **Improve retail space, catering for both independent traders and larger stores in order to satisfy both existing and potential businesses, and ensuring that there is no dominance of one sector over another.**
- **Increase diversity of business and economic activity within the town centre.**
- **Strengthen Brixton's strategic position within London, the sub-region and internationally.**

- Develop and promote Brixton as an attractive visitor destination.
- Improve leadership within the town centre.
- Establish a new management structure/ organisation, and encourage the creation of cross-sector partnerships, allowing Brixton to shape its future.
- Promote co-working between landowners and key stakeholders for the benefit of the town centre.
- Activate frontages and enhance evening and night-time uses, whilst protecting residential amenity and quality of living for local communities.



2

2.1.2 Social and Cultural Environment

Brixton's social and cultural environment is made up of a rich mix of physical assets, cultural activities and resources. Brixton's sustainability agenda should be focused on the development of programmes that promote social interaction and cultural enrichment. The need for sustainability is not only about retaining industries, employment and local services, it is also about sustaining the values of the community, identity, and sense of place. Sustainability objectives should ensure an equitable future for all people living in Brixton creating an inclusive community and equal opportunities without limiting the quality of life of future generations. They should emphasise the protection of vulnerable and sensitive communities and assets in the town centre, and respect social diversity, ensuring that social capital is prioritised.

The masterplan's social and cultural theme deals with the needs and potential of the town centre to reinforce, promote and diversify its social and cultural environment, through the development or regeneration of places and spaces, streets and squares, with more (and new) uses and activities, new buildings, and a greater sense of ownership.

As such, this theme has the following objectives:

- **Strengthen the skills and confidence of people and community groups, through the provision of improved social infrastructure, to enable them to take a leading role in the future of Brixton.**
- **Improve quality of education and skills facilities, giving the local community the means to fulfil their own aspirations. Target training programmes to suit specific employment needs and the aspirations of community groups.**
- **Expand and improve the range of community and cultural assets to help Brixton's communities to express their creative talent.**
- **Ensure social/healthcare provision improves the quality of life of the resident population.**

- Ensure a balanced mix of housing tenure that suits the needs of both the existing and potential population and improve the overall quality of housing to create a 'town centre living draw', utilising innovative housing design.
- Provide an affordable and high quality leisure offer.
- Create and build upon existing cultural and leisure quarters for Brixton.
- Use culture and built heritage as a driver for regeneration across all sectors.
- Develop and implement a range of projects that will ensure a lasting legacy for Brixton.



2

2.1.3 Physical and Spatial Environment

The One Planet Living (OPL) principles of equity, health and happiness have guided the spatial articulation of the masterplan, which seeks to create a safer, greener Brixton. The masterplan offers guidance on the development and regeneration of other important or sensitive sites. It sets out proposals for the creation of an enhanced public realm, the creation of new public spaces, the transformation of existing streets and spaces and the development of new connections and links. It identifies the potential location for taller buildings. Finally it locates urban ecological networks, spaces for living, places for growing, and integrates these into the historic urban fabric.

The adoption of these principles has acted as both a filter and a promoter of urban regeneration. The founding principle underpinning OPL is the development of an integrated living system. For Brixton this means the repair, renewal and intensification of its urban fabric, re-inhabiting and reactivating streets and spaces that have atrophied or become redundant, restoring its heritage and its prospects, bringing the centre back to life, and reforming its energy, waste and management systems. The masterplan has responded to OPL's focus on the living environment through the protection of Brixton's heritage and culture and the development of new public spaces and places. Sustainable building and environmental principles will inform the development of new built form.

The regeneration of Brixton as an exemplar relies on a combination of ease of access and a high-quality built environment that is fundamentally 'Brixton' in character. Recognising the need for spatial connectivity in central Brixton promotes the removal of barriers and blockages to movement, thereby enabling the intensification of access and footfall. The preservation and sympathetic improvement of the built environment and public realm coupled with a planning programme that actively requires high quality development can create a revitalised town centre which local people can be proud of.

As such, this theme has the following objectives:

- **Improve and enhance the public realm throughout the town centre, providing a more unified and navigable urban environment.**
- **Ensure redevelopment of Brixton's public realm and key town centre sites as a means of driving regeneration.**
- **Improve Brixton's public realm taking its unique cultural heritage as inspiration, making it safe and attractive with high levels of urban comfort.**
- **Protect and enhance Brixton's unique character by ensuring development is at the appropriate scale and of the highest quality.**



2

2.1.5 Infrastructure Environment

Brixton's infrastructure provides for energy and waste production and management, and should inform and regulate the use and recycling of energy, and water. These systems should be local as far as practically possible, enabling Brixton to manage itself and adapt its own future. Transport systems should progressively develop appropriate sustainable transport choices. Brixton should manage its interface with city-wide infrastructure systems such as bus, tube and rail networks, enabling it to determine the best and most appropriate solutions for itself. Brixton's town centre management infrastructure should convene and support the self-governance and ownership of the town centre, potentially using currently acknowledged systems such as Business Innovation Districts (BIDs).

Key principles such as the use and development of energy and waste strategies have helped cluster regeneration projects, areas and neighbourhoods together, proposing the development of energy centres serving these clusters. Approaches to waste recycling and management have promoted the development of centralised waste facilities located in areas within the development/regeneration clusters. The aspiration to create a sustainable living town centre focuses guidance on construction technologies, energy efficient structures, and Building for Life programmes. It has also targeted the intensification or optimisation of uses and development capacities on key sites, enabling district heating and energy systems to become viable.

As such, this theme has the following objectives:

- **Establish Brixton as a leader in sustainable development.**
- **Improve interchange between public transport modes as a method of creating environments of interaction and exchange, and of decongesting the town centre.**
- **Encourage the use of sustainable transport modes.**
- **Establish appropriate mechanisms that will maximise private sector investment in the town centre.**
- **Balance the different demands of town centre users (e.g. residents, businesses, community and voluntary groups, and visitors) to ensure regeneration meets all needs.**



2

2.2 IMPLEMENTING A SUSTAINABLE INFRASTRUCTURE

Sustainable development is stated as a key theme underlying the Lambeth Unitary Development Plan (UDP), and this is supported by the preparation of a Supplementary Planning Document (SPD) on Sustainable Design and Construction (SDC) which includes a range of more detailed policy requirements. Similarly the London Plan and the GLA's SPD on SDC place further emphasis on sustainability, and the London Climate Change Action Plan sets out an ambitious plan for achieving a 60% reduction in London's CO2 emissions by 2025.

These documents focus on the key issues of energy, water, waste, transport and materials, whilst also drawing on over-arching sustainability indicators such as the Code for Sustainable Homes (CSH) and Building Research Establishment Environmental Assessment Method (BREEAM). The SPD on SDC identifies BREEAM 'Excellent' and CSH Level 4 as the levels Lambeth wish to see developers achieving. This should be viewed as an initial requirement as nationally there is the target for all new homes to be zero carbon by 2016 (i.e. CSH Level 6).

Efficient use of energy is at the heart of the sustainability strategies of both the UDP and the London Plan. All developments need to follow the 'lean, clean, green' approach of:

- Energy efficiency and conservation measures.
- Efficient use of energy through Combined Heat and Power (CHP) and Combined Cooling Heating and Power (CCHP).
- Incorporation of renewable energy technologies.

To meet these requirements buildings need to take account of solar orientation and thermal mass and meet best practice levels in insulation and air tightness. This then needs to be supported by on site energy generation incorporating a minimum of 20% renewable energy.

Transport is the only sector of the UK economy with growing emissions and both the UDP and London Plan identify promoting sustainable transport as a key strategy for reducing carbon emissions. Developments will be expected to restrict reliance on the private car by minimising parking and encouraging 'soft modes' of transport such as walking and cycling. This will need to be supported by offering good local facilities, the promotion of mixed-use developments and the use of efficient public transport.

Adhering to the waste hierarchy is a requirement of the UDP, with waste reduction in both construction and occupation needing to be demonstrated. Both the Lambeth SPD and the GLA's SPD on SDC identify the importance of using sustainable materials, thus materials with a lower embodied energy and a high-recycled content should be favoured in construction.

The London Plan requires the application of water efficiency measures, including the reuse of water, and so rainwater harvesting and grey or black water recycling will need to be incorporated. Similarly the importance of preserving biodiversity is identified in both the UDP and the London Plan. There are a number of strategies identified but Lambeth's SPD particularly highlights the need for both green and brown roofs.

2.2.1 Sustainability Action Plan

To achieve the carbon emission reductions identified in London's Climate Change Action Plan, and to move Brixton towards One Planet Living a more proactive role to development will be required. Therefore all new development in Brixton will be required to support a Sustainability Action Plan. This should identify both how the construction of the buildings has minimised impact on the environment but also how the ongoing management will allow occupants to continually reduce their carbon emissions.

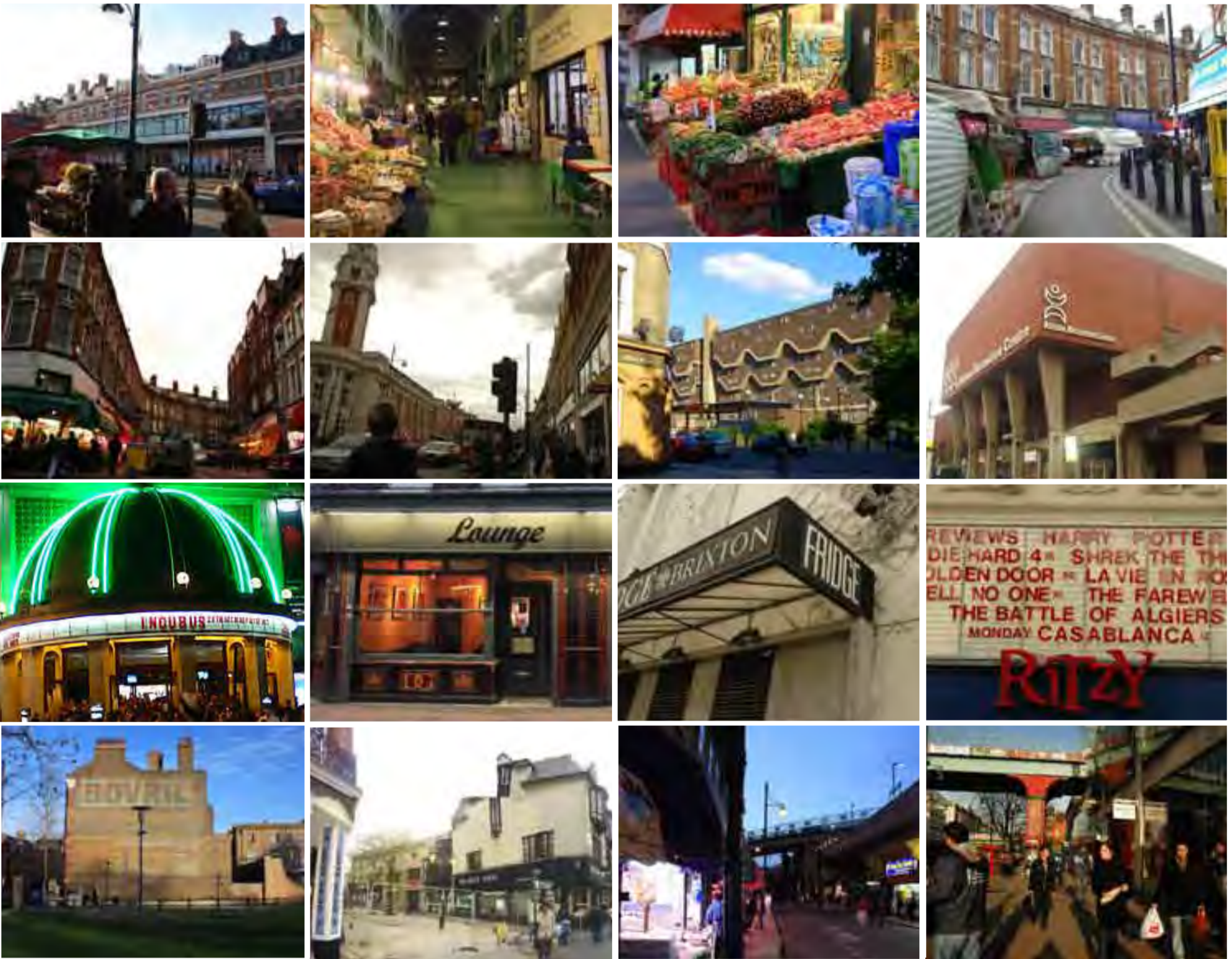
A local policy framework and implementation strategy is vital to ensuring the long-term success of infrastructure development. Local policy on infrastructure development and provision will need to address targets for energy, waste and water reductions at both the individual development and local authority level when considering options for the provision of facilities through district scale infrastructure. The district level infrastructure systems selected for the Brixton Masterplan, e.g. for the provision of heat and electricity, will significantly impact on the design and construction of future developments. It is therefore essential that infrastructure plans are based on long-term sustainability principles, giving consideration to the evolution of technologies and policy demands into the future.

3

BRIXTON TODAY

Brixton town centre has a global reputation for its vibrant and diverse communities, dynamic cultural offering and range of key attractors. There is however a parallel image which is equally well publicised, that of social inequality, race and ethnicity issues, crime and deprivation. This strong identity provides the stepping stones for the masterplan to build upon, both in terms of building a socially equitable and accessible town centre, whilst simultaneously ensuring that the positive aspects of Brixton's unique character are inherent in future town centre development.

Brixton's cultural assets have become symbolic of the locations and streets they occupy. They are distributed throughout the town centre, and have a major shaping influence on people's perceptions and spatial readings of Brixton's identity. These 'hidden gems' are fundamental to the future of Brixton, and will be enhanced and celebrated through the masterplan strategies and proposals.



- 1 Markets and retail
- 2 Landmarks
- 3 Leisure and recreation
- 4 Streets/public realm

3

3.1 PATTERNS OF USE

Brixton town centre can be read as a sequence of core character areas, each with their own primary function and ensuing levels of activity and competitiveness. Brixton Road constitutes the primary retail spine, whilst the Town Hall area makes up the core civic quarter. Brixton Central is characterised by a tighter grain of local shops and services, including the under-performing markets and various social infrastructure hubs, and the Somerleyton area constitutes a major piece of planned urban living, currently under-utilised and largely considered to be unsafe. Together these elements can be read as individual quarters, however they exist within an integrated system of satellite uses and complex spatial relationships.

A mapping of land use and activity throughout the town centre enables us to understand how Brixton works and illustrates key attractors and activity zones as well as areas of under-use. This underpins a rationale for the masterplan's proposed land use distribution, in order to address the fault lines that have occurred between town centre uses, remedying the failures where lack of activity has atrophied parts of the centre.

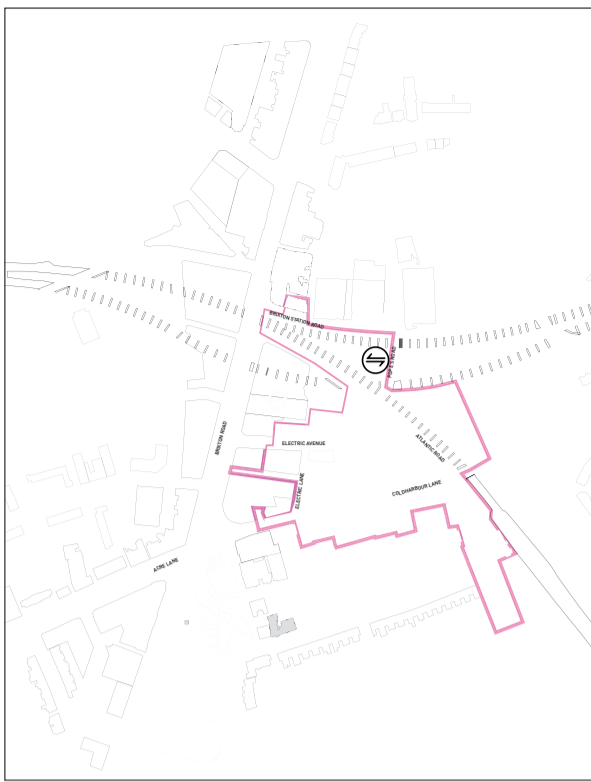
3.1.1 Retail Uses

Brixton has a retail offer which is under-realised in terms of its potential. Brixton's commercial town centre is predominantly formed around the cross-axis of Brixton Road and Acre Lane/Coldharbour Lane. These two routes, one (Brixton Road) heavily trafficked, form the most visible shopping frontages in Brixton. Between and behind these two thoroughfares are a network of streets, arcades and market spaces which form the varied retail and commercial districts of the town centre. The pattern of retailing responds to the intensity of footfall on Brixton Road and the day-time attraction of the markets, which draws people primarily along Electric Avenue and to a lesser extent from Brixton Station Road, Atlantic Road and Coldharbour Lane.

The main retail anchors cluster on Brixton Road feeding off the activity around the main bus stops and tube entrance. No other significant anchor locations currently exist outside Brixton Road except Tesco on Acre Lane. Other secondary retail and service uses are located on Acre Lane, Coldharbour Lane, and Brixton Road/Stockwell Road.

A3 and A4 food and beverage uses, and in particular Brixton's bar, cafe and restaurant offer, are distributed across the town centre. Notable bar and café hotspots are on Coldharbour Lane/Railton Road, the junction of Brixton Road and Acre Lane/Coldharbour Lane (offering largely fast food) and the northern section of Brixton Road (which responds to the night-time draw of the Brixton Academy). Brixton Station Road and its adjoining railway arches provide a smaller pocket of bars and cafes.

Patterns and trends show the contraction of the retail core from its historic extent (notably from Popes Road and Brixton Station Road) and the subsequent decline of former retail and commercial uses in these secondary or marginalised locations. This is compounded by the apparent and continued downgrading of the commercial offer on the high street, reinforced by the exodus of key retailers and pressures of the current economic climate. Current trends are now targeting the lower end of the market rather than supporting its mid or upper market potential, amplifying the town centre's lack of competitiveness.



UDP designated area for small shops and markets



Covered markets and street markets



Markets, retail and evening economy



Distribution of existing retail and evening economy

- UDP designated area for small shops and markets
- Covered markets and arcades: 1: Reliance Arcade, 2: Covered Markets, 3: Brixton Village
- Street markets: 4: Electric Avenue stalls, 5: Popes Road stalls, 6: Station Road stalls
- Evening economy, food and beverage
- Underground station
- Overground station

3

3.1.2 Markets

The markets are a key feature of Brixton's character, which despite changes over time, continue to provide goods and services to the local community. The markets occupy three distinctive typologies:

- A series of historical arcades.
- Street-front shops.
- Street markets.

There are four key markets located in the town centre: Reliance Arcade; Market Row; Brixton Village and Granville Arcade, as well as the street vendors located in Electric Avenue, Popes Road and Brixton Station Road. Brixton Arcades were built in the first part of the twentieth century when market traders were relocated from Brixton Road. The arcades form a series of three architecturally distinct connected blocks. The change of architectural styles and engineering materials forms a culturally and socially rich setting that embodies a real sense of place.

The diversity of market trading space creates a unique retail environment and experience which should be capitalised upon. The internal arcades, though important in character, are run-down and have in places been altered detrimentally by inhabitants. The arcades and street markets have short trading hours, closing at 4pm, thereby not benefiting from key evening commuter traffic that passes through Brixton (with the majority of users coming from lower-income brackets, translating into low-spend and low-turnover).

The markets can be considered to have been in decline over the last 10-15 years. Granville Arcade in particular is now suffering from economic dereliction and many stall holders have closed and moved away. The economic and physical safeguarding of the markets is a crucial element of the masterplan strategy.

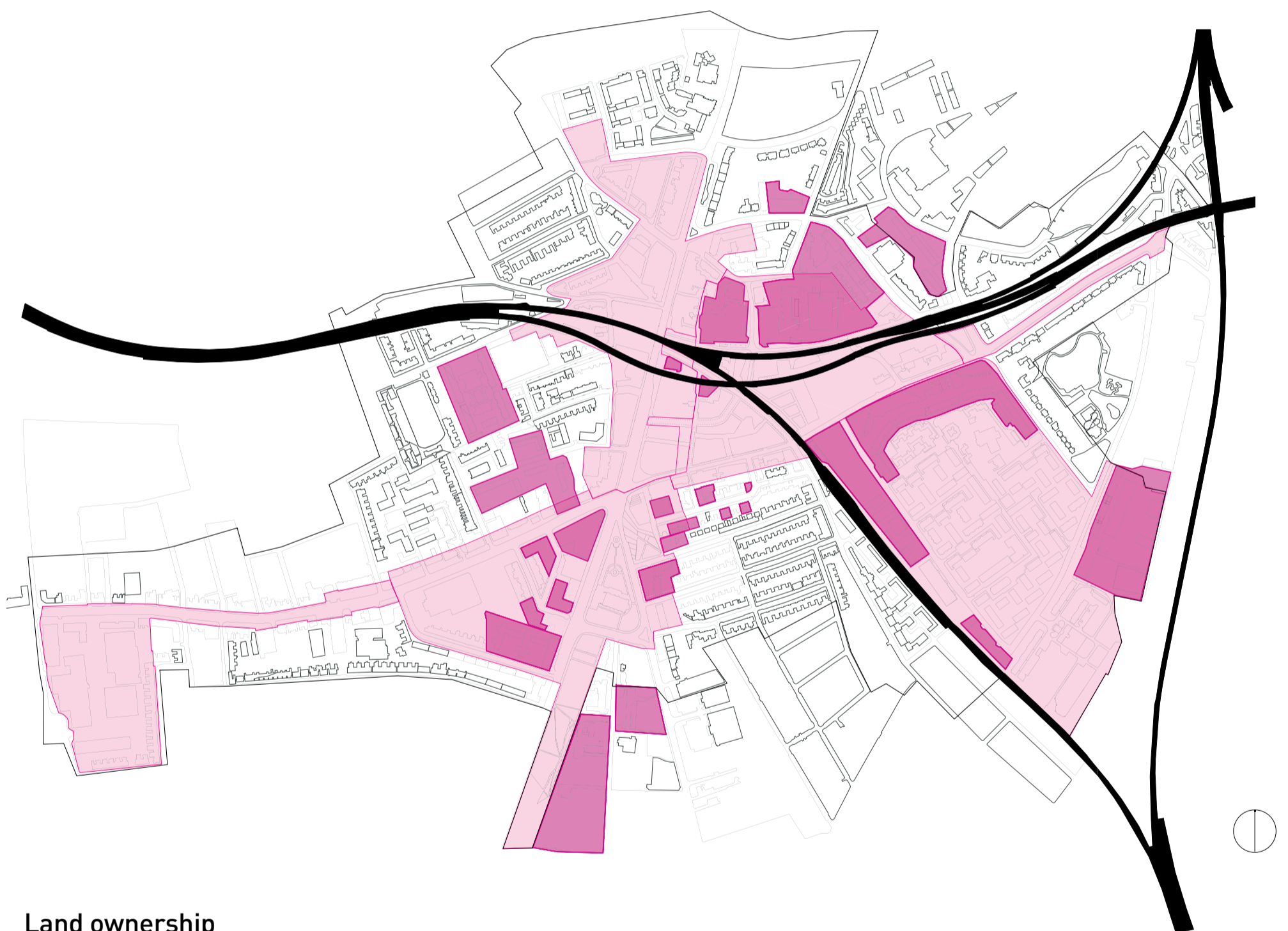
3.1.3 Commercial Uses

The commercial use patterns show a dispersed arrangement across the town centre, reinforced by the distribution of the largest office buildings. The pattern of use provision is split between these large-scale 1970-80s office buildings (located on Stockwell Road, Popes Road, Brixton Road, Brixton Hill and to a lesser extent on Acre Lane) and the small-scale recycled or adapted office spaces embedded in the upper floors or on the side streets of the core town centre (Brixton Road, parts of Electric Lane and Brighton Terrace, Coldharbour Lane and Beehive Place). The Council is the largest single commercial space user and employer in the town centre with a scattered distribution of commercial holdings across the study area.

Somerleyton Road currently includes single storey industrial space provision and a temporary council depot facility to the south.

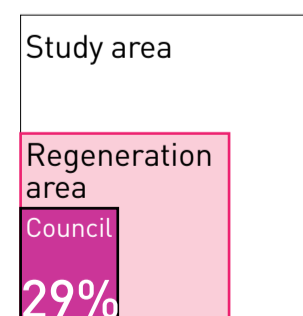
3.1.4 Residential Uses

The pattern of residential use across Brixton shows it reaching almost into the heart of the town centre. The highest density uses, such as the Canterbury Gardens estate, whilst physically central, tend in fact to be more disconnected than others which are geographically further away. The most difficult junctions or boundaries occur where the fall-off in town centre activity, or the under-use and isolation of specific areas, create physical and visual barriers which are unwelcoming, unsafe and under-policed. This condition negatively separates residential uses from the established town centre uses. The successful impact of residential uses connecting with the town centre is evidenced by the growth in shops, bars and cafes around Coldharbour Lane and Railton Road.



Land ownership

- Study area
- Key regeneration areas → 52.9 HA
- Council ownership → 15.3 HA



3

The majority of housing which interfaces with the town centre is council owned and managed. Private residential ownership is most evident to the south of Coldharbour Lane, and west off Railton Road. Other examples of private residential areas which interface with the centre are Trinity Gardens, Porden Road and parts of the Stockwell/Bellefields/Ferndale Road network.

A further pattern is the 'land locking' or containment of small sections of residential use within larger commercial and retailing uses such as Porden Road. Similar land locking happens to the rear of Marks and Spencers off Nursery Road, where the tract of land locked between the viaducts is currently severed from either a residential or commercial 'life'.

3.1.5 Education Uses

The Children and Young People's Service is currently undergoing a review of educational facilities for capital investment in primary schools via the Primary Capital Programme. This investment programme will see many of the primary schools in Lambeth redeveloped over the next 10 to 12 years. A number of schools in Brixton have been identified for Phase 1 funding and a desk study is currently under way to identify additional need for primary places in the Borough. There is a known need for additional places in the Brixton area, and initial indications are that this will be the same for Streatham, Norwood and northern parts of the Borough.

The Building Schools for the Future programme is redeveloping and improving secondary schools in line with a national investment to improve every secondary school in the country by 2015. In Lambeth this affects 16 secondary schools, and in Brixton this has led to the complete redevelopment of the Michael Tippett school and the same is under way for Stockwell Park school. The Evelyn Grace Academy opened on 1st September 2008 in temporary accommodation on Somerleyton Road with 180 Year 7 students. This will move to new premises on Shakespeare Road in 2010.

3.1.6 Leisure and Recreation Uses

Leisure, recreation and night-time uses show a dispersed pattern across the town centre. The main recreational/gym facilities are the Brixton Recreation Centre on Station Road, a gym located within Blue Star House and the Ferndale/Nursery Road sports grounds. Brixton Recreational Centre, known locally as the 'Rec', has benefited from a recent programme of improvements and is relatively well used. It is currently undergoing a further aesthetic and functional make over, including the provision of ground level access and improved signage.

The skate park (known as Brixton Beach) adjacent to Stockwell Road is a popular public space, although somewhat severed and disconnected by the Stockwell Road gyratory system. The skateboard and BMX park is well known throughout London, and is very well used. It has no indoor facilities or cover, and is open 24 hours.

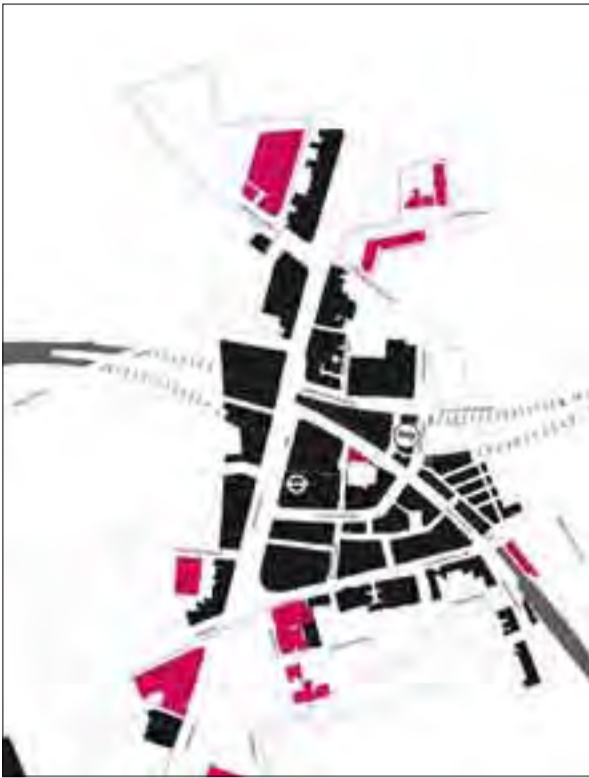
3.1.7 Culture and Arts Uses

Brixton has a strong cultural personality, characterised by a history of sub-cultural movements, a vibrant arts scene and a history of local music production. This cultural character is representative of Brixton as a social and cultural 'melting pot.'

The Ritzy Cinema at Brixton Oval, is a well-known South London art-house cinema with five screens, a bar and café, operating across a 12-14 hour day.

The Brixton Academy on Stockwell Road has a capacity of almost 5,000, and is recognised as one of London's foremost music venues, recently winning the NME's 'Best Live Venue' award. It attracts over 550,000 visitors every year, and hosts over 110 events annually. It is a key part of Brixton's identity today and for the future.

The 198 gallery, located on Railton Road, initially known as Roots Community, has grown from a community arts space, which helped nurture the Black Arts movement, into a contemporary visual arts organisation searching out artistic excellence and investing in emerging talents.



Civic and cultural uses



Leisure and amenity uses



Civic and cultural hubs



Distribution of leisure, amenity, civic and cultural uses

- Civic, cultural, educational and community facilities
- Leisure and recreational
- Hard landscaped spaces
- Amenity
- Underground station
- Overground station

3

Brixton Printworks Trust on Brighton Terrace is the UK's leading textile print resource and recently hosted the opening and awards ceremony for the Young and Creative 2008 competition run in association with Bettie Morton Gallery (based at Morrish Road SW2).

There is also a wide, vocal and active range of creative and cultural industries (CCIs) and third sector organisations which occupy smaller spaces throughout Brixton, some of which are open to the public. These organisations have a strong part to play in shaping the future of the town centre.

3.1.8 Evening Economy

The pattern of night-time use along Brixton Road is geographically divided between the Academy at one pole and the Ritzy, Prince Albert, the Fridge and Mass at the other. Both have a cluster of bars and cafes which serve them, on Brixton Station Road, Railton Road and Coldharbour Lane. With the exception of the bus and tube nodes, the section of Brixton Road which lies between these two poles effectively shuts down at night and lacks any complementary destinations or attractions. This divisive pattern negatively impacts on Brixton's night-time economy, disincentivising the casual or unfamiliar visitor and leaving the street open to other unorthodox uses.

Few other night-time destinations or attractions lie outside these main activity areas. Acre Lane has developed its own small range of activities focused around convenience shops, bars and restaurants. Coldharbour Lane east (junction of Moorland Road) similarly has developed a small-scale centre with cafés, bars, convenience stores and bookmakers. However, the key streets within the town centre (Atlantic Road/Station Road/Electric Avenue and Lane/Popes Road) 'close down' at night-time, generating an empty, unwelcoming

environment. Brixton railway station lies in the heart of this 'no-mans land'. The environment is discouraging and unattractive, effectively reducing the use of this station to connect into and out of Brixton.

The negative night-time qualities of this core area reduce the residential connection to the town centre, particularly on its eastern side. In particular Brixton Station Road, Popes Road and the stretch of Coldharbour Lane leading to the Railton Road junction become challenging areas.

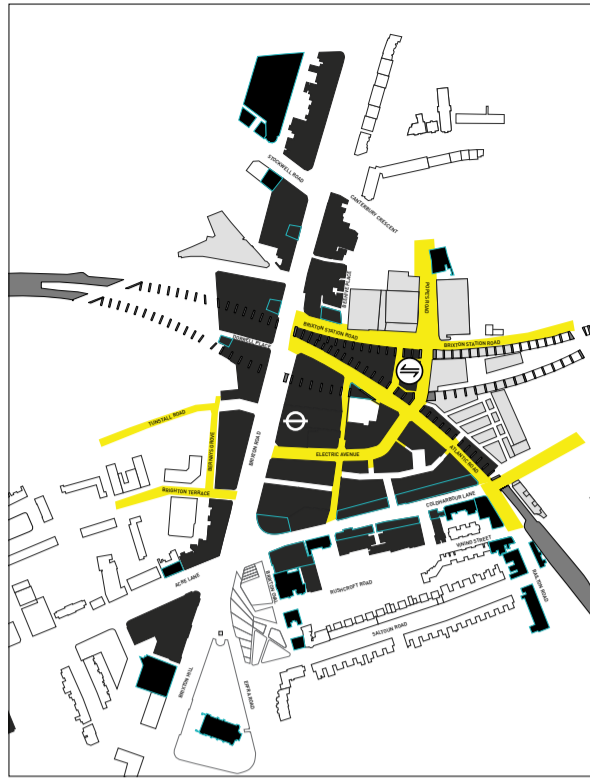
Summary

In mapping the patterns of land use within a compact town centre, it becomes clear that the biggest generator of negative urban conditions is the division caused by the lack of land use vitality and continuity between its distinct parts. This is particularly evident within the Brixton 'triangle' of Brixton Road – Brixton Station Road – Coldharbour Lane, but also clearly evident to the west of Brixton Road on Bernays Grove, Tunstall Road and Ferndale Road.

Additionally, the polarised day and night time environment of Brixton Road, which either heaves with daytime pedestrian movement or is desolate and disused by night, forms a recognisable urban divide separating key areas of the town centre. Brixton has all of the urban ingredients to be a success - transport connections, night-time assets, critical mass of people living in or close to its centre, however it is faltering and beginning to fail due to discontinuity and quality of town centre use and activity.



Evening economy



"No-go" areas



Evening economy hubs



Distribution of evening economy uses, hubs and "no-go" areas.

- "No-go" areas
- Evening economy
- Evening economy hubs
- Underground station
- Overground station



3.2 TRANSPORT AND MOVEMENT PATTERNS

Brixton town centre is clustered around a central axis of arterial routes, namely Brixton Road, Brixton Hill, Acre Lane and Coldharbour Lane. The surrounding urban grain is relatively close-knit as narrower historic streets form connections between the major arterial routes. Further down the movement hierarchy, controlled access routes through the markets form experiential corridors permeating throughout the town centre.

The physical impact of Brixton's transport infrastructure is substantial, either through the intensity of bus movements and pedestrian modal transfer, or through the physical nature and scale of rail and road infrastructure.

3.2.1 Tube and Train

A very large number of people (18.6 million per annum) use Brixton simply as a gateway to the tube network, passing daily through its streets. This brings significant pedestrian congestion to Brixton Road where combinations of people disembarking and those waiting for buses block available pavement width and form obstacles to easy town centre movement. The Council and TfL have recently undertaken a programme of improvements to Brixton Road in a bid to release the pressure of pedestrian congestion and barriers to movement, including the removal of the railings along the high street's central divide.

Brixton Rail Station is on the London Victoria to Orpington line. Access to the station is difficult and outbound platforms are accessed through a nondescript viaduct arch and up a stairway to the station and platforms. The station's presentation and visibility at street level is poor on both Atlantic Road and Brixton Station Road.

The South London Line passes through Brixton, utilising the higher level viaduct above the station platforms. There are currently no platforms on this line, however studies are under way exploring the potential to construct new platforms as part of the East London Line extension (which is not currently proposed to stop at Brixton). Work is also under way investigating how the upper level South London Line can be accessed as part of a larger transport interchange, which could link to the (currently closed) rear exit to the tube. The former Railway Hotel, also known as Brady's, is a key connecting land-holding between the tube and train station/interchange, and is owned by the Council.

3.2.2 Bus

The main bus routes into the town centre are along Brixton Road, Coldharbour Lane and Acre Lane. Brixton has 21 bus routes accessing the town centre with 13 routes stopping on Brixton Road. The clustering of bus stops around the tube station on Brixton Road is part of a key town centre bus service pattern which applies to both northern and southern routing. Pedestrian density has in the past been uncomfortable, and movement restricted, however TfL are addressing this with a programme of works (see 3.2.1).

3.2.3 Road

A significant number of both London and the South-East's population travel through Brixton by bus or car, experiencing it as a moment or location along their journey. For road users, a recurring and memorable condition is congestion on Brixton Road. In addition, Acre Lane, Coldharbour Lane and Stockwell Road can experience periods of backed up traffic, negatively effecting public transport, commercial and private road users, and pedestrian movement and crossing.

Within the town centre the choice of vehicular routes is limited by the street patterns and their accessibility. Servicing for either the eastern or western halves of the centre effectively has to come from secondary streets which are difficult to access at peak times.



Existing bus routes and bus stops

















Existing and extended cycle routes



Potential future tram route



Existing street pattern, grain, parking and cycle storage

-  Viaducts
-  Primary route
-  Secondary route
-  Pedestrian route
-  Bus route/stops
-  Existing cycle route
-  Extended cycle route
-  Potential future tram route
-  Underground station
-  Overground station
-  Tram
-  Multi-storey car parking
-  Surface parking
-  Existing cycle storage

3

The markets and shops on the eastern side of Brixton Road and Electric Avenue (Sainsbury, Iceland etc) are serviced from Brixton Station Road and Atlantic Road and in part from Electric Lane.

Market trading and pedestrian movement restrict servicing access and hours, particularly affecting access to shops fronting Electric Lane.

3.2.4 Parking

Brixton has two main car parks, the partially closed Popes Road and the Tesco surface car park which provides informal free parking for many visiting the town centre. The Popes Road car park's lack of use, particularly at night, has also impacted negatively on the night-time environment of the town centre and the general streetscape quality and environment of Brixton Station Road and Popes Road.

Market traders' parking is located on Brixton Station Road within a contained service yard, with stall storage also largely housed within the rail arches off Brixton Station Road. Key factors which affect the market traders are the availability of service and van parking, access and proximity to dry and secure storage and the ease of movement from store to pitch.

The masterplan is committed to reproviding all of the used car parking spaces for the town centre.

3.2.5 Sustainable transport

Brixton Road and Stockwell Road are designated cycle routes (routes 127, 130), yet are significantly congested. Congestion on Acre Lane and Coldharbour Lane coupled with constricted lane widths make cycling in central Brixton challenging. In addition, pedestrian congestion and lack of adequate cycle storage disincentivises the use of bicycles within the town centre. The interchange from cycle to tube or rail is unprovided for through a lack of convenient, secure storage locations.

To date, town centre studies have recorded the patterns of most intense pedestrian use as Brixton Road, followed by Coldharbour Lane and the markets area, forming a 'triangle' of movement. The eastern stretches of most connecting streets into Brixton show low levels of pedestrian movement, the only exceptions being Coldharbour Lane east, and Acre Lane. To date, proposed solutions rely on the following:

- Improvement of links to the areas surrounding the town centre.
- The creation of new routes and links around Brixton Station Road.
- Enhancing the connections between the various arcades.
- Redesigning pedestrian crossings and improving pavements to Brixton Road.
- Furthermore, improvements to existing public squares and more ground level uses are underway.

Recent relevant developments include the partial closure of Popes Road car park, the reduction in the pattern of trading and footfall within the indoor markets and an increase in pedestrian intensity on Brixton Road. There are four car club spaces within or close to Brixton town centre highlighting the potential for change and reduction of vehicular journeys in the town centre.

The experience of the pedestrian environment in Brixton creates problems for pedestrians and businesses alike, with an ethos of continual movement rather than an environment which welcomes stopping, sitting and browsing. Electric Avenue, while visually interesting, is cluttered and lacks depth of view, which discourages greater pedestrian permeation. The indoor markets are therefore largely concealed to those unfamiliar with the town centre.

3.2.6 Summary

In summary, Brixton is a 'well trodden' environment however, whilst its main streets are dense with pedestrian movement, nearby streets are at times vacant and uninviting. The symptoms and environment of movement discourages people to experience or make better use of the town centre.

3.3 PUBLIC REALM

Brixton's public realm has been partially described in the previous section in terms of its main streets, uses and patterns of movement. As highlighted, the streets in the centre of Brixton discourage the extension of movement and connection. Physically, Brixton's public realm exhibits its recent history of use and the responses to it – mostly by way of highway initiatives. Within the public realm, Brixton's compactness and its current condition are its key opportunities for transformation and improvement. Key features of Brixton are its street 'grain' and the elements which frame and compose it: it has a strong historical street pattern that can reinforce the setting of existing and new buildings and can also generate the creation of new spaces and places.

3.3.1 Brixton's Streets

The street 'grain' includes three distinct urban scales, from the wide streets and strong frontage of Brixton Road and Acre Lane to the secondary street patterns of the surrounding routes, where street width is narrower, building plot sizes smaller and heights typically lower. Brixton's markets offer the finest grain of covered streets and arcades with small and shallow frontages.

The urban pattern of Brixton nests these three patterns within one another. This sets up one of the key challenges of the public realm in Brixton - how to re-engage the finer grain streets which suffer due to lack of legibility, visibility, signposting and an uncoordinated public realm that demotivates discovery.

Brixton's iconic markets are concealed behind a maze of twisting streets, which shorten depth of view and spatial legibility. Electric Avenue, one of the key streets in Brixton and one which has the potential to act as a gateway to the market triangle, is currently cluttered by the variety and orientation of market stalls, shop canopies and open frontages which trade directly to the street. This shortens the depth of view from Brixton Road, and consequently lessens Atlantic Road's appeal.

3

Brixton Station Road and Atlantic Road discourage discovery largely due to a lack of activity and poor appearance (the bollarded route through Brixton Station Road, the blank metal facade of Argos on Atlantic Road etc).

Coldharbour Lane west, sandwiched between the eastern rail bridge (at Atlantic and Railton Road) and Brixton Road, continues to maintain a separate life of its own, clearly differentiating itself from the high street yet not signalling its relationship to the markets. This has also become a bollarded street and highway engineering has started to dominate, although a programme of works are under way to address this. Along with Brixton Station Road, it has become a highly controlled zone, with a raft of safety features which ironically signal it as a car street rather than a foot street.

Popes Road, overshadowed by the multi-storey car park and the Recreation Centre, now effectively acts as a surface car park. There is a lack of active frontage and destination to either end of it, which has deactivated and disconnected it as a part of the town centre (with the exception of its role for market access and parking).

Transforming the everyday experience of residents, visitors and users of the town centre is one of the most significant signs of change and the public realm works recently undertaken by the Council and TfL have helped to address these issues. To be successful the masterplan process must build upon these initial improvements, and expand them to progressively transform all of the core streets and spaces of the town centre, creating an environment for regeneration and redevelopment and providing for existing and new land uses.

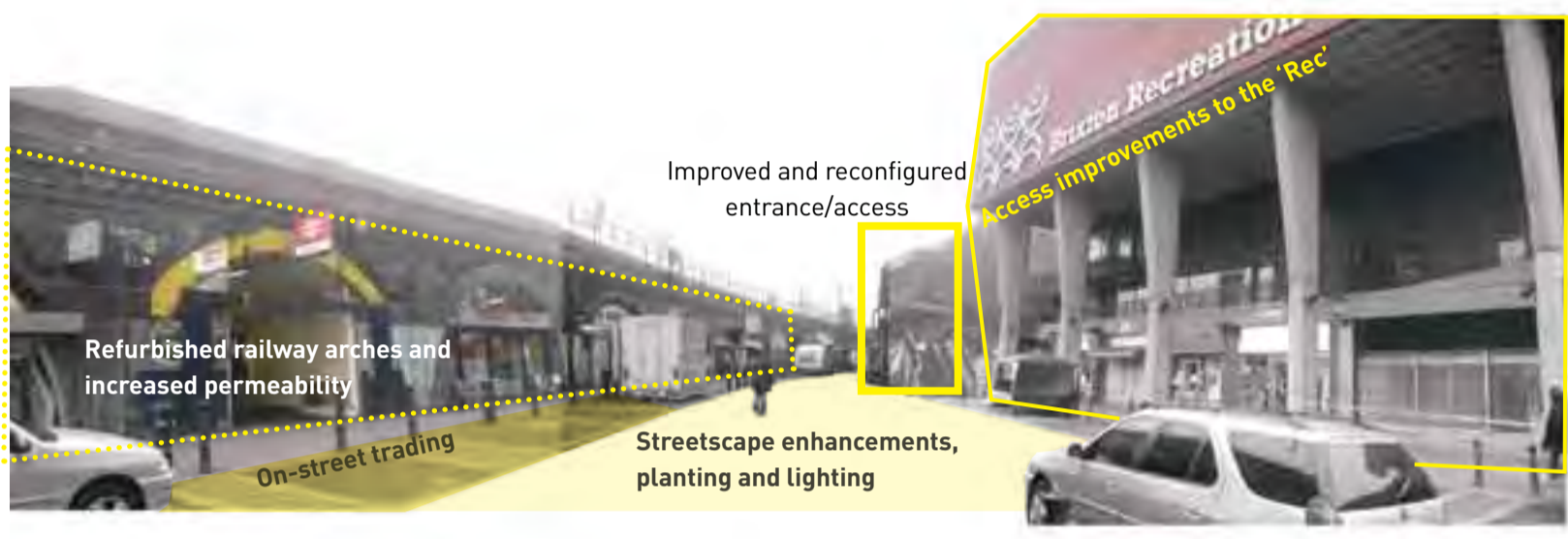
3.3.2 Brixton's Public Spaces

Open recreation space such as parkland or public gardens is currently provided by Tate Gardens, Rush Common and St. Matthew's Peace Gardens (in the core town centre area), with Brockwell Park, Loughborough Park, Max Roach park and Wyck Gardens in the wider study area. Windrush Square (a major new public space which is currently under development due for completion in 2010) is proposed as a new public amenity space providing a setting for the Ritzy Cinema, the forthcoming National Black Heritage Centre and St. Matthew's Church and Peace Gardens.

Tate Gardens is identifiable as the setting to the Ritzy, Tate Library and the Town Hall, however this area is not currently known as a location or landmark within the town centre. Its layout, once designed to accommodate sitting and stopping, was then revised to discourage unorthodox activity. Traffic and highway engineering solutions on Coldharbour Lane, Brixton Hill, Effra Road and Brixton Road separate this and the neighbouring St. Matthew's Peace Gardens from the main body of the town centre. Pedestrian movement is difficult, particularly from the western side of Brixton Road. The existing Windrush Square to the south is a formalised but little used green square, poorly framed by surrounding buildings.

Coldharbour Lane Gardens is an informal but designated open space fronting the 'Barrier Block' (Southwyck House) of the Loughborough Park Estate. It is divided by a former Texaco garage site, which is designated as development land. Currently it acts as a transition zone or buffer between Coldharbour Lane and the Barrier Block rather than as a functional and accessible amenity space.

Canterbury Gardens Estate contains two large south facing open spaces or green squares, grassed and largely unused, with small back gardens or patio spaces edging them, equally largely unused. These spaces present an opportunity for regeneration as high-quality green space provision for both estate residents and wider Brixton residents.



Entrance into the Rec from Station Road



Entrance into Electric Avenue from Brixton High Street



3.3.3 Summary

Brixton has 21 streets which make up its core town centre. During the day and weekend, many of these are relatively well used by pedestrians, reducing by evening to five core routes (Brixton Road, Coldharbour Lane, Acre Lane, Stockwell Road, Brixton Station Road west). Brixton's public realm suffers greatly from inactivity, and displays a lack of ownership by either businesses or residents. Vacancy, decay and abuse of failing sites and buildings further exacerbate this character.

3.4 CONSERVATION AND HERITAGE

Much of the Brixton Town Centre Framework Area is within one of five adjoining conservation areas: Brixton (CA 26); Trinity Gardens (CA18), Rush Common and Brixton Hill (CA49); Brixton Road (CA6) and Loughborough Park (CA27). Conservation areas have been designated by the council because they have a special architectural or historic character or appearance that it is desirable to preserve or enhance.

3.4.1 Listed Buildings

There are 42 listed buildings within the masterplan area. Listing means that a building has been recognised by the government as having special architectural or historic interest in national terms and it is expected that every effort will be made to preserve them. It is exceptionally rare for permission to be granted for their demolition. Extensions and alterations (including those to interiors) are subject to the additional planning control called Listed Building Consent (LBC). Applications are determined against national guidance (PPG15) as well as local policy.

3.4.2 Conservation Area

The Lambeth Planning Department's Conservation Area Statement for Brixton (CA 26) is a key consideration in determining planning applications affecting the area. The statement contains an appraisal and management plan and describes the special architectural and historic character of Brixton, identifying the individual buildings, streets and views that make a positive contribution to that character and providing guidelines for building conservation and new development.

3.4.3 Brixton's Architectural and Historic Character

The special character of Brixton includes both its buildings and the spaces between them. Its architectural gems are the listed buildings, but also of significance are the unlisted buildings that reflect the area's distinctive history; the dramatic townscape created by the Victorian railway viaducts; the unique and vibrant covered markets, and the skyline views dominated by the clock towers of St. Matthew's Church and the Town Hall. New development must be carefully designed to respond to the special architectural and historic character that makes the area distinctive. The starting point for any new design should be the existing buildings and townscape, to which form, scale, mass, location and appearance of a new development should relate sensitively. This does not mean that new buildings should look like old ones, and high quality contemporary design will often be an appropriate response to Brixton's architectural and historic character.



Planning designations

Lambeth UDP 2007

- Masterplan area
- Conservation area
- Brixton area of small shops and markets
- Key Industry Business Area (KIBA)
- Major development opportunity
- Listed buildings
- ca Conservation area designations

3

3.4.4 Massing

Brixton presents compact urban form in its town centre with a range of building heights typically between three and five floors, with a consistent cross section where heights on either side of the street correlate within acceptable ranges. The conservation area designation defines and protects the core town centre street and building fabric. There are a number of taller buildings (all outside the conservation area) such as Blue Star House and International House, developed over the last thirty years. The Recreation Centre, a taller building within Brixton Station Road, is the closest such scale of building to the conservation area.

Planning applications for tall buildings are assessed against UDP Policy 40 and English Heritage (EH)/CABE guidance. They should not be located where they will harm the character or setting of a conservation area or listed building and are unlikely to be appropriate within the conservation areas or where they would significantly affect important local views (particularly those of St. Matthew's Church and the Town Hall).

In addition to the CABE/EH Tall Building Guidance, the masterplan recognises three arrangements for tall buildings and towers, as stand-alone structures, as part of a clustered arrangement and as part of an urban 'family' of buildings. A key test for the location of a tall building is spatial and locational significance i.e. does it positively contribute to a spatial logic, its urban structuring, its understanding and benefit, and does the placing of a tall building add to its neighbourhood's locational significance.

The masterplan requires that the placing of new tall buildings compliment and reinforce the town centre core, successfully integrating into its streets and spaces, positively contributing to the urban landscape. Tall buildings should generally present a slim and vertical aspect to the town centre, optimising the building's verticality and lightness of appearance. Tall buildings designed for residential use need to demonstrate a clear understanding of design for high rise living i.e. innovation in design, optimised internal living environments, maximised amenity space, a building design response that differentiates ground, mid and upper level living.

3.5 ENVIRONMENTAL IMPACT

As detailed in chapter 2, the masterplan's key moves are underpinned by the ethos of a sustainable town centre. Brixton is currently home to a number of grassroots organisations aiming to tackle climate change on a localised scale. The masterplan aims to introduce the infrastructure and methodology to implement a more widespread culture of sustainability.

3.5.1 Carbon emissions

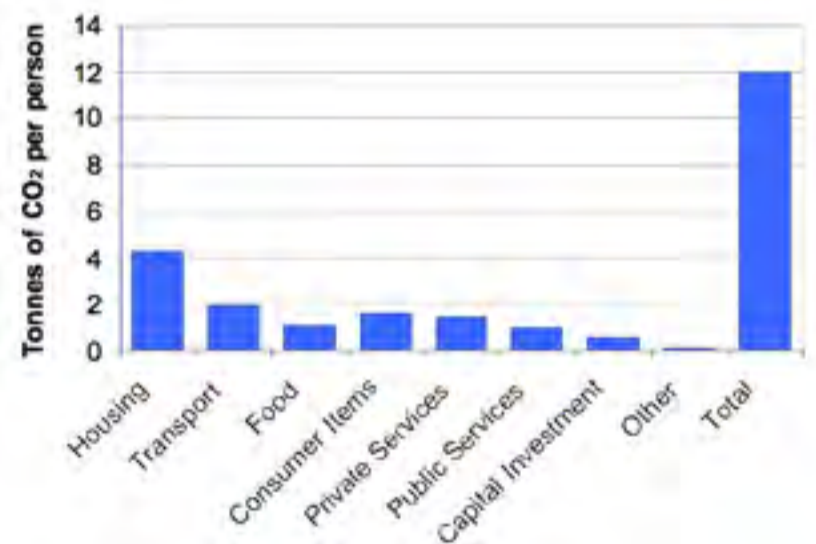
The residents of Lambeth are currently responsible for an average 12 tonnes of CO₂ per person (REAP (Resources and energy analysis programme) 2004). This is based on 'by consumption' calculations which include the impact of a product being manufactured or grown elsewhere and transported to Lambeth for consumption. The graph below illustrates the breakdown of emissions from various aspects of an individual's lifestyle. It is clear that housing is the key contributor to emissions, although the other categories including transport, food and consumer items all make significant additions to the CO₂ emissions of an individual. It should be noted that Brixton Hill has been cited (in the South London Press, October 2006) as having the worst air pollution in the UK.

The target to cut UK emissions by 60% by 2025 is equivalent to a reduction of 4.8 tonnes per person.

3.5.2 Recycling

Lambeth is currently operating in line with the statutory recycling target of 21% for 2007-2008 with its total recycling rate at 23% during 2006-7 including a rate of 2.6% for composting. The London Plan sets out targets of 35% domestic recycling and composting by 2010 and 45% by 2015, with a 70% target for recycling or composting levels in commercial and industrial waste by 2020. A range of facilities currently exist for residents in Lambeth, including doorstep collections, garden waste services on request and 40 recycling sites around the Borough.

LAMBETH CARBON EMISSIONS
REAP (Resources and Energy Analysis Programme) 2004



3

3.6 BRIXTON NOW: SUMMARY

Brixton's key guidelines underpinning change and development can be described using the following three categories:

- **Sustainability:** the masterplan will use the One Planet Living principles as a framework for all proposals for the town centre. By developing a future town centre that embodies the ethos of these principles, Brixton can truly become an urban exemplar for sustainable urban regeneration.
- **Uniqueness:** by building upon the uniqueness of the existing urban context, and protecting its intricacies and quirks, we can ensure that future Brixton will retain its character and identity.
- **Connectivity:** by building upon the connectivity of the town centre, both in a regional context, and at a local scale between the key regeneration areas, the masterplan will ensure that it reaches across Brixton's town centre to initiate change that is accessible and equitable to all.

Our understanding of Brixton's potentials has informed the development of the masterplan according to the following key spatial devices:

- Gateways
- Hubs
- Permeability/Connectivity.

3.6.1 Reinforcing gateways

Four gateways define the perimeter and entrance to the town centre. Gateway A (Town Hall and Windrush Square) and B (Brixton Academy and Police Station) define the southern and northern approach, whereas Gateway C (Overland Station) and Gateway D (Carlton Mansions and Somerleyton Road) define arrival from the east. Gateway D also functions as a more localised gateway to the residential neighbourhood of the Moorlands Estate, whereas Gateway C is metropolitan in scale as it forms a threshold and sense of arrival for commuters and visitors to Brixton. The gateways with their landmark buildings and destinations, associated hubs of activities and services form a perimeter around the markets area. Reinforcing and enhancing the distinctive characteristics and mix of uses and improving the connectivity between the gateways will result in not only defining the uniqueness of Brixton's town centre but also activating footfall through the markets area.

3.6.2 Linking hubs and enhancing permeability

Hubs are described as areas of concentrated services and a lively mix of activities that serve as key attractors/destinations within the town centre. Together with the markets area, 4 other hubs are located in close proximity to the identified town centre gateways. The key focus or specialist provision of each of these existing hubs should be supported and enhanced.

The differentiation and distribution of these hubs creates a constellation of destination points through the town centre. Linkage between these hubs is reinforced through improved pedestrian routes that together with public realm, public art and lighting improvements, generates a series of circuits and loops between the high street, stations and markets areas. This brings an increased vitality to both the town centre and the markets.

Together these elements help to structure the key opportunities and key moves of the masterplan.



Gateways



Hubs and markets





Enhanced permeability





Opportunities and key moves


 Gateways


 Hubs


 Markets


 Destinations:
Civic, cultural, leisure


 Energy centre


 Markets: niche retail

 Supermarkets

 Overland

 Underground

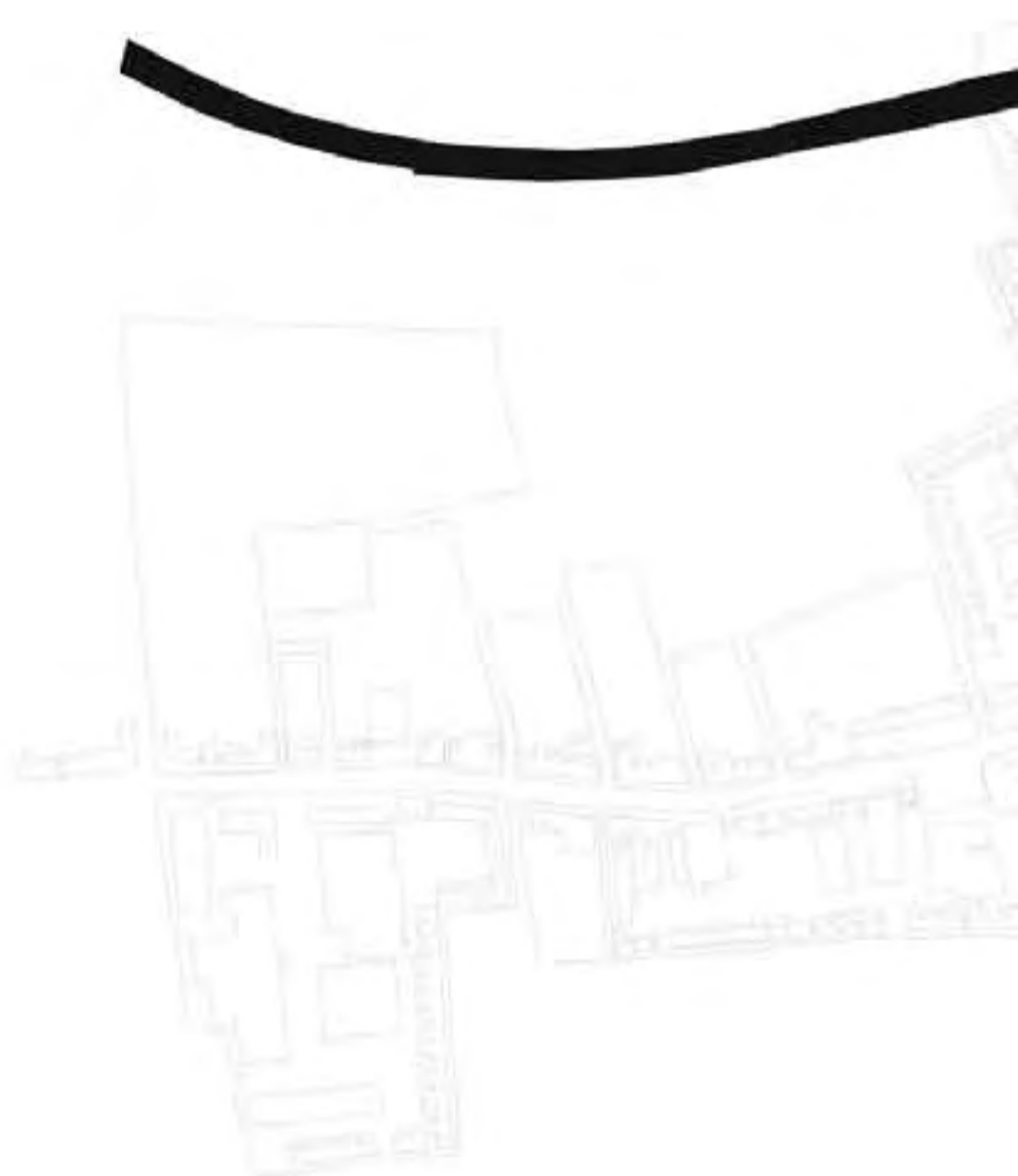
 Pedestrian routes:
Primary pedestrian loops and circuits

 Secondary pedestrian network

4

MASTERPLAN STRATEGY AREAS OF CHANGE

The roof plan shows the areas proposed for refurbishment, regeneration and redevelopment within the masterplan as well as highlighting key proposed projects. Projects and proposals have been informed by the 'One Planet Living' (OPL) principles, and develop the vision laid out within the 'Visioning Framework'. Proposals tackle the four key areas of social and cultural, economic, spatial and infrastructural environments to produce an integrated masterplan that delivers comprehensive regeneration for Brixton.



Key Projects:

- ① Station access and mixed-use building
- ② Exchange Square
- ③ CCI hub, residential uses and multi-use sporting arena
- ④ Market Support Centre
- ⑤ Refurbished 'Rec'
- ⑥ Electric Avenue public realm works
- ⑦ Retention and consolidation of markets
- ⑧ Energy centres
- ⑨ Bon Marché Yard enterprise hub
- ⑩ Windrush Square
- ⑪ St. Matthew's Church and Gardens/Rush Common
- ⑫ National Black Heritage Centre
- ⑬ Culture-led mixed use development
- ⑭ Mixed use development with children's health centre
- ⑮ Primary Care Trust
- ⑯ Coldharbour Lane Gardens
- ⑰ Somerleyton Square with mixed-use cultural venue
- ⑱ Mixed use: workspace and living
- ⑲ Multi-use community, education and living
- ⑳ Residential uses (with community on ground level)
- ㉑ Proposed Evelyn Grace Academy
- ㉒ Residential led mixed use
- ㉓ Residential development with ground floor A uses
- ㉔ Community and upper level residential uses
- ㉕ Workspace and upper level residential uses
- ㉖ Brady's community facility.



Roof plan and areas of change

- Key existing buildings within masterplan area
- Proposals at ground floor
- Proposals at upper level
- Canopies/atria

4


4.1 OBJECTIVES AND PRINCIPLES

The masterplan focuses on delivering change in the key regeneration areas of the core town centre. Some 8 hectares of land are proposed for redevelopment, whilst the historic town core is highlighted as the focus of crucial conservation, regeneration and renewal.

Within the masterplan, key areas of change are articulated through land use and project descriptions. The designation of land use allows the description of a site and its usage to be written into developing planning policy, thereby ensuring the robust policy structure required to deliver this scale of transformative change.



Distribution of economic, social, spatial and infrastructural themes

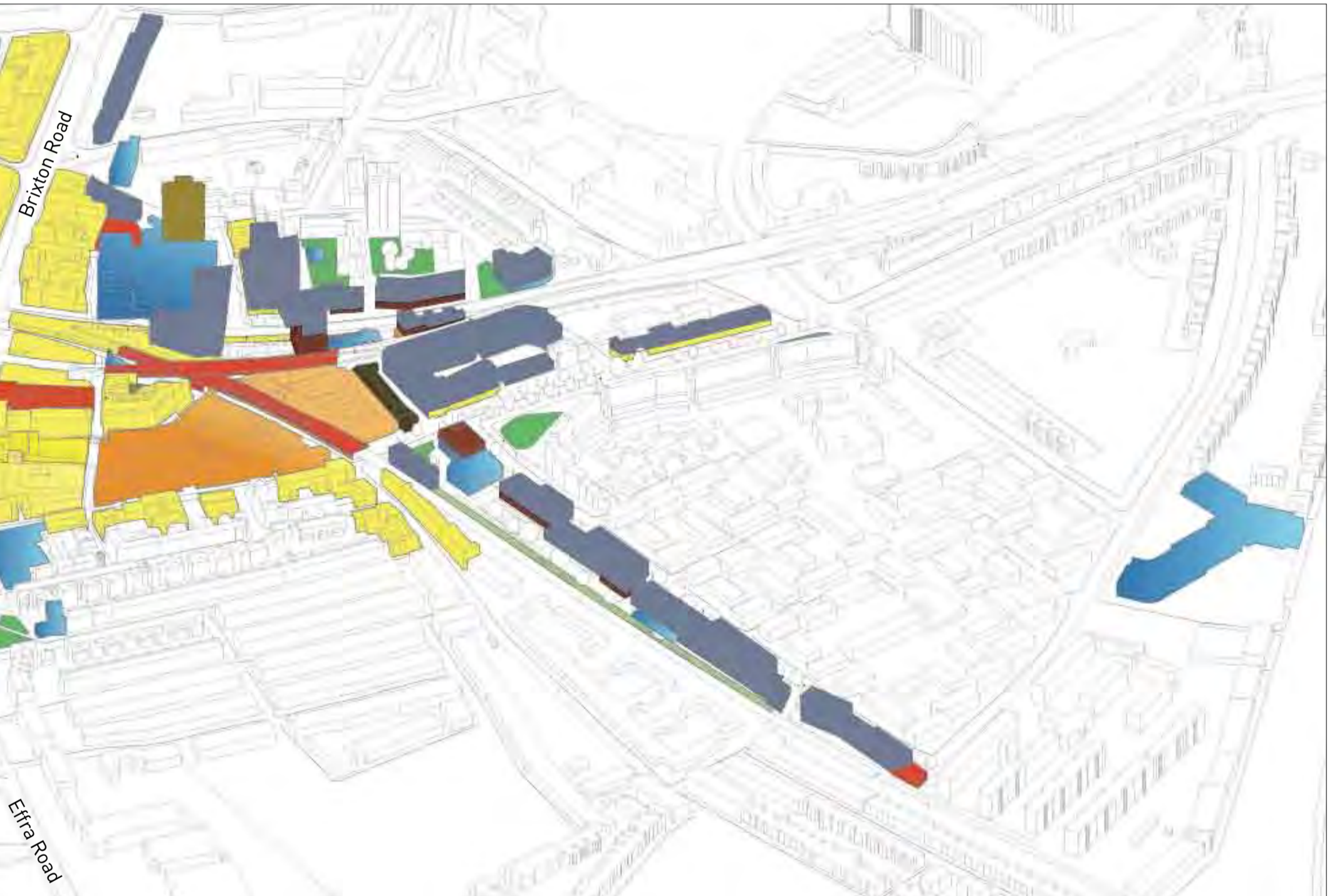
-  **Economic:**
Retail, markets, CCI workspace
-  **Social :**
Residential, civic, community facilities
-  **Spatial:**
Public realm
-  **Infrastructure:**
Transport, renewable energy



Economic



Social



Spatial/public realm



Infrastructure

4

4.1.1 Economic Environment

The masterplan's overriding economic objective is to create a sustainable, vibrant economic environment that serves the needs of the local community, underpinned by the following OPL principles:

- **PHYSICAL ACCESSIBILITY** - Ensuring that the central Brixton economy is accessible. Creating an attractive, welcoming place that is secure and safe and which attracts business and business users and creates a positive image for Brixton.
- **ECONOMIC AFFORDABILITY** - Providing affordable flexible workspace for Brixton's many start-ups and entrepreneurs and providing a range of working environments to support a diverse range of business models.
- **EQUITABLE ACCESSIBILITY** - Providing the skills, training, support services and town centre management needed to support local business.

4.1.2 Social and Cultural

The masterplan uses Brixton's unique culture and heritage to underpin the regeneration of the town centre, investing in the local community, social infrastructure and historic fabric, underpinned by the OPL principles of:

- **CULTURE AND HERITAGE** - The masterplan recognises Brixton's unique character and identity as a vital element in the regeneration of the town centre. The plan proposes a future town centre that is representative of the unique characteristics of Brixton. Cultural hubs create spaces and places for social and cultural expression, whilst a regenerated public realm draws on the history, heritage and cultural energy of Brixton, referencing local character through art, lighting, materials and installations.
- **HEALTH AND HAPPINESS** - Underpinning the strategic cultural hubs, a wider network of satellite facilities permeates the masterplan, supporting the daily lives of Brixton residents and workers.
- **EQUITY AND FAIR TRADE** - Promoting equity and fair trade within the community. Targets will be set to boost the local economy through local employment; to ensure that a ratio of imported goods are fair trade; to build the capacity of communities and community organisations; and to create a thriving and equitable social life for Brixton.

4.1.3 Physical and Spatial Environment

The physical and spatial environment in which we live and work impacts greatly on people, their health, happiness and enthusiasm for creating and maintaining a sustainable and enjoyable place. The masterplan aims to structure a cohesive and permeable fabric that enhances connectivity, to extend the benefits of the town centre and provide greater access to opportunities for all Brixton's residents, underpinned by the OPL principles of:

- **LOCAL AND SUSTAINABLE MATERIALS** – Using sustainable local materials, promoting recycling across the town centre and ensuring that all design is to the highest quality, whilst retaining a sense of local identity.
- **NATURAL HABITATS AND WILDLIFE** – Retaining, protecting and enhancing open space and ecological areas within the town centre, and extending these where appropriate to connect into a wider ecological network.

4.1.4 Infrastructure

The masterplan advocates the creation of a sustainable town centre infrastructure supported by a strong town centre management body and underpinned by the following OPL principles:

- **ZERO CARBON** - All buildings and their fittings and fixtures must be energy efficient and supplied by renewable energy.
- **ZERO WASTE** - At least 70% of waste by weight to be reclaimed, recycled or composted and ideally no more than 2% should be sent to landfill.
- **SUSTAINABLE WATER** - Water efficiency and recycling must be promoted in line with best practice, i.e. household consumption of 80 litres per day.
- **LOCAL AND SUSTAINABLE FOOD** - Healthy diets should be promoted and minimum targets achieved for the supply of organic or low environmental impact food and local sourcing.
- **SUSTAINABLE TRANSPORT** - Transport related CO2 emissions of residents need to be reduced in line with aspirations towards 'One Planet Living'.

4.1.5 Inclusive Design

A further masterplan objective is the underpinning principle of inclusive design within the built environment, which will be implemented across all masterplan projects and strategies. It supports access for all, compliance with the Disability Discrimination Act (DDA) and the regeneration of existing environments and properties where possible, meet the requirements of the DDA. Inclusive design encourages evaluation of the plan from its earliest stages as a strategy informing and governing the built environment as a whole and one which recognises the relationships and interactions between the various elements and infrastructures such that social cohesion is achieved. The Masterplan has the principles of inclusive design at its core, and fully expects that projects which emerge from it will meet the criteria set by Inclusive Design and the DDA.

4

4.2 KEY MOVES

The key moves of the masterplan operate as a means to encourage movement across the town centre and improve it as a viable location for work, play, leisure, community and investment. The three strategies of **CONNECTIVITY, DESTINATIONS and LOOPS** connect the core elements of the urban fabric. This encourages complementary physical and economic loops that expand the benefits of the town centre retail and cultural offer, and enhance the setting for enterprise and employment opportunities. The masterplan's economic proposals are built on a system of synergies between different attractors and destinations. The major economic destinations within the town centre are organised as a series of 'stepping stones', to encourage greater sequential movement through the area.

4.2.1 Connectivity

The masterplan proposes to enhance Brixton's movement patterns by promoting key destinations and embedding them within new public spaces and a revitalised public realm. A programme of public realm improvements will help to highlight key routes and generate increased activity, linkage and subsequent levels of safety throughout the town centre.

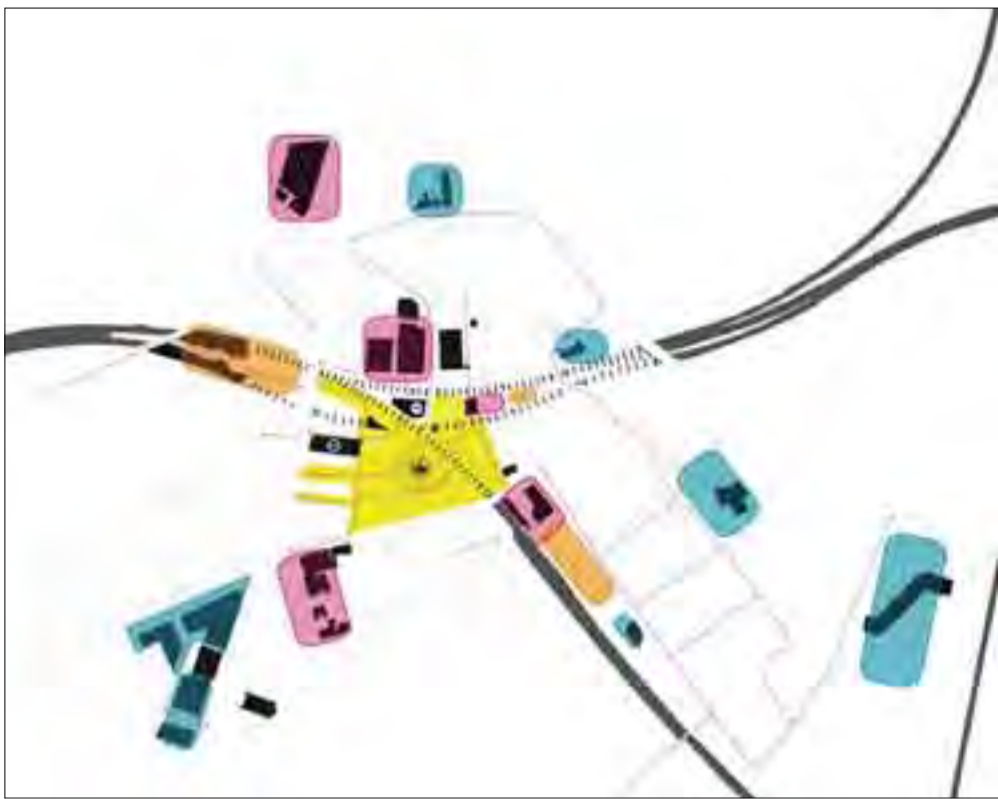
4.2.2 Destinations

In order to encourage more activity across the whole of the town centre, certain sites have been developed as major destinations. These sites act as attractors and wayfinders for local people as well as visitors. Improvements to the public realm and public transport infrastructure make connections between these attractors more comfortable and legible.

Major destinations include:

- The flexible, multi-use Brixton Exchange;
- The revitalised markets and high street retail anchors;
- Brixton Academy and Bon Marché Yard enterprise hub (to the rear of Marks and Spencers);
- The new public realm, entertainment and cultural uses around Windrush Square;
- The Town Hall civic sub-centre; and
- The exemplar sustainable community hub at Somerleyton Road.

Mixed use hubs act as attractors to encourage a range of activities throughout the town centre, both during the day and at night. This helps to activate specific areas of the town centre and influence movement patterns of both visitors and the local population. The masterplan also promotes networks and clusters of related sectors such as the creative and voluntary industries. Finally, specialist hubs for the promotion and support of niche industries are proposed, providing additional space for exhibitions, conferences and meetings. New workspaces are used as a means to activate peripheral, or edge-of-centre locations, whilst feeding a steady flow of movement through the whole of the town centre. Affordable workspace clusters support niche Brixton sectors such as the voluntary and CCI business communities.



Key retail, civic and cultural attractors

Key public spaces and buildings framing gateway locations



Hubs, connectivity and destinations

- Workspace hubs
- Civic hubs
- Cultural / entertainment hubs
- Markets
- Core town centre
- Pedestrian network
- Parking
- Underground station
- Overground station

Key Destinations:

- ① Primary care trust offices/ children's health centre
- ② Town Hall
- ③ Library, Ritzy and National Black Heritage Centre
- ④ Mixed-use cultural venue
- ⑤ Workspace
- ⑥ Multi-use community facility
- ⑦ Multi-use sporting arena and market support centre
- ⑧ Brixton Recreational Centre
- ⑨ Brady's multi-use community facility
- ⑩ Brixton Academy music venue
- ⑪ Various community uses
- ⑫ Workspace
- ⑬ Supermarket
- ⑭ Proposed Evelyn Grace Academy
- ⑮ Hillmead School
- ⑯ Multi-use community facility
- ⑰ Skate park
- ⑱ Leisure centre

Key Spaces:

- A Windrush Square
- B Exchange Square
- C Brady's Square



4

4.2.3 Loops








The masterplan proposes a movement pattern for the town centre whereby new improved permeability creates interlocking retail loops. Rather than focusing on the already congested high street, retail loops are a means to lead footfall through the town centre, with improved markets and medium format retail providing anchors and destinations.

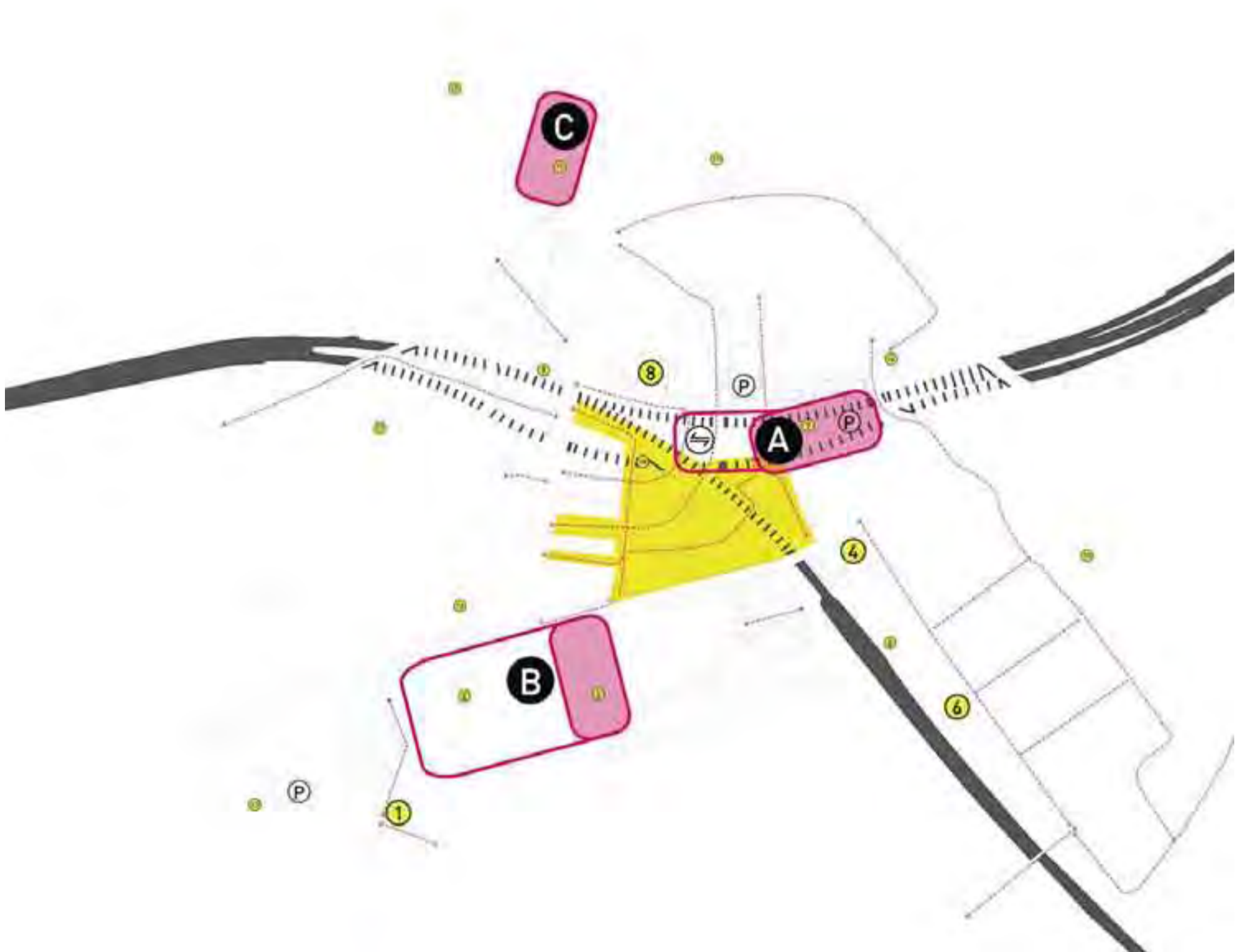
The markets are located at the heart of the town centre. In order to improve their trade the markets are used as a focal point to draw footfall and movement through the town centre. By locating complementary uses and major attractors in close proximity to the markets, stall-holders will benefit from an increase in through-traffic. By drawing people along Electric Avenue, through Exchange Square and along Brixton Station Road, this part of the town centre is brought back into active use. This also has significant benefits to issues of crime and safety in the area, due to the animation of these streets. Public realm strategies of lighting and signage accompany the retail loop as wayfinding devices, as well as a means to heighten positive perceptions of Brixton town centre.

There are further opportunities for new high street retail attractors and anchor stores within the existing street fabric. Much of the new retail offer in the town centre will be located in mixed use developments, helping to support softer retail uses such as cafés, restaurants and bars.



Hubs and pedestrian circuits and loops

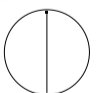
- | | |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|  Markets | Routes: |
|  Indoor markets |  Primary |
|  Supermarket |  Loops |
|  Retail anchors / attractors |  Secondary |



A synergy between hubs, the markets and a variety of uses reinvigorates the town centre

- A** Hub/destination: Brixton Exchange
- B** Hub/destination: Windrush Square
- C** Hub/destination: Brixton Academy

- 1 Civic, community and cultural hub
- 2 Town Hall
- 3 National Black Heritage Centre
- 4 Mixed-use cultural venue
- 5 Mixed use workspace and living
- 6 Community, education and living
- 7 CCI hub, residential uses and multi-use sporting arena
- 8 Brixton 'Rec'
- 9 Bon Marché
- 10 Brixton Academy
- 11 Karibu education centre
- 12 Workspace
- 13 Tesco
- 14 Evelyn Grace Academy
- 15 Hillmead School
- 16 Mixed-use residential and community
- 17 Ferndale community sports centre
- 18 Brady's community facility.



4

4.3 LAND USE

The creative manipulation of a mix of land uses plays a crucial role in the regeneration of Brixton, bringing forward new destinations, new activities and new energy to the town centre. The masterplan seeks to consolidate the town centre by expanding the range and type of retail and market offer available within it. It addresses the high street, looking at its key sites and proposing the expansion and diversification of its uses and offers. It also seeks to bring 'living' back to the heart of the town centre, coupled with the development of new workspaces and cultural facilities, notably within the Brixton 'triangle' and Somerleyton Road areas.

Recent trends have begun to organise town centre uses and patterns of use into 'natural' clusters or zones. For instance, the new Windrush Square development takes on a cultural role, with the Ritzy, National Black Heritage Centre, St. Matthew's and a potentially 'revived' Fridge all gathering around a new public space, offering destinations and activity from early to late evening.

There is potential for the northern end of Brixton Road to develop music and arts orientated businesses, retail and work spaces potentially working with acknowledged music business leaders such as the Brixton Academy.

'Brixton triangle' offers a contrasting story and the area between Station Road and Coldharbour Lane faces some significant challenges. Sites on Station Road, Popes Road and between the viaducts negatively affect the commercial environment, making the area unwelcoming and largely unusable at night. A change in the ownership of Brixton Village and much of Market Row has recently taken place, further reinforcing the importance of the masterplan in offering a co-ordinated framework for the future of these local assets.

The land use strategy aims to create a vibrant retail and commercial circuit from Electric Avenue to Popes Road/Brixton Station Road and back to Brixton Road. In doing so, the masterplan envisages new market trading patterns extending to early evening hours along this route. On the southern side of the triangle, the masterplan proposes mixed-use development along Coldharbour Lane and Somerleyton Road to draw these areas back into the core town centre.



Use classes:

A uses: shops/ financial and professional services/ restaurants and cafes/drinking establishments / hot food takeaways

B uses: business; general industrial; special industrial groups; storage and distribution.

C uses: hotels; residential institutions; dwelling houses.

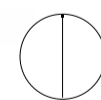
D uses: non-residential institutions; assembly and leisure.

Sui generis: theatres; nightclubs; amusement centres; retail warehouses; and others.



Ground floor land use

- A uses - retail
- A uses - markets
- B uses
- C uses
- D uses
- Sui generis
- Energy centres
- Transport infrastructure



4

4.3.1 Retail

The masterplan seeks to enhance and extend retail trading floor space across the town centre. It promotes the consolidation, upgrading and expansion of high street retail space on Brixton Road and Stockwell Avenue, and the regeneration and upgrading of the retail offer of shops such as Iceland and the former Woolworths store.

New retail frontages along Electric Avenue, Popes Road and Brixton Station Road will be installed with the development of key sites for mixed-use schemes. This renewed activity on the street supports and promotes the establishment of a more vibrant evening economy incorporating food and beverage uses at ground level, and sees the controlled use of the public realm as part of the quality and diversity of its offer. Additionally, the masterplan proposes the re-designation of the railway arches facing onto Brixton Station Road for A or B class uses. Electric Lane, north and south of Electric Avenue, is similarly designated for ground floor retail or commercial uses (A/B class uses).

The masterplan proposes a new overland rail interchange, within which ground floor retail and food and beverage uses would be contained. This would potentially bring forward new frontages around the station entrances on Atlantic Road and Brixton Station Road and the new frontage to Exchange Square.



Use classes:

A uses: shops/ financial and professional services/ restaurants and cafes/drinking establishments / hot food takeaways

B uses: business; general industrial; special industrial groups; storage and distribution.

C uses: hotels; residential institutions; dwelling houses.

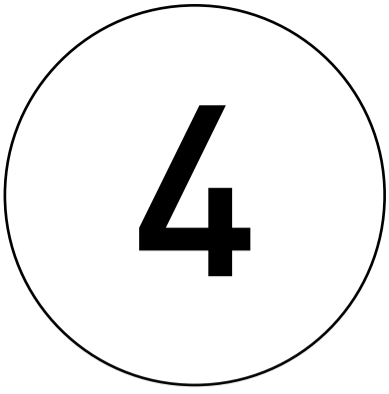
D uses: non-residential institutions; assembly and leisure.

Sui generis: theatres; nightclubs; amusement centres; retail warehouses; and others.



Upper floor land use

- | | |
|-------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> A uses - retail | <input type="checkbox"/> Sui generis |
| <input type="checkbox"/> A uses - markets | <input type="checkbox"/> Energy centres |
| <input type="checkbox"/> B uses | <input type="checkbox"/> Transport infrastructure |
| <input type="checkbox"/> C uses | <input type="checkbox"/> Canopies/atria |
| <input type="checkbox"/> D uses | |
| <input type="checkbox"/> Mixed use | |



4.3.2 Brixton Markets

Brixton Markets are identified as a key area of focus for future Brixton. The masterplan proposes the consolidation of the street markets primarily on Electric Avenue, Popes Road and Brixton Station Road, creating a more legible and coherent identity through improved canopies and more regular stall locations, whilst also providing the services and facilities necessary for the markets to function efficiently within the proposed market support centre in Brixton Exchange.

The covered markets are to be retained and supported as key retailing areas within the town centre.

4.3.3 Commercial Uses

The fine grain regeneration of the town centre is realised through the mixed-use development of opportunity sites and as such the masterplan proposes the development of managed clustered office spaces for the Creative and Cultural Industries (CCI) and the 'Third Sector' embedded within mixed-use proposals.

Typically, the masterplan envisages a network of managed CCI workspaces, supported by communal reception and hospitality spaces which provide letting options ranging from 100 - 500m².

The plan proposes that the upper floors of town centre properties that are currently under used or vacant be brought forward as new work/living spaces through a council-led programme. In this way the masterplan envisages a comprehensive revitalised streetscape, with new business and enterprise coupled to a wider and higher quality retail, food and beverage offer.

The masterplan envisages that existing larger format commercial spaces such as Blue Star House will continue to provide lettable office spaces and that, as the market consolidates, these spaces will be maintained at a contemporary competitive standard.

4.3.4 Industry

The masterplan does not propose the retention or location of any industrial uses (B8) within the town centre with the sole exception of the Walton Lodge Laundry on Coldharbour Lane, which should remain in-situ unless a suitable re-provision site is agreed.

4.3.5 Residential

The development of new residential space across Brixton is a key strand of the regeneration strategy. Bringing people back to live in the town centre is fundamental to increasing a sense of identity, ownership and surveillance of Brixton's streets and spaces. The proposed locations display a variety of conditions and situations, yet a consistent characteristic throughout the masterplan is a preference for upper floor rather than ground level living.

The masterplan seeks to encourage diversification of residential types within Brixton, developing a wide range of innovative housing typologies. The strategy aims to inspire innovative, flexible and contemporary forms of inner city housing, both for private and affordable housing. Access to high quality affordable housing, with associated amenity and play facilities will help to build positive and equitable communities. Sustainability plays a crucial role in Brixton's residential development: sustainable housing design will help to meet Brixton's OPL targets as well as educate and build a new sustainable culture for Brixton.

4.3.6 Education

The masterplan supports the development of the Evelyn Grace Academy on Shakespeare Road as part of the emerging context of the Somerleyton area. The plan further supports the development of a new primary school in Brixton serving Acre Lane and its hinterland, on a site to be determined at a later date. A site allocation of at least 4,200m² is required. The designation of other ground level commercial space within the masterplan could be, if considered appropriate and acceptable, converted to other educational space such as language or private second or third level schools.

Educational buildings within the masterplan area will be required to adhere to high standards of architectural design, using innovative urban typologies which respond to the urban context and character of the location.

4.3.7 Cultural Uses and Leisure Facilities

The masterplan proposes to consolidate and add new cultural facilities and spaces within the town centre. The Windrush Square area will continue to improve as a centre for evening and night-time economies, with support for the proposed National Black Heritage Centre, alongside activities at St. Matthew's and the Fridge on Brixton Hill. A key new destination is the incorporation of a major cultural attractor at the northern end of Somerleyton Road, which will draw activity into this quieter area of the town centre, creating a cultural corridor along Coldharbour Lane from Windrush Square.

The masterplan is keen to see the expansion and diversification of the Brixton Academy as a cultural provider, educator and employer and the consolidation of compatible uses around it. Further locations for evening and night-time uses include Bon Marché Yard, which should bring forward compatible enterprises (such as workspaces, recording studios or smaller venue spaces).

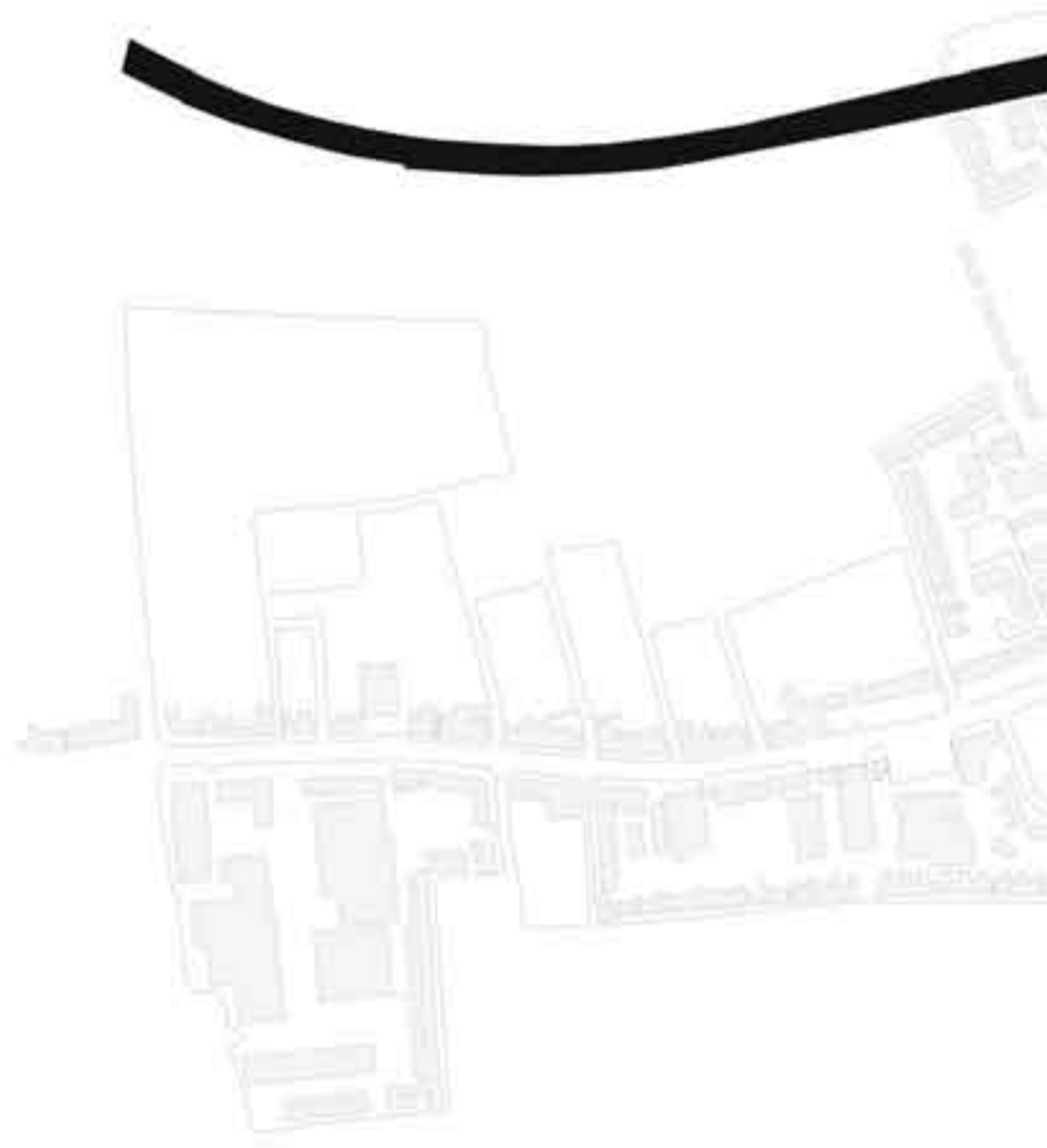
The masterplan supports the location of existing night clubs and Brixton's evening economy will be used as the basis for creating a vibrant cultural circuit within the town centre. New community facilities will further be established as part of the development of Somerleyton Road/Coldharbour Lane, and on Popes Road/Brixton Station Road, addressing the current shortage of appropriate activity spaces for Brixton's diverse community.

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4.3.8 Community Facilities

The masterplan embeds the concept of healthy, happy communities into all proposals in order to tackle some of the current issues of inequity of access that Brixton's residents face. Building on the town centre's existing activity hubs and gateways the strategy proposes the generation of integrated clusters of new residential uses and community facilities to build relationships across different groups and enhance the lived experience of Brixton town centre.

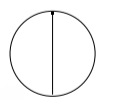
A distributed network of community facilities is proposed across the masterplan area, linked by an improved public realm to create a permeable and walkable town centre. Located in areas of existing and proposed residential development, community centres, crechés, after-school clubs, schools and community gardens are just some of the facilities that will aid social cohesion amongst Brixton's communities. All residential developments will be designed with shared amenity space and facilities to further foster a greater degree of interaction and exchange between local residents.





Proposed social and cultural infrastructure

- Culture and leisure uses
- Ground floor residential uses
- Community uses
- Civic uses



4

4.4 TRANSPORT AND MOVEMENT

Transport accounts for around 10% of Brixton residents' and visitors' carbon footprints. A targeted reduction in unsustainable methods of transport has the potential to significantly reduce this figure. The development of a culture of sustainable transport is dependent on the provision of an infrastructure that in the first instance reduces the need of people to travel (e.g. through inclusion of home working facilities in residential developments) and secondly provides individuals with an incentive to walk, cycle or take a train rather than drive.

The masterplan's transport strategy is underpinned by the Brixton Town Centre Transport and Movement Study (TfL and LB Lambeth 2009), which provides an assessment of multi-modal movement in the town centre in the context of the masterplan. A number of initial works have been undertaken to ease pedestrian congestion on Brixton Road, an area directly highlighted by the study. Further issues of potential future increases in town centre vehicular traffic are tackled through the masterplan's proposed public transport improvements, vehicle sharing schemes and public realm improvement to encourage pedestrian and cycle activity.

4.4.1 Town Centre Interchange

The Brixton Town Centre Transport and Movement Study (TfL and LB Lambeth 2009) finds that the masterplan proposal to create a multi-modal public transport interchange through widened pavements providing appropriate bus stop locations, the opening of the rear of the underground to create direct interchange with overland rail and better access to upper level platforms will improve and enhance connectivity for pedestrian and public transport users within the town centre.

4.4.2 Vehicle Clubs

New build developments will provide ample cycle storage and limited car parking facilities to discourage private car ownership. Car clubs will be established to provide vehicle hire facilities at affordable rates as when they are needed. A long term aspiration for the town centre is the identification of sites for electric car charging and the investigation of opportunities for electric club car vehicles.

4.4.3 Cycle network

The new transport infrastructure will aim to reduce the amount of car use in Brixton in the first instance, by providing a bicycle concierge park for those continuing their journey by train and cycle parking through the town centre to encourage shoppers and local workers to move around Brixton by bicycle.

4.4.4 Low/Zero Carbon Deliveries

There is potential for market stalls and local shops to deliver produce to customers by tricycles or electric vans. This offers a new business and employment opportunity within Brixton, and allows local businesses to extend their service provision, whilst further enhancing Brixton's sustainable town centre identity.
















4.4.5 Parking Facilities

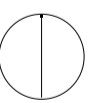
Car parking is to be located in a new multi-storey facility at Popes Road, on-street and at the rear of proposed developments on Somerleyton Road and in the ground level Tesco car park adjacent to the Town Hall area, as a means to reinforce footfall in the centre and help to market Brixton as a major retail destination.

New commercial and residential development within the town centre will be expected to provide minimal parking.



Proposed transportation strategy

- | | | | |
|-------------------------------------------------------------------------------------|----------------------------|-------------------------------------------------------------------------------------|---------------------------|
|  | Car park |  | Car club |
|  | Transport interchange |  | Secure bicycle parking |
|  | Pedestrian priority routes |  | Taxi stand |
|  | Viaducts for overland rail |  | On-street bicycle parking |
|  | Bus routes |  | Overland Rail |
|  | Bus stop |  | Underground Rail |
|  | Cycle routes |  | Pedestrian crossings |
|  | Car parking | | |



4

4.5 PUBLIC REALM

The physical and spatial environment in which we live and work, impacts greatly on health, happiness and enthusiasm for creating and maintaining a sustainable and enjoyable place.

Positively transforming the visible and everyday experience of residents, visitors and users of the town centre is one of the most significant signs of change. To be successful, it needs to progressively engage all of the town centre's public spaces, creating the setting and environment for regeneration and redevelopment, and providing for existing and new land uses.

LB Lambeth's Permanent Art Works & Creative Lighting Strategy sets out a programme of public art for the town centre which fits with core objectives of Lambeth's Regeneration Delivery Plan and emerging Sustainable Community Strategy by encouraging community participation in regeneration, and improving the physical fabric of one of the borough's primary town centres. This strategy proposes:

- Working with local artists and community groups to produce cultural and contextual artworks and installations.
- Public art features in the following site locations e.g. Brixton Central, Electric Avenue, Brixton Exchange Square.
- Creation of a heritage/discovery trail through Brixton utilising installations to highlight Brixton's history and heritage.
- Potential design of street furniture by local/culturally invested artists and designers.

Artworks will be displayed in public areas that currently suffer from poor physical environment. The works will serve as 'quick win' projects to celebrate innovation, provide an outlet for the local creative community and address particular physical issues, prior to the implementation of larger development schemes within the masterplan.

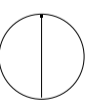
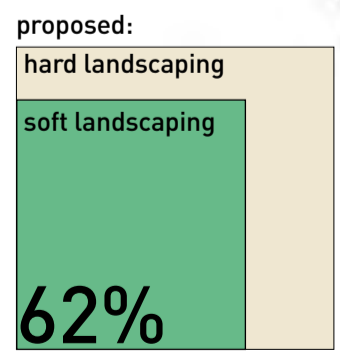
The masterplan proposes significant changes to the streets and spaces within the town centre, with a key shift in emphasis from car streets to foot streets within the Brixton triangle.

The regeneration of Brixton's physical and spatial appearance will be used as an opportunity to make improvements to the sustainability of the area, through initiatives to increase biodiversity, promotion of local food growing in allotments and roof top gardens and the application of a biodiversity action plan. The introduction of bird and bat boxes and green and brown roofs will further increase biodiversity in the town centre.



Public realm strategy (ground level)

- Areas of change
- Public amenity space
- Communal amenity space
- Private amenity space
- Ecological corridor
- Hard landscaping
- Play/youth space/sports court



4

4.6 DESIGNING OUT CRIME

4.6.1 Night Time Uses

A network of night-time uses, distributed evenly throughout the town centre, will provide key destinations linked by lit routes and feature lighting displays, to create a permeable, legible and safe town centre after dark. By locating new night-time uses in core town centre areas, especially around key public spaces, they will provide passive surveillance and generate activity. This can be supported by extended market and arcade opening hours providing increased retail offer and a more family friendly evening destination. A mix of evening food and beverage uses would compliment this retail and cultural activity.

4.6.2 Lighting

The council are currently preparing the Future Brixton Creative Lighting Strategy, the objective of which is to provide a considered approach to decorative lighting in the town centre. The document includes a series of detailed, specific lighting proposals designed to improve streetscape, safety, interest and celebrate important buildings.

The lighting strategy and implementation plan is intended as a practical guide and will include an audit of lighting in every street within Brixton town centre, and will analyse the practicalities of implementing a creative lighting programme. The intended benefits are:

- Enhanced personal safety
- Visual uplift of local landmarks
- To help guide people around the town centre
- An outlet for local creative expression
- Make the area feel safer
- Encourage a broader mix of people visiting the town centre during the evening hours.

The masterplan further proposes a functional lighting strategy of lit-routes, makes recommendations for well-lit controlled access entry points, and ensures an even distribution of lit frontage and upper level lighting overspill in order to improve pedestrian safety throughout the town centre.

4.6.3 Passive Surveillance

Passive surveillance in the town centre will be improved by encouraging a wide range of evening and night-time uses, providing overlook onto major public streets and spaces. Housing will be developed along under used/under-inhabited corridors such as Brixton Station Road creating front doors and overlook onto the streets below. Retail/commercial units will be encouraged to create attractive window displays that provide interest to the streetscape along with lighting overspill at night.

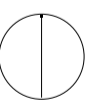
4.6.4 Defensible Space

Retail and business premises should be encouraged to maintain and improve their frontages and public realm and where possible use the public realm as external trading spaces.



Designing out crime

- Controlled access lit routes
- Proposed night-time uses: existing and proposed
- Proposed upper-level residential overlook
- Evening leisure and recreation facilities
- New/reinforced route defined by lighting installation
- Feature lighting



4

4.7 CONSERVATION

The masterplan supports the protection and enhancement of significant landmark environments with proactive programmes of investment. Key sight-lines around historic landmarks will be protected and development in surrounds will be required to be sympathetic in design. Landmark historic buildings such as Brady's and the 'Rec' will be re-invigorated and brought into publicly accessible use. Other key buildings for re-use include the upper floors of the markets and the high street and the southern railway arches.

Refurbishment and redevelopment of both public realm and buildings must be carefully designed to respond to the special architectural and historic character that makes Brixton distinctive. The starting point for any new design should be the existing buildings and townscape to which form, scale, mass, location and appearance of the new development should relate sensitively. Buildings should be of high quality design and materials, and should enhance the quality of the existing townscape. Given Brixton's unique cultural mix, culturally and historically referential buildings, as well as the imaginative adaptation of existing buildings, would be appropriate. This attention to quality architectural design at the planning stage should be assured at the construction stage through an effective planning enforcement strategy







The Brixton Conservation Area Statement (CA 26) forms the basis for a design framework for the town centre, seeking to promote best practice and provide a basis for planning enforcement. The statement should be used in conjunction with the masterplan to provide detail on distinctive town centre typologies such as design of retail fronts in railway arches and the indoor markets, and on the wide variety of Brixton's historic stock from Victorian to Art Deco to modern building forms. The statement also designates such architectural features

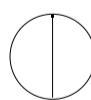
as key frontages and describes how they should contribute to the townscape. Designated frontages will be required to function as key elements of the townscape to create clear gateways, corner markers or in the case of historic buildings to be protected and enhanced to ensure their continued positive contribution to the townscape.





Built form - architecture, conservation and heritage

-  Listed buildings
-  Local cultural landmarks
-  Conservation area
-  Key frontage
-  Secondary frontage
-  Key sight lines



4

4.8 THE PHYSICAL ENVIRONMENT

4.8.1 Massing

The masterplan sees the intensification of specific areas of the town centre as part of a wider strategy to reinforce the status and vitality of Brixton. It also sees intensification of massing as a means of regenerating and re-energising areas which are currently marginalised. The masterplan recognises the contribution that areas of intensification can make to the development and regeneration of key pieces of urban infrastructure such as transport facilities and interchanges or the definition of new public spaces. The acceptability of high density developments will be determined in accordance with the masterplan proposals and principles, the UDP and GLA requirements and the CABE/English Heritage (EH) guidance.

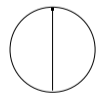
The primary area for intensification is Brixton East Central: an area around Brixton Station Road, Popes Road, Electric Lane (north only) and Coldharbour Lane (eastern section at the junction with Railton Road). The location of the town centre transportation hub supports high density development as part of the comprehensive proposals for this area, bringing a centralised intensification of use, density and massing, however the area has key conservation and heritage sensitivities. Brixton East Central abuts the conservation area, and will require the testing of proposals in terms of preserving or enhancing the context and setting to the conservation area. Any taller buildings within the regeneration and redevelopment area will need to demonstrate spatial and physical acceptability with this contexts. All tall building proposals are expected to meet standard environmental impact assessment criteria.

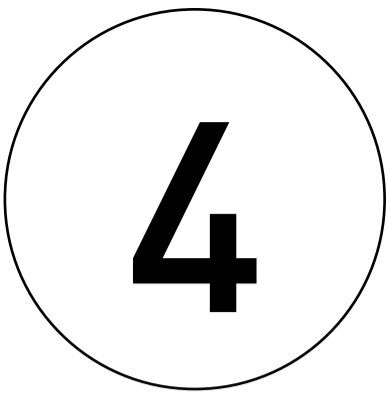




Proposed town centre building massing

- 10 + Floors
- 7 - 9 Floors
- 4-6 Floors
- 1-3 Floors





4.8.2 Streetscape

A number of key elements characterise the Brixton streetscape, including:

Viaducts

The masterplan recognises the railway viaducts, located across the town centre, as a major development opportunity and supports the widespread utilisation of these in creating active frontages along key regeneration seams. These resources can act as both an element to aid permeability across the town centre, and also to direct movement through a system of voids.

The relationship of the surrounding uses to these viaducts will be enhanced, through the highlighting of these striking features to create frontage and activity, in line with town centre design coding for streetscape and frontage.

Landmarks

As described in section 4.7, the town centre is privileged with an abundance of landmarks and wayfinding aids, most strikingly the ornamental corner features and decorative towers of the historical building stock. The masterplan is committed to protecting key town centre landmarks, and ensuring that future development adds to the existing context to create a rich and varied urban fabric of the highest quality architectural design.

There is a need to preserve and enhance the setting (and listed buildings) in the Conservation areas and the character and appearance of the listed buildings in the vicinity. Any new development has to be sensitive, though not deferential to the Conservation Areas and the historic buildings to ensure that Brixton's character is not only preserved but enhanced.

The role of contemporary high quality and distinctive architectural design will have an important contribution to make to building on to Brixton's local distinctiveness.

Setbacks

The street grain across the town centre fluctuates from the tightly packed central area to wider streets and deep setbacks along Acre Lane, Coldharbour Lane and Brixton's tributary routes. The masterplan recognises the importance of acknowledging this variation in urban grain in order to respect and maintain the character of the different key regeneration areas, and as such, new developments will take precedent from the surrounding urban fabric in order to respond to the existing urban form.

Block-to-block relationships are key in defining the local streetscape character. This is defined by:

- Setbacks (on the ground and upper floors)
- Defensible zones that mediate an interface between public and private activities on the ground floor
- Offsets between buildings and screening
- Active frontages to buildings
- Public realm, planting, lighting and public art to punctuate and define routes and sequences of spaces and to generate activity and interest at the street level.
- A varied urban grain (ensure a finer grain subdivision of long facades to avoid long monotonous frontages)

Architectural Treatment

A diversity of architectural styles and massing will create variety and visual interest in the town centre, building on its local heritage and distinctiveness.

Architectural features should be used to break down the visual scale of facades. The use of balconies, screens, fenestration and the articulation of the depth or layering of the facade should be used to breakdown the perceived scale of buildings.

Pattern texture and grain of cladding material can also achieve richness in the urban palette of materials. The scale, rhythm and orientation of cladding and fenestration creates visual richness and articulation of individual storeys and aids in breaking down the perceived scale of buildings.

Frontages and visual permeability

Key frontages define key moments in the urban fabric. They require a requisite high quality design and use of materials that register their importance with the fabric.

Non-residential ground floors should be at least 4 to 4.5m high and include material transparency in order to generate interest and activity. Blank facades on key corners should be avoided.

Long elevations should be subdivided with a finer grain of architectural elements (fenestration, balconies, setbacks, use of high quality cladding, layering of depth etc) that prevent long monotonous facades.

Role of public realm, public art, and lighting

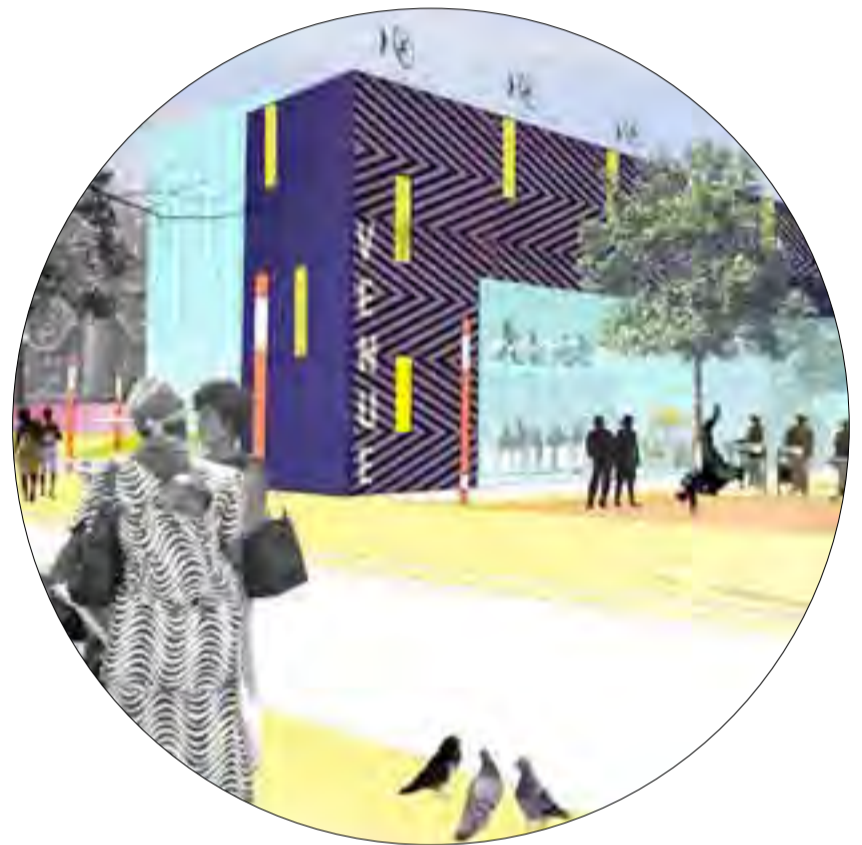
An innovative public realm strategy, that incorporates provocative public art and lighting, is key to reinforce the key moves and principles of the masterplan. Landscape design should complement the spatial and architectural quality, and distinctive character of Brixton and not be designed as mere decoration.

A range of spaces for recreation, leisure and relaxation should be provided which will hopefully be appropriated and transformed by local residents to reflect their cultural diversity.

Views

The town centre is characterised by a number of key views, aiding legibility and creating specific snapshots of the juxtaposition of elements which together create Brixton's skyline and urban landscape. Views of the roofscapes through Brixton Central are strongest from the elevated railway viaducts and platforms of Brixton's railway station, and will further be offered through new high density developments in the central area.

The masterplan places a strong emphasis on the creation of upper level landscaping throughout the town centre, as both ecological enhancements (green and brown roofs) and also amenity space provision. This new upper level landscape will add to the existing upper level views, to create a town centre vista which transforms into a green carpet.



4

The urban section through Popes Road, Exchange Square and Somerleyton Road illustrates the principle of concentrating height around the proposed transport interchange. The clustering of taller buildings around transport infrastructures is a principle supported by CABE and the GLA in identifying suitable locations for tall buildings. The grouping of tall buildings with articulated profiles, high quality materials, dynamic compositional distribution of fenestration and balconies/screens creates visual interest along the skyline. This is also suggestive of improving legibility and way finding along a wider urban panorama as the buildings act as urban markers signalling the location of a new mixed-use quarter.



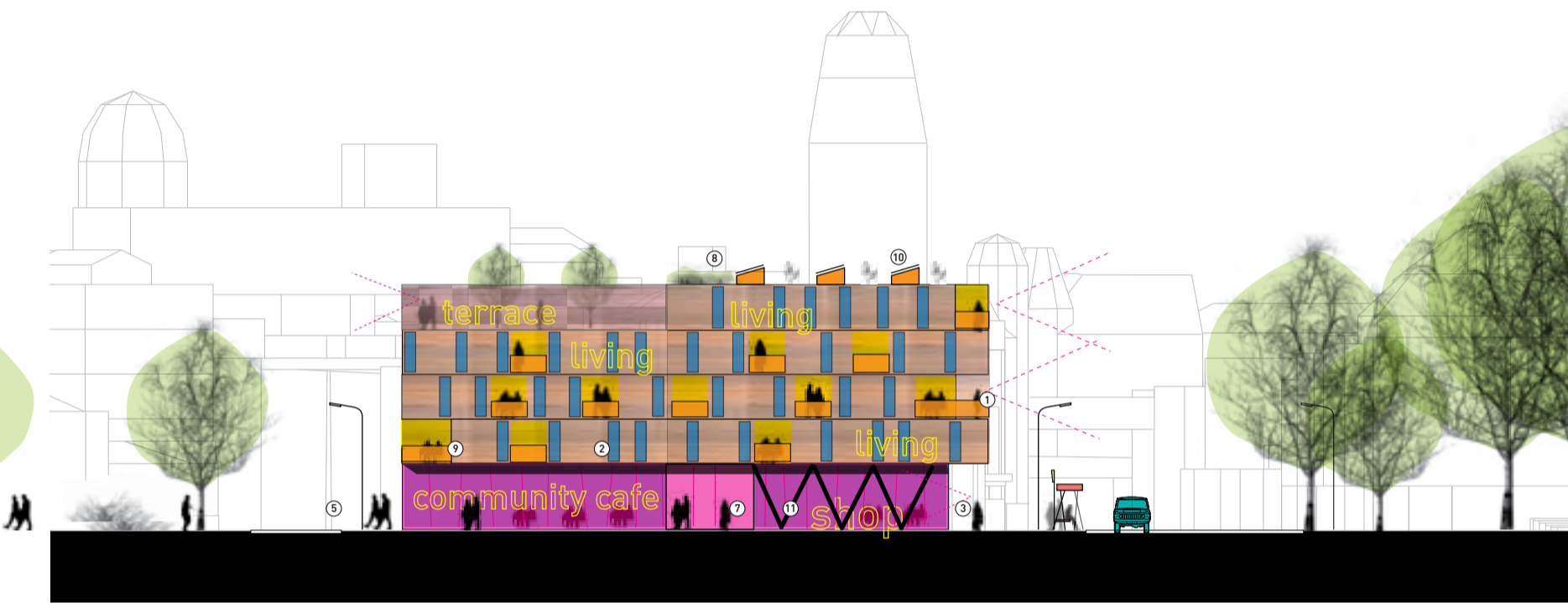
Urban section AA



Street section BB : Station Road

Key Streetscape elements:

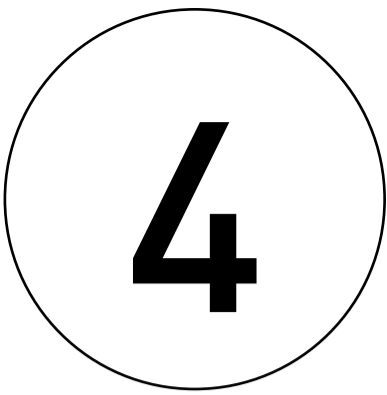
- ① Balconies: articulation of façade
- ② Fenestration pattern / composition: breakdown perceived scale of buildings
- ③ Active ground floor uses with arcade providing protection from weather
- ④ Cladding materials and texture to generate visual interest : screening of parking garage
- ⑤ Public realm: planting, lighting and public art strategy to create cohesive public realm
- ⑥ Animation of arches by active usages fronting Exchange Square and Station Road
- ⑦ Pedestrian priority area: increase permeability and connectivity
- ⑧ Articulation of roof profile
- ⑨ Upper level amenity
- ⑩ Green roof and other renewable energy technologies
- ⑪ 4 to 4.5m high non-residential storey height on ground floor
- ⑫ Set-backs / parapets to provide articulation
- ⑬ Innovative and varied housing and mixed use typologies
- ⑭ Ecological planting



Street section CC : Brixton Hill



Street section DD : Somerleyton Road



4.9 RENEWABLE ENERGY

4.9.1 Infrastructure for One Planet Living

Within a town centre operating under the OPL principles, energy infrastructure provisions support the target of all buildings and structures within the masterplan area being zero carbon by 2020 through the generation of district renewable energy that is supplemented by on-site renewable energy installations. Building designs are future-proofed for the addition of further on-site generation or potential connection to district supply networks.

Waste infrastructure makes provision for ensuring that residents are able to reclaim, compost or recycle at least 70% of their waste by 2020 and the monitoring of waste production and targets for reducing waste is undertaken to measure the effectiveness of infrastructure provision and operation.

Infrastructure for water provision should enable delivery of best practice standards in water efficiency and recycling. Facilities for the recycling of water should be integrated at appropriate levels, including district and individual buildings or developments.

Infrastructure should be in place to initially stimulate and then maintain the ability of developers to use local, reclaimed, recycled and low environmental impact materials for construction and estate management.

4.9.2 Implementing a sustainable infrastructure

Overarching all of the OPL systems is the infrastructure put in place to facilitate a culture of sustainability throughout the Brixton masterplan area and beyond. The provision of information, guidance, education, support, and community interaction is the adhesive between aspects essential for a truly sustainable town. Without initiatives to provide this social and support infrastructure,

engagement with, and buy-into the One Planet Principles will not be achieved. The establishment of a One Planet Living Centre in Brixton is the first step in creating this infrastructure.

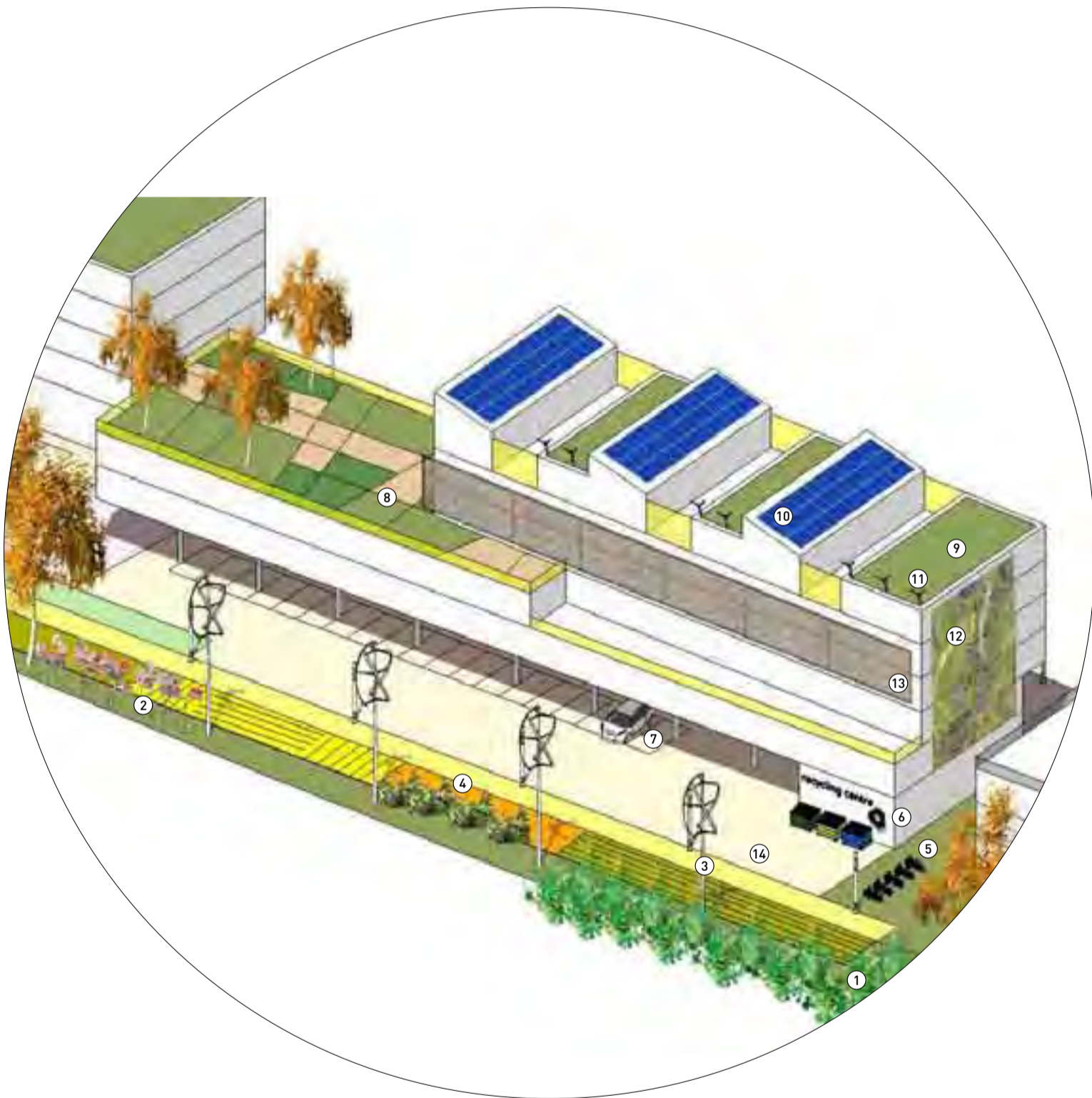
Initiatives will be provided for existing properties and businesses in the form of energy, waste, water and transport audits, support services for implementing change and best practice, and the development of waste strategies for adoption by individual sites.

The establishment of a dedicated Town Centre Management body will enable the provision of proactive and effective guidance and enforcement of sustainability principles during the design and construction of infrastructure systems.

4.9.3 Building infrastructure

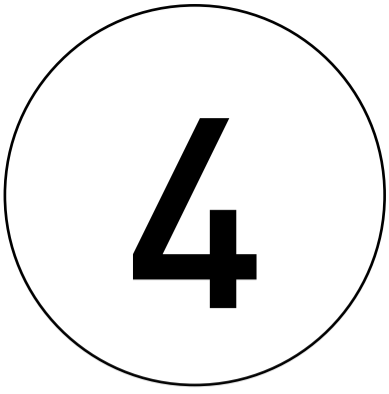
Buildings will be a key contributor to the sustainable fabric of Brixton in a range of ways. From the concept and design stages, buildings should be specified with an emphasis on the use of reclaimed and low embodied energy construction materials.

Construction materials, appliances and fittings incorporated into developments should demonstrate best practice in energy efficiency. As a minimum, 30% of materials (by value) are to be from reclaimed or recycled sources. Ideally this should be much higher. The large scale development planned in the area presents a prime opportunity for applying sustainable design and construction approaches at all states of the development process. By providing a construction materials depot, materials from selected buildings marked for demolition will be reclaimed for use in new projects. Similarly, new build plans will 'design for deconstruction', ensuring that construction materials can be re-used come the end of the buildings lifetime.



Sustainable building design

- | | |
|----------------------|-----------------------------|
| 1 Ecological strip | 8 Roof terrace amenity |
| 2 Bird and bat boxes | 9 Green roofs |
| 3 Wind turbines | 10 Photovoltaic cells |
| 4 Allotment gardens | 11 Rooftop wind turbines |
| 5 Bicycle stores | 12 Green wall |
| 6 Recycling centre | 13 Winter garden |
| 7 Electric car club | 14 Porous/permeable paving. |



Low impact construction materials, i.e. those sourced locally, reclaimed and with a low embodied energy, will provide building users with a quality, high performance built environment in which they can minimise their energy use through energy saving behaviour. Consideration will be given to the sourcing of materials for new build developments, maximising on local and reclaimed sources available. The Whole Life approach should also be adopted in building design, with maximisation of opportunities for reclamation and recycling during deconstruction given due consideration.

Buildings have the potential to become productive rather than consuming assets of the built environment. Energy generation from renewable energy technologies installed in or on developments, and food production through the creation of roof and balcony terraces, are obvious and easily achievable examples of this. Buildings will also be designed as awareness raising tools, through, for example, prominent metering and information displays on energy generation.

4.9.4 Zero Carbon town centre

Within a town operating under the OPL principles, energy infrastructure provisions support the target of all buildings and structures within the masterplan area being zero carbon by 2020 through the generation of district renewable energy that is supplemented by on-site renewable energy installations. Building designs future-proof the addition of further on-site generation or connection to district supply networks.

ESCO/MUSCO

The design and application of district infrastructure is elemental to the creation of a sustainable Brixton. The efficiencies delivered through such planning will contribute significantly to the reduction in the use of energy, water, materials, cars for transportation, and also waste production and disposal.












The inclusion of a district heating system for the Brixton masterplan area is imperative to achieving carbon dioxide emission reductions on both a site-to-site basis as well as across Brixton and wider Lambeth. All new developments brought forward before the installation of the district scheme should be future-proofed to plug into this system.

The introduction of water collection and recycling systems both across the masterplan area and on a site-by-site basis will reduce the need for potable water from residential and commercial developments, in combination with water reduction measures installed within buildings.

The creation of an Energy Service Company (ESCO) or Multi-Utility Service Company (MUSCO) to provide either energy or multiple utility services respectively represents just one method for the financing, delivery and maintenance of Brixton's infrastructure and service requirements. New utility infrastructure can be developed to supply new build developments (and potentially a selection of existing sites), and there is potential to offer fuel bill discounts to existing residents and businesses through a bulk buy initiative also operated by the ESCO or MUSCO.



Proposed town centre sustainable infrastructure

-  Core town centre area
-  Key development areas
-  Energy centre
-  Town centre management
-  Waste management
-  Water management
-  Combined heat and power (CHP) / Combined cooling heat and power (CCHP)
-  Car club
-  Parking
-  Bicycle storage/concierge
-  Bicycle parking

Long term facilities and infrastructure management is vital to ensuring continuing sustainability. The adoption of an ESCO or MUSCO approach will ensure that energy services are delivered with increasing efficiency.

An ESCO can be defined by the following characteristics: it guarantees the energy savings and/or provision of the same level of energy at a lower cost; its remuneration is directly tied to energy savings achieved and it can either finance, or assist in arranging financing for the installation of an energy project they implement by providing a savings guarantee.

A MUSCO extends the provision of services beyond energy with the potential to include recycling of water, waste collection and processing, and ICT infrastructure.

Management, servicing and support facilities for energy, water and waste are imperative to achieving adoption by individuals of long term sustainable lifestyles. This will be supported by the information and services offered by the One Planet Living Centre.

4.9.5 Sustainable energy supply

The Mayor of London states in the London Plan that boroughs should 'adopt a presumption that developments will achieve a reduction in carbon dioxide emissions of 20% from on-site renewable energy generation (which can include sources of decentralised renewable energy)' (policy 4A.7). In addition, boroughs must 'maximise the opportunities for providing new networks that are supplied by decentralised energy' (policy 4A.5).

The Climate Change Action Plan for London (2007) sets out a target to achieve a 60% reduction in CO₂ by 2025. A full appraisal of all sustainable energy supply options will be undertaken post masterplan, taking into consideration both masterplan-wide and site specific opportunities. This feasibility study will give consideration to the full range of technologies and fuel options available.

A number of sites have been identified as suitable for hosting an energy centre. A district heating system will be designed to meet the heating and hot water requirements of a range of existing and future developments. The feasibility of a combined heat and power (CHP) or trigeneration (including cooling) scheme will be assessed. The long term, if not short term, fuel scenario will include biomass in the form of wood chip or biogas generated locally.

It is vital that the main regeneration zones of the town centre are equipped with district energy infrastructure. The masterplan proposes the development of four district-wide energy centres which will generate and supply electricity and hot water to the major developments and regeneration projects. Their locations are:

- Popes Road - Brixton Station Road - Interchange development zone.
- Somerleyton/Coldharbour Lane development zone.
- Brixton Hill/Acre Lane redevelopment zone.
- Bon Marché Yard/Stockwell Avenue/Stockwell Road regeneration zone.

The exact siting, size and connectivity of these four energy centres is subject to the proposed quantum of land uses, their operational needs and cycles. The masterplan shows within each 'zone' (with the exception of Brixton Hill/Acre Lane) a proposed location for these energy centres, which are likely to be gas fired CHP plants supported by biomass boilers. Individual energy technologies such as solar heating, PV cells and ground source heating are expected to be developed as part of each site's design response to energy and sustainability needs.

4.9.6 Water management strategy

The masterplan's sustainability strategy sets out the need for a managed waste regime within the town centre which covers residential, commercial and market waste by-products. The masterplan has identified strategies within the town centre to manage separated waste collection at a local level, including development of biodigesters, management of market vegetable and meat waste, the development of a One Planet Living information and education centre, and the requirement for all developments and existing business within the town centre to provide a 'waste management strategy' for their sites. The masterplan has identified market waste recycling as part of the remit of the market support centre, and is further examining potential for localised waste management on Somerleyton Road and within the Brixton Hill/Acre Lane and Bon Marché Yard regeneration zones. This strategy will be further developed during the planning policy development period.

The increase in residential offering will enable a concentration of masterplan-wide service provision, in terms of energy, water and waste, within a relatively small area surrounding the main transport and retail hubs.

New infrastructure envisioned within the masterplan will provide the supporting framework for delivering sustainability on a small, individual scale as well as across the masterplan area and beyond. Efficiency in the delivery and management of energy, water and waste services will be essential in the creation of a low impact Brixton.

Infrastructure for water provision should enable delivery of best practice standards in water efficiency and recycling. Facilities for the recycling of water should be integrated at appropriate levels, through the town centre, through design and development codes.

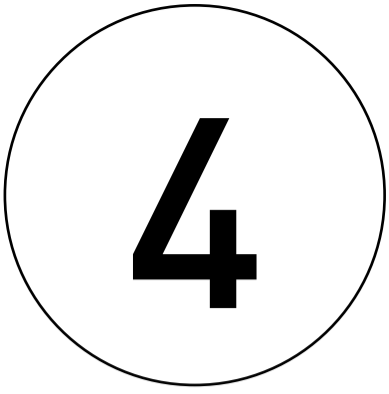
The proposed water infrastructure will increase efficiency across Brixton in three ways:

- Water reduction measures in buildings, such as low flow taps and dual flush toilets, will decrease demand;
- Reduction of leakage losses and introduction of drinking water fountains will increase the efficiency of water delivery and;
- Rainwater harvesting for re-use on site, greywater and blackwater recycling will decrease inputs into sewage systems and decrease demand for mains water.

SUDs (sustainable urban drainage systems) will be implemented across the masterplan area in the form of green roofs, ecological corridors with swales, permeable seams and planting in appropriate areas.

The supply of drinking water in the town centre will be improved through the introduction of drinking water fountains, providing a free and low impact alternative for people who currently buy bottled water in town.

The inclusion of SUDs, public water fountains, greywater/blackwater/rainwater recycling illustrates the wide range of water infrastructure options available and the valid contribution each can make to the masterplan area.



4.9.7 Waste strategy

The waste infrastructure makes provision for ensuring residents are able to reclaim, compost or recycle at least 70% of their waste by 2020 and the monitoring of waste production and targets for reducing waste are undertaken to measure the effectiveness of infrastructure provision and operation. The masterplan proposes the investigation of a longer term strategy to increase the percentage of waste treated within the borough by 2020. The reduction of waste and packaging in retail and the potential for a local waste tax will also be investigated.

An operational waste strategy will identify opportunities for industrial symbiosis as a means of improving cross industry resource efficiency, taking into consideration use of materials, energy, water, asset sharing, logistics and expertise. This would include a feasibility study into the potential provision of a town centre biodigester; the potential of re-use shops as a means to reduce the amount of waste to landfill from Brixton, provide opportunities for the creation of a social enterprise and generate jobs in the collection, sorting and selling of products.

A selection of outlets selling or trading goods ranging from second hand clothes, furniture and bicycles and shoes as well as light industrial goods will reduce the amount of waste leaving Brixton and encourage people to repair, reuse, recycle and recover.

A market waste strategy will be introduced to ensure that market stall operators continue to actively reduce the amount of packaging associated with their products and the amount of waste their stall generates. Provision will be made for waste generated by Brixton's markets. Facilities for collecting, processing and storing food/

compostable waste and re-usable goods and products will be located in close proximity to the market. In addition, there are opportunities associated with the untapped resource of waste from the markets with potential to harvest materials for re-use, composting and recycling. A dedicated waste strategy for the markets will encourage stall holders to consider the impact of the waste they produce.

A construction waste strategy will ensure sustainable best-practice throughout local construction, requiring contractors to have a best practice site waste management plan (SWMP) and ensuring that there is temporary storage provision for surplus construction materials.

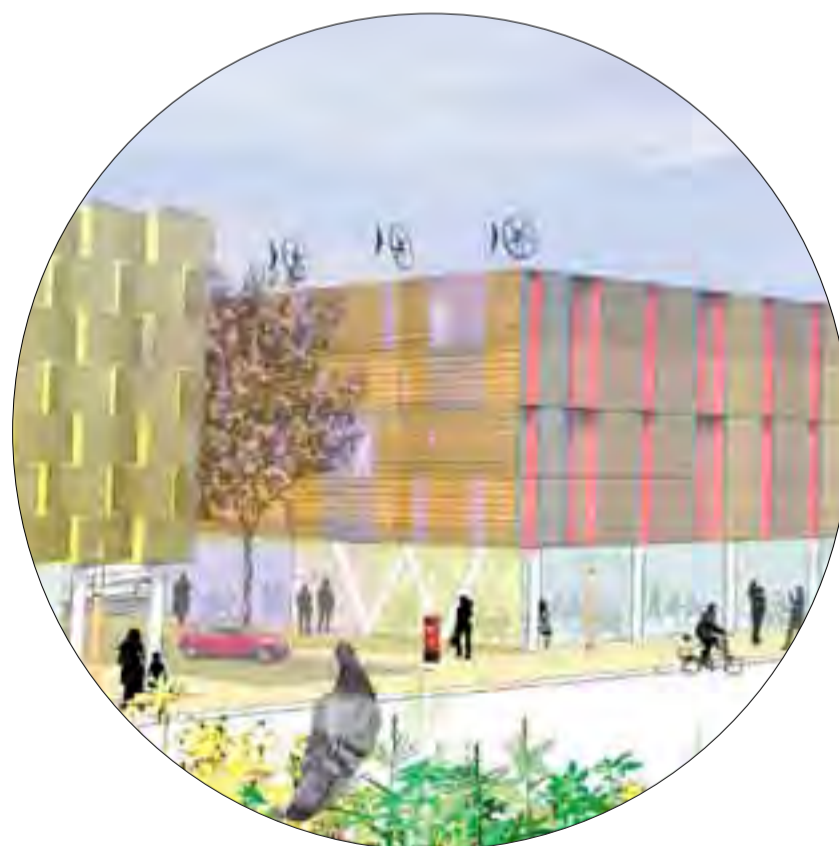
4.9.8 Sustainable food / urban agriculture

A sustainable food strategy will encourage local production and consumption in Brixton whilst promoting local sustainable food in public procurement, i.e. schools and hospitals.

On a domestic scale, the creation of neighbourhood allotments, roof top gardens and balcony gardens will encourage local food cultivation. The provision of domestic compost bins and communal waste facilities alongside the kerb side collection of large scale food waste generators will aid local recycling and composting.

Market gardening and commercial scale planting using hydroponics will be encouraged throughout the town centre. Local food networks, alongside a complementary food co-op, will help to support community agriculture and encourage bulk-buy waste schemes.

Ground, roof and balcony allotments will be introduced to encourage residents to grow their own produce and the viability of a rooftop garden/allotment on top of the Rec will be assessed. Urban orchards along Brixton Station Road will provide a functional and aesthetically pleasing addition to the landscape. Opportunities for hydroponics will also be assessed to ensure Brixton maximises its food growing potential, and allotments and community gardens will provide additional growing space at ground level.



5

KEY REGENERATION AREAS AREA 1: BRIXTON CENTRAL

5.1 BRIXTON CENTRAL OVERVIEW

Behind Brixton Road lies a network of streets, arcades and market spaces, which form the heart of the varied retail, commercial and leisure agglomeration. This area, defined here within the boundaries of Brixton Central, holds much of the activity that makes Brixton distinct, and as such is a hugely valuable area, which for many is considered the heart of Brixton.

Although in some places a hive of activity, Brixton Central also exhibits chronic signs of atrophy with a number of significant sites within the area disused, vacant or facing economic desertification. This current state is reflected by the designation of much of the eastern edge of the central area as a Major Development Opportunity (MDO) area in the 2006 Unitary Development Plan (UDP). With large parcels of land owned by the council and other large land owners such as Network Rail, the opportunity for change is great.

Brixton Central sits within the Brixton town centre conservation area and reflects much of the area's historic value, housing the unique cultural and heritage features of the markets alongside the rich historic fabric of Electric Avenue and its environs. This area has hosted some of the most turbulent episodes of Brixton's history, such as the Brixton riots, the legacy of which is embodied in the Brixton Recreational Centre (the 'Rec').

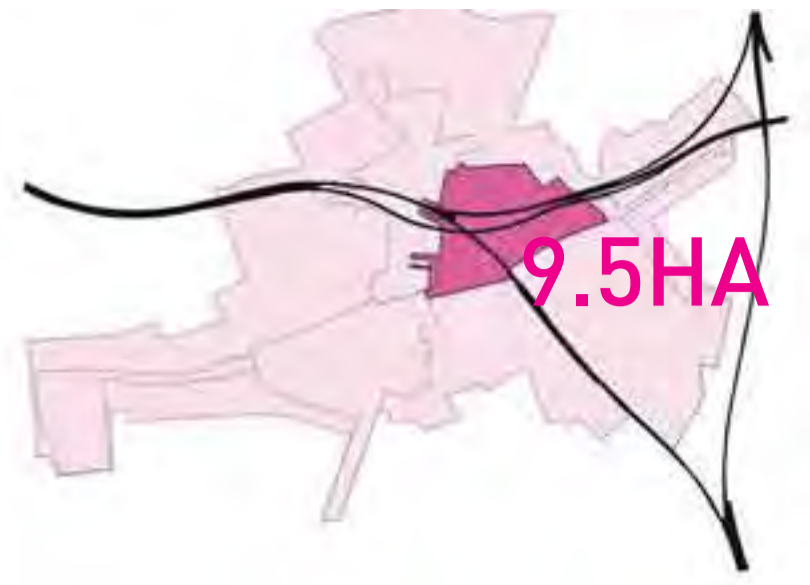
Retail within Brixton Central is predominantly market based, focusing around convenience retailing, services catering to the local Caribbean community and a small food and beverage offer.

The Canterbury Gardens estate is the only dedicated residential area within the Central area. It is currently isolated and cut off from the town centre due to a three metre high barrier wall along Brixton Station Road ensuring an inactive frontage and low footfall. This element makes the area unwelcoming, unsafe and difficult to police.

Residential uses within the surrounding Brixton Central area are confined to some fragmented inhabitation of upper floors along Electric Avenue, though many of these apartments are vacant and inaccessible. Inhabitation of upper floors along Coldharbour Lane is more comprehensive, however there is the opportunity for widespread refurbishment and renewed upper floor activity throughout the Brixton Central area.

Brixton Central has an understated cultural offer at present. Coldharbour Lane west is home to a range of small, niche cultural destinations as part of a wider historical sub-cultural movement in the area.

Connectivity within Brixton Central is poor. The viaducts currently dissect the area into multiple parcels of land and prevent spontaneous movement through the central market areas. Instead, movement is channelled along disconnected narrow passages beneath the viaducts, with a depth of movement required, which has the effect of deterring users. The area also lacks high-quality connectivity to Brixton Road. Existing connecting arteries are of poor quality, congested and unappealing, further discouraging potential visitors to this part of the town centre.



Brixton Central development sites

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5.1.1 Key Issues

- Lack of connection between the markets and surrounding residential areas.
- Lack of through-routes.
- Lack of night-time activity in the markets area.
- Difficulty in accessing the station.
- Lack of urban comfort: people feel threatened walking.

5.1.2 Key Constraints

- Shallow plot depth between the viaducts making development difficult.
- Operational requirements of Network Rail constrains development along viaduct edge. (Allowance for future platform extension, ventilation for London Underground, railway safeguarding).
- Difficulty in accessing the station.
- Operational requirements for the market.
- Viaducts as visual and physical barriers.

5.1.3 Key Opportunities

- Enhance permeability and connectivity to surrounding areas and provide a wider range of offer in the area.
- Make Brixton markets a destination.
- Enhance the range of offer in the markets through the introduction of other uses and specialist retail/food and beverage.
- A re-configured space between the viaducts providing a new public space in the heart of Brixton.
- Animated day/night ground floor use along the viaducts.
- A new station entrance.
- Access would not only support the revitalisation of the markets area by encouraging more footfall but also generate the activity required to support a lively complementary mix of uses in the area between the viaducts.

5.1.4 Area Framework

The Economic Environment: The strategy for Brixton Central focuses on economic development as underpinning Brixton's regeneration as a whole. The area seeks to support and develop existing businesses and economies providing whole-scale regeneration of the markets, a much needed market support centre, new market trading space, new large format retail anchors, a diversity of retail and workspace uses and new CCI workspace.

Social and Cultural Environment: This central area will see some of the masterplan's key moves due to its location in the heart of the town centre, and its role in catalysing the further development of the surrounding areas. The masterplan is a chance to once again integrate this pivotal area into the town centre, turning backlands into functioning social hubs championing Brixton's unique community and characteristics.

Physical and Spatial Environment: Brixton Central will be restructured in terms of movement and permeability, forming retail loops powered by major new cultural and retail hubs and focused on the newly created 'Brixton Exchange Square'.

Infrastructure: Brixton Central is designed to plug into a district energy system, with the potential location for a district energy centre within the area. A consolidated personal transport and parking hub, split between the Popes Road site and the 'Rec', will house town centre car parking, concierge cycle storage and a car club.

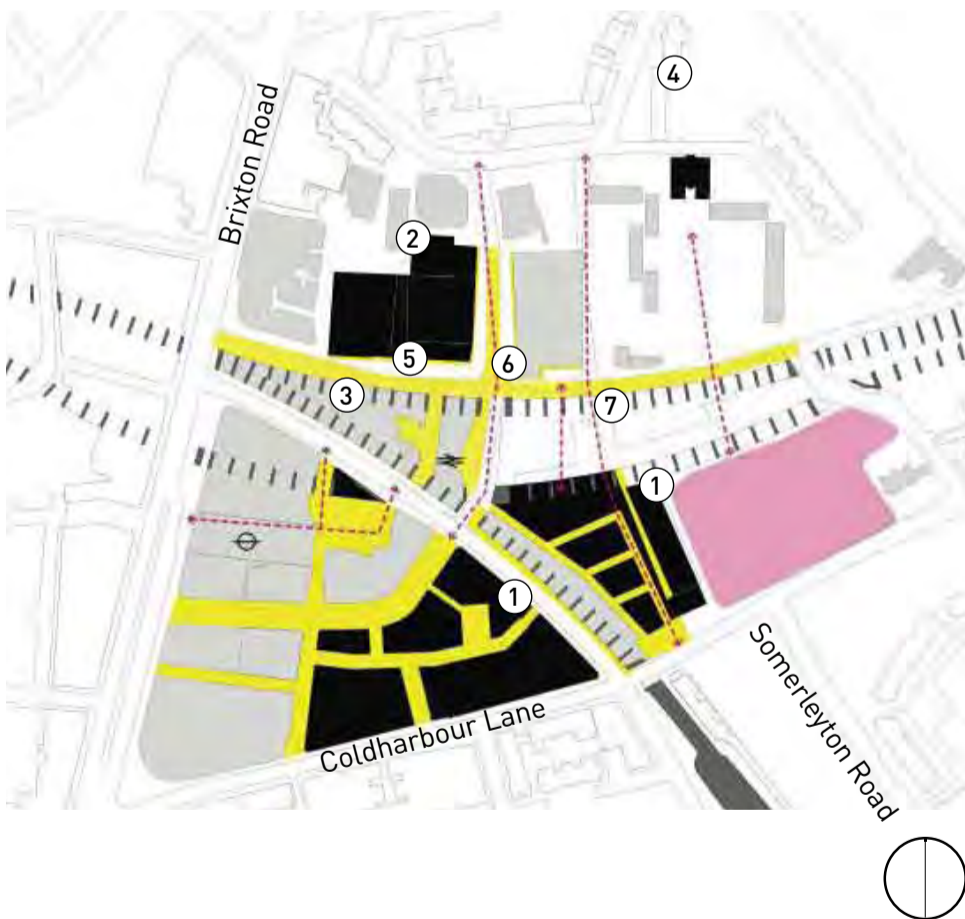
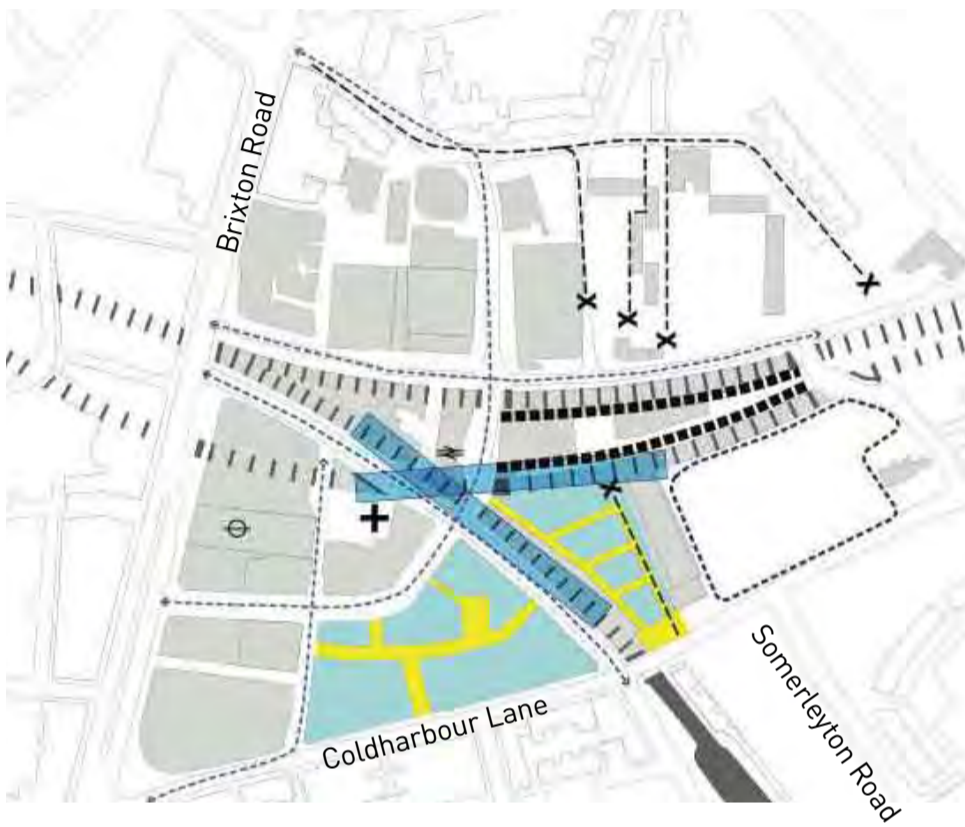


Key issues and constraints diagram

- ⚡ Public realm - poor quality and lack of servicing, lighting, drainage.
- ▬▬▬ Viaducts/shallow plot depth restricts building form.
- X No through routes.
- Existing and future railway platforms.
- + London Underground ventilation.
- Private ownership and controlled access.
- Arcaded routes: poor quality and poor legibility
- ⊞ Existing planning permission.
- ⊕ Underground rail
- ≡ Overland rail

Key opportunities diagram

- Public realm improvements and active frontages
- ⚡ New routes, increasing block permeability
- New development site.
- ⊕ Underground rail
- ≡ Overland rail
- Landmarks:
 - ① Historic Markets
 - ② Brixton 'Rec'
 - ③ Brady's Railway Hotel
 - ④ Canterbury Gardens
 - ⑤ Improve station entrance/access
 - ⑥ New public square
 - ⑦ Animate/activate arches.



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5.1.5 Key Moves

Transport and Movement: The masterplan supports the consolidation of the existing transport infrastructure to create a town centre interchange, supported by new routes and connections between the modes of overland rail, underground rail, vehicle, cycle and pedestrian. This is part of a wider strategy, both to improve activity in this area of the town centre, but also to put the infrastructure in place to allow Brixton to develop as a visitor destination and key town centre within the wider municipal context. Further north-south movement through Canterbury Gardens will encourage deeper permeation of movement through the town centre.

Public Realm and Landscape: Widespread public realm improvements will underpin economic development providing the high quality built environment needed to effect change. New public spaces, revitalised streets, pocket public rooms, and innovative public art and lighting will transform the Brixton Central area. By implementing strong public realm works along key streets a new hierarchy of streets will emerge, helping to guide movement through the town centre, and influence activity patterns of town centre users.

New soft landscaping will soften the often harsh landscape of the area to the north of the viaducts, with the amenity area of the Canterbury Gardens estate transformed into vibrant landscaped gardens, urban orchards, small allotment areas, children's play, leisure and sports spaces, providing amenity for both residents and visitors.

Designing Out Crime: Proposals for Brixton Central adhere to the 'Secured by Design' principles, providing overlook and passive surveillance from upper level residential uses and active uses at ground level; creating defensible space and strong definition between private, communal and public amenity spaces, in order to encourage a sense of territorial responsibility amongst local communities.

Active night-time uses and leisure facilities will be controlled access, in order to discourage loitering. The public realm proposals will help to enliven the streetscape, in turn reducing the risk of crime and anti-social behaviour.

Evening uses will be distributed throughout the Brixton Central area, following Brixton's existing 'collaged' pattern of night-time use. Increased evening activity will enable the markets to stay open later and will provide controlled indoor environments throughout the evening.

Defensible space will be defined using paving and forecourts to allow businesses and residents to take ownership and help maintain interstitial space. Controlled access will be instigated at night to arcades, the interchange and other restricted or terminating spaces. Access points will be orientated so that front doors face onto major routes.

Architectural Environment: The proposed architectural environment of Brixton Central will emphasise this area as the heart of Brixton, creating higher density elements visible from the upper level railway line and vantage points across the wider context. The historical elements of this central area will be respected, enhanced and maintained through a design coding process, ensuring that shop fronts, market stalls, arcaded markets and other key elements are respected and restored.

Designated key frontages will be required to function as gateway markers, corner markers and high quality townscape elements. Key historic frontages will be protected and enhanced in line with the Brixton Conservation Area Statement (2009) to ensure their continued positive contribution to the townscape.



Framework plan

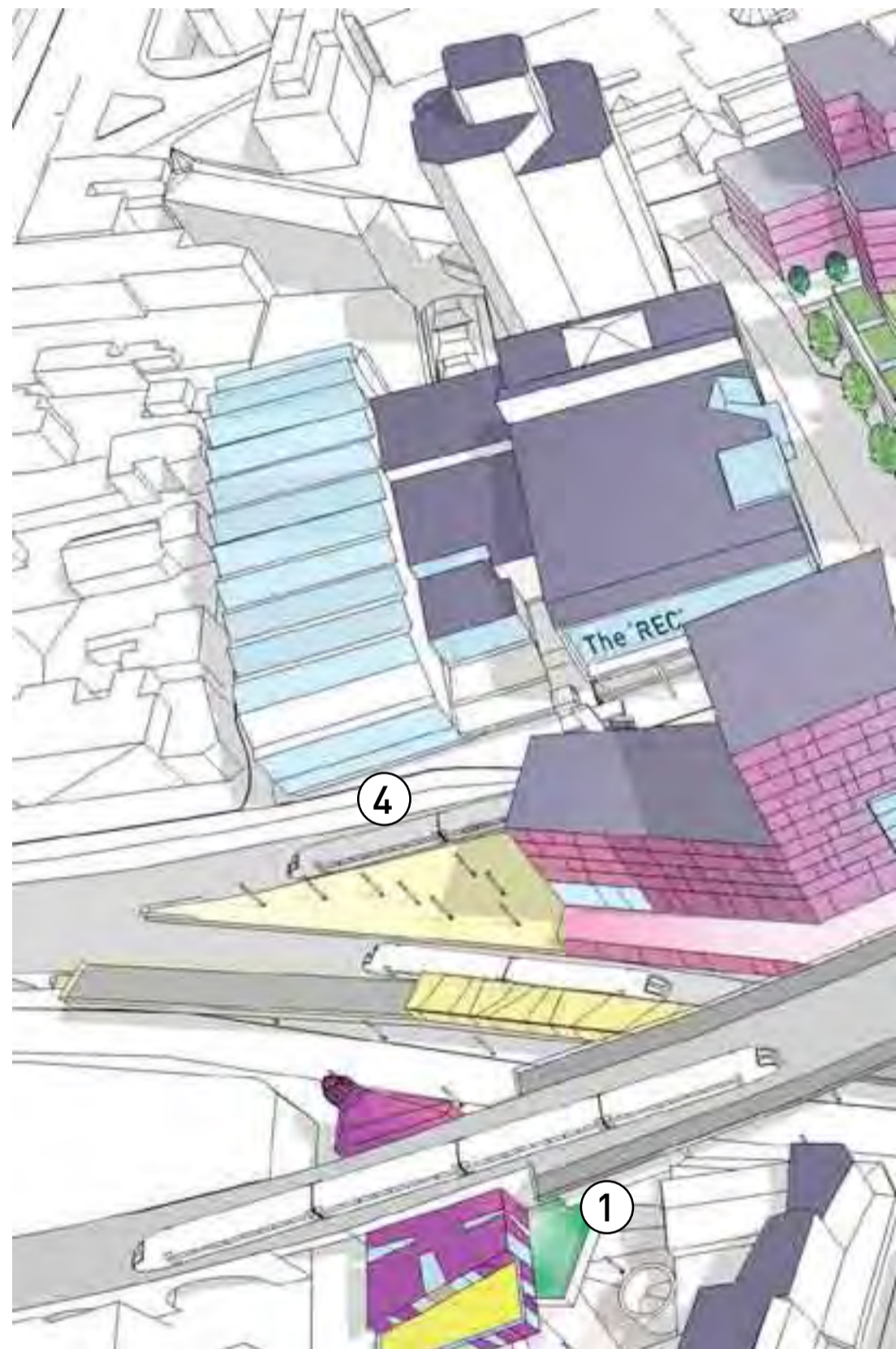
- Key historical elements
- Reinforcement of key routes
- Public realm improvements
- Key frontage
- + Tall buildings
- X Controlled access points
- ⊖ Underground rail: gateway to town centre
- ↔ Overland rail: gateway to town centre
- East London Line upper level platform safeguarding.

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5.1.6 Brixton Central Project Overview

The Brixton Central area is characterised by 5 key project groupings, which together will transform this area into the heart of Brixton's cultural, retail and entertainment offer:

- **Town Centre Interchange:** a major new transport interchange which will reconnect Brixton to surrounding urban centres, reinstate the town centre as a key destination and enable safer, more legible routes through the town centre for pedestrians and cyclists. A programme of improvements to the existing overland station and the creation of a new route through the rear of the Brady's site connecting the overground station to the reopened rear entrance of the underground station, will catalyse the development of the town centre interchange. The interchange further comprises a wider system of new routes; improved access to, and choice of, public transport options; the creation of a revitalised public realm with safe routes and public spaces; the provision of cycle parking and a bicycle concierge service; vehicle parking provision and an increased level of permeability through the urban fabric.
- **Brixton Exchange:** a new public space at the heart of the town centre, framed by active uses including retail; workspace; amenity space and food and beverage uses.
- **Brixton Triangle:** the reactivation of Brixton's historic streets and markets, creating a vibrant retailing area as a core attractor into the town centre and a celebration of Brixton's unique character.
- **Brixton Station Road:** public realm improvements and a new facelift for this major element of Brixton's town centre retail loop.
- **Canterbury Gardens Community Cluster:** the reconnection of the Popes Road area into the town centre and development of a new mixed use quarter for the town centre, focused on the provision of social infrastructure.



View of Brixton Central area

Major projects include:

- The Town Centre Interchange (1);
- Brixton Exchange (2);
- Brixton Triangle (3);
- Brixton Station Road and the 'Rec' (4); and
- Canterbury Gardens Community Cluster (5).





5.1.7 Town Centre Interchange

The creation of a transport interchange for Brixton will re-establish the town centre as a strategic transport hub. This should greatly improve accessibility, provide high-quality public realm, connect movement between transport modes, improve pedestrian circulation and ease-of-movement and help to re-energise the markets. The rear of the underground station onto Electric Lane will be opened to facilitate movement between the underground and over ground stations and to provide easy access to the markets, the Brixton Rec, and new developments beyond. Improved connections with the overland rail network, including the possible future East London Line Project Phase 2, will also be facilitated.

Underground Rail

The tube is a vital and very well used transport connection for Brixton, which has the ability to contribute to the development of a larger transport interchange. It has an existing rear entrance which has remained closed due to lack of passenger footfall from the east and the masterplan proposes to reopen this link as part of a wider interchange strategy.

Brady's

The Brady's site provides a key desire line and link from the existing rear doors of the tube station north to the overland rail station. The masterplan protects this key route and the potential development of a new right-of-way through the rear plot of the Brady's Railway Hotel site.

The historic portion of the Railway Hotel (Brady's) will be restored and reopened as a public access building, potentially an evening venue or community facility.

The masterplan proposes that the 1950s rear extension to the existing building is reconfigured and redeveloped to create a new community resource, opening a sight line and pathway from the tube's rear entrance on Electric Lane through to Atlantic Road, and hence onto the station. This new public access link will be paved, lit and enclosed with an active frontage, potentially providing new retailing or food and beverage uses at ground level.

Overground Rail

The masterplan proposes the connection of both the upper and lower rail viaducts with a new station entrance and concourse, which will be accessed from Atlantic Road, Electric Avenue (evening) and Exchange Square. This will involve a study of the potential to develop new platforms to the upper level viaduct and would propose that until such time as the study concludes, the airspace required for their provision (approximately 300m platform length) be safeguarded east and west along this route.

Buses

The main routing of buses through the town centre will continue to focus on Brixton Road, however recent public realm improvements including pavement widening, alongside further improvements to the high street public realm, will increase safety and pedestrian comfort at bus stops and improve legibility of movement between the various forms of town centre public transport.

Private Hire Vehicles

Taxi provision is important within the town centre. Suggested key locations for taxi ranking are on Electric Avenue as it meets Brixton Road, Acre Lane and Windrush Square. A further detailed study will need to be carried out to determine the best location within the town centre and potential relationships with the proposed transport interchange.

A key car club location is proposed as part of new managed car park at Popes Road. Further locations for Car Clubs will be established under the Town Centre Transport and Movement Strategy. Further proposals which would provide more on-street car parking spaces will be supported within the town centre area.



View of Brady's extension and new station entrance on Electric Lane



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5.1.8 Brixton Exchange

Brixton Exchange is the first of three pivotal physical proposals, utilising under-used space between the railway lines at the heart of Brixton to create a focal point for the town centre. This is a hub development pulling together the major threads of the masterplan. This space draws together the retail environment, creative and cultural industries, community infrastructure, communications links and public realm projects to create a lively, usable space at the heart of Future Brixton.

Town centre hubs are a means to consolidate complementary activity to create a core facility for the support and promotion of local business and enterprise. These hubs are activity spaces and places for networking and capacity building. They arise from a need for technical and managerial support for local businesses, markets, entrepreneurs, CCIs and SMEs and provide facilities to both support and showcase Brixton's productive community.

The eastern and western edges of the Exchange feature new buildings which include semi-enclosed, publicly accessible lobbies, forming an extension of the outdoor public realm.

Station Access and Mixed-Use Building

The western end of the Exchange will include a new mixed-use building with escalator and lift access to the rail platforms above. This mixed-use facility will incorporate lower level retail provision, with residential land use above, creating overlook onto the square and activating the ground level frontage.

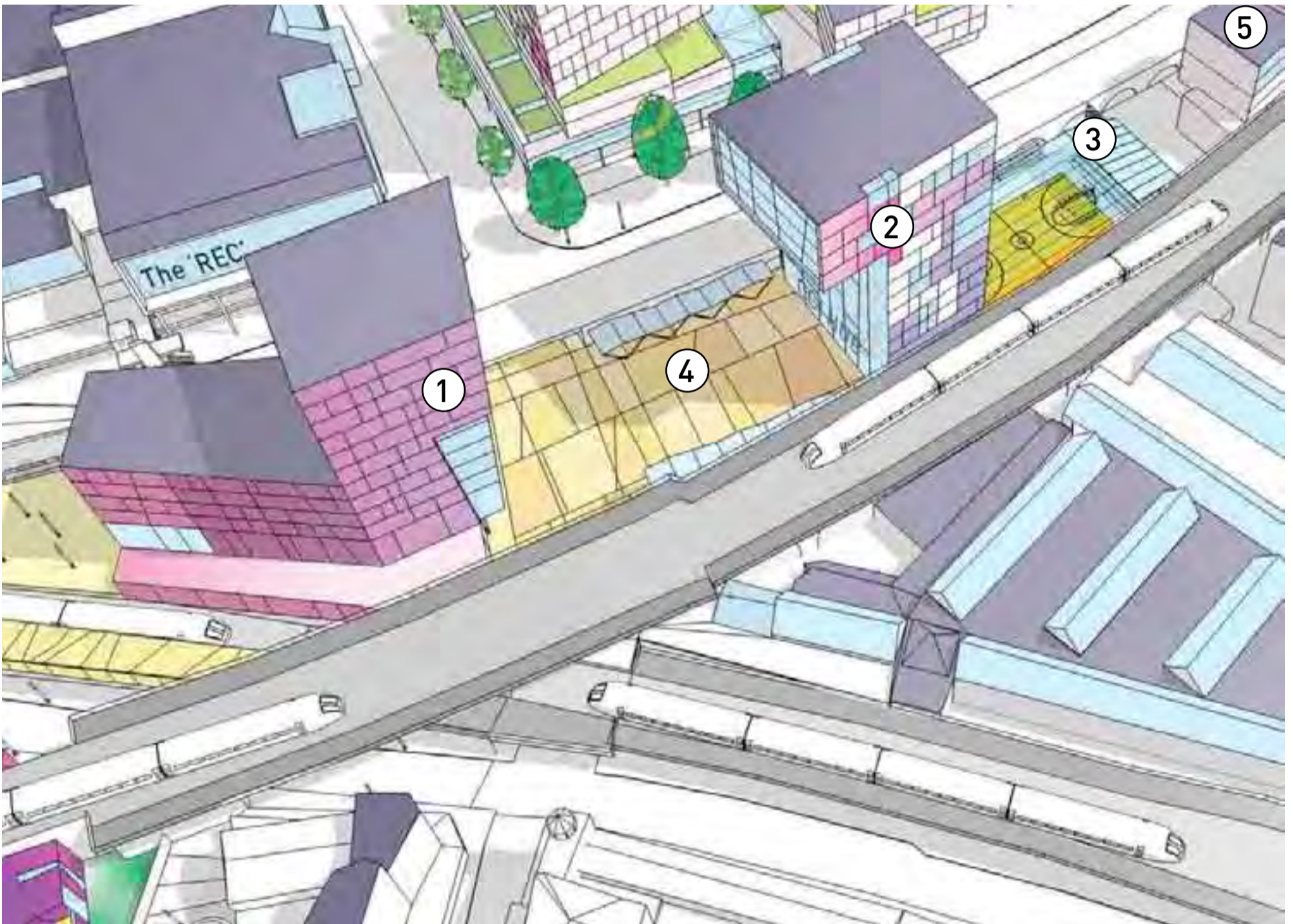
CCI Hub and Multi-Use Sporting Arena

To the east of the square a new mixed use facility will house CCI workspace and residential uses with a multi-use sporting arena to the rear. This building creates a sense of enclosure to the square, framing the main civic space and providing overlook. Retractable bleacher seating lines the space either side of the sporting arena, with further covered seating provided to the east. This space has strong connections to the Rec and recreational facilities embedded within the Canterbury Gardens estate, creating an accessible and central hub of recreational activity for Brixton, both during the day and evening. The multi-use sporting arena will be accessible through controlled access points in order to adhere to Secured by Design principles.

Market Support Centre

The development of a new Market Support Centre within Brixton Exchange would provide a management office for the market, toilets, showers and facilities for traders, a drop-off and collection point for market stall goods, storage areas, waste management and recycling and some parking for market stall holders. Vehicular and pedestrian access is proposed from Valentia Place and Brixton Station Road. Further, the rail arches north and south of the support building will be incorporated for use by the Market Support Centre. Access will potentially be provided west into the ground levels of the CCI Hub, enabling vehicular support for activities within the workspaces and potential community spaces.

Also within the building a One Planet Living Centre will be established to provide advice and information on sustainable living, providing a centralised point of contact for Brixton as a community and facilitating the establishment of associated community interest groups and networks.



View of Brixton Exchange

Major projects include:

- Station access and mixed-use building (1);
- CCI Hub (2) with residential uses and multi-use sporting arena (3);
- Exchange Square (4); and
- Market Support Centre (5).





Exchange Square

Exchange Square has the potential to become a major landmark and beacon of the regeneration of Brixton town centre. Its location, at the heart of the town centre, is the confluence of the key regeneration seams and economic loops of the town centre, forming a vibrant hub of activity. Innovative architecture, a lively mix of arts, culture and entertainment uses and a high quality public realm will ensure that the Exchange becomes one of future Brixton's key attractors.

Exchange Square, measuring approximately 50m by 34m, is an extension of Electric Avenue and forms a key urban 'moment' or 'public room' within the town centre. The square provides a flexible public space hosting a range of activities from sports uses, film screenings to specialist street festivals and local events, creating a flexible resource where people are free to mediate their own activity. Its western half will make provision for temporary market stalls, connecting back to the street markets on Electric Avenue and Brixton Station Road.

The railway arches will be refurbished and glazed, allowing for a range of new uses such as cafés, bars and shops. In the evening these uses will be able to spill out into the square creating an evening destination. These uses will be implemented using a design guide approach, which will seek to unify the basic design elements of all arch-based trading frontages throughout the town centre.

The easternmost arch of Exchange Square on the Brixton Station Road frontage is opened through to the square to provide pedestrian access from the street into the space. The western end is already opened through the existing bridge crossings with Popes Road and Electric Avenue. New canopies and awnings will extend the weather independent environment of these arches, whilst new lighting will be designed to provide dramatic and changing effects, capable of responding to the different uses and needs of the square.



CCI hub, multi-use sporting arena and Exchange Square





5.1.9 Brixton Triangle

The masterplan proposes the pedestrian priority conversion of all streets within the Brixton Triangle, including Atlantic Road, Brixton Station Road, Popes Road, Beehive Place, Electric Avenue/Lane and the western section of Coldharbour Lane. The proposal is to resurface these, dropping and removing kerbs as far as possible, carrying out selective tree planting and introducing new street furniture, lighting and dedicated signage.

Electric Avenue

Electric Avenue will benefit from a programme of works to renew the street surfacing, restore the old Victorian glazed canopies, install new sustainable lighting, remove existing awnings and canopies which do not comply with planning and design policy, and enforce the restoration of traditional shop fronts where they have been removed or rebuilt inappropriately.

Prior to the commencement of works to Electric Avenue, Brixton Station Road and Exchange Square, a separate detailed design study (part of the 'New Public Face for Brixton' strategy) will review and make recommendations on shop front design, street lighting, market stall design/arrangement/layout, electricity and water supplies and support services required for market traders. This will ensure that the functional needs of the market and street traders are accommodated.

Atlantic Road

Atlantic Road will undergo public realm improvements, and existing and new shopfronts will be encouraged to adopt the Design Guide approach to shopfronts, signage and lighting. Access to the station and viaduct platforms will be redesigned, drawing on a separate rail interchange design study. Argos will be encouraged to redesign and open up their existing blind frontage to better fit with the design approach for Atlantic Road.

Brixton Markets

Work to Brixton arcades should focus on the preservation and restoration of their original architectural features, the integration of modern lighting and the adaptation and maintenance of the building infrastructure to accommodate more flexible use and longer trading hours.

The upper floors of Market Row will be brought back into residential use through the restructuring of entrances to the upper floor. Granville Arcade will be re-invigorated through the creation of a new frontage onto Brixton Exchange Square and new routes through the arcade promoting additional footfall.

The masterplan proposes that the double height arches forming the southern face of the square are refurbished and glazed, with a double frontage to create, where possible, new frontages facing into Granville Arcade. The opening of three of these double height arches at the eastern end of the square would provide a new pedestrian connection through to the eastern mall of the Granville Arcade. New controlled access routes will generate important linkages, stimulating trading and footfall through the markets, between Coldharbour Lane and Exchange Square.

New public realm works to Brixton Station Road and west to its junction with Brixton Road will upgrade the street surface, remove bollards, and restructure and organise the return of market trading to Brixton Station Road realising a new retail loop within the town centre.

The masterplan proposes that vehicular access to the Brixton Triangle will be controlled during weekday hours, particularly on market trading streets, and that some evening and night-time restrictions to vehicular movements should remain in place. On-street parking will be minimised and taxi ranks will be located on Atlantic Road and Brixton Station Road close to their junction with Brixton Road. The Brixton Town Centre Transport & Movement Study (Lambeth 2009) offers a detailed assessment of the impact of these proposals on the town centre.



Brixton markets

- Covered markets
- Public realm improvements

- ELECTRIC AVENUE ①
- ATLANTIC ROAD ②
- STATION ROAD ③
- EXCHANGE SQUARE ④
- RELIANCE ARCADE | MARKET ROW | GRANVILLE ARCADE (E-W) ⑤
- MARKET SUPPORT CENTRE ⑥

5.1.10 Brixton Station Road

Brixton Station Road will be re-paved from Valentia Place through to Brixton Road, including Beehive Place. The existing street furniture, bollards and carriageway layout will be redesigned, with an emphasis on giving priority to the movement of people. Market stalls will be provided for and encouraged, designed as part of a wider market review and restructuring. Existing shops, bars and cafés will be encouraged and supported to upgrade their frontage signage and lighting to provide new awnings and glazed canopies. Shops on Station Road within the viaducts will be encouraged to adopt a Design Guide approach to the development of shopfronts, signage and lighting.

Brixton 'Rec'

The 'Rec' will be refurbished and opened up as a major community resource, incorporating retail, leisure facilities and social infrastructure. The potential to open up the frontage of the 'Rec' is currently being reviewed, including the implementation of ground level access and new signage along Brixton Station Road. The masterplan recognises further potential to review the blind eastern frontage of the building. The potential to better and more appropriately enclose the service yards, currently contained by palisaded gates and open security fencing to the northern end of the street, will also be reviewed.

Energy Centre

It is vital that the main regeneration zones of the town centre are equipped with district energy infrastructure. The masterplan proposes the development of a district-wide energy centre on Popes Road - Brixton Station Road which will generate and supply electricity and hot water to the major developments and regeneration projects.

A district heating system will be designed to meet the heating and hot water requirements of a range of existing and future developments. The feasibility of a combined heat and power (CHP) or trigeneration (including cooling) scheme will be assessed. The long term fuel scenario will include biomass in the form of wood chip or biogas generated locally.

The exact siting and size and connectivity of this energy centre is subject to the proposed quantum of land uses alongside operational needs and cycles. Individual energy technologies such as solar heating, PV cells and ground source heating are expected to be developed as part of each site's design response to energy and sustainability needs. The masterplan's preferred location for this is to the rear of the Rec, between Beehive Place and Canterbury Crescent.



View of Brixton Station Road





5.1.11 Canterbury Gardens Community Cluster

The creation of a new mixed-use quarter around the former Popes Road car park and the Canterbury Gardens estate will help to regenerate this geographically central, yet spatially peripheral, area of the town centre.

Popes Road

The masterplan proposes the development of a new town centre car park at Popes Road/Brixton Station Road, with retail provision providing an active frontage at ground level. This building will further house residential uses at upper levels. This mixed use development will provide overlook from residential uses at upper floors, increasing safety and activity along Brixton Station Road. An innovative lighting scheme will further animate this area at night.

A new residential development is proposed at the corner of Popes Road and Canterbury Crescent. This development will ensure the re-provision of existing A uses at ground level providing a local destination and active ground level frontage.

Canterbury Gardens

In order to raise the quality of Canterbury Gardens Estate and carve out its role within the town centre, the masterplan proposes a series of interventions which together form the emergence of an activity cluster. This development will not only serve the local community, but the town centre as a whole, improving safety, connectivity and permeability through the area towards the north east, whilst simultaneously combating social exclusion, fragmentation of communities and inequalities of access to existing town centre facilities.

The masterplan proposes the development of a cluster of CCI workspaces and community facilities, set around a landscaped garden area, with edible landscaping and allotments, and incorporating a children's playscape.



Canterbury Gardens community cluster





KEY REGENERATION AREAS

AREA 2: THE HIGH STREET

5.2 HIGH STREET OVERVIEW

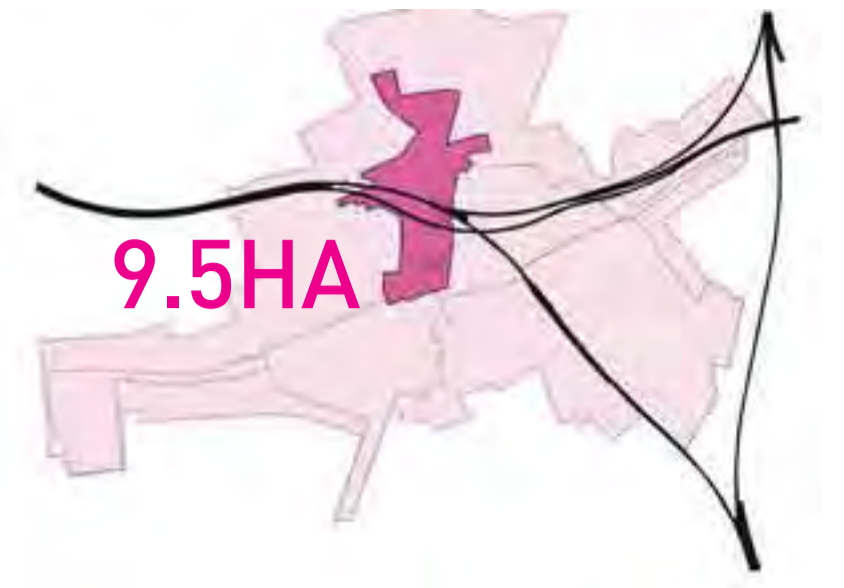
The high street regeneration area is focused primarily on Brixton Road. This is the heart of the commercial town centre, forming the most visible shopping frontage in Brixton, with intense daytime footfall.

Brixton Road is a major London commuter artery and as such is severely congested, a situation aggravated by the street's role as the main transport interchange space between tube and bus. A recent programme of public realm improvements to the high street has helped to address this congestion, however an integrated strategy of change is needed to further enliven the surrounding urban fabric, and release pressure on the high street as the core arterial route through Brixton, whilst simultaneously reinforcing the high street's role as the public face of Brixton.

The high street area contains many buildings of historic and architectural value and the high street's historic significance is acknowledged by its designation as a conservation area. Further, the area is punctuated by the key landmarks of the Brixton Academy to the north, and the Town Hall to the south, defining an area of intensity between these two poles. At night a decrease in activity on the high street creates an unsafe and under used area. A lack of legible connections between the Brixton Road and its surrounding streets results in a lack of pedestrian infiltration into the surrounding fabric.

The high street retail offer is currently in decline, with the outward migration of key stores leaving little support for the mid or upper market potential. Low quality A3 and A4 uses, particularly to the northern end of the high street, generate problems such as crime and loitering and add to the poor perception of Brixton Road as a dangerous place by exacerbating the decline in investment and compromising the survival of a night-time economy.

A Key Industrial Business Area (KIBA) designation exists on site 4.2 as a means to promote inward investment, offer greater opportunity for local enterprise and protect employment-generating assets. Smaller and more specialised office spaces are embedded on the upper floors of Brixton Road taking advantage of low rental costs, including a number of small Creative and Cultural Industry (CCI) organisations.



Brixton high street development sites

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5.2.1 Key Issues

- A combination of narrow pavements and heavy pedestrian footfall along Brixton Road create a congested and cluttered public realm, with a number of bus stops further impeding pedestrian movement.
- Despite heavy daytime footfall, Brixton Road has little pedestrian activity at night. This causes issues of poor surveillance and the perceived threat of street crime.
- Brixton Road lies at a crossover point between the territories of several local gangs, making it a 'no-go' area for some of Brixton's youth and increasing the threat of gang related incidents along the high street.
- Legibility of surrounding streets is poor.
- Poor retail offer does little to attract people into Brixton.
- KIBA site to the rear of Marks and Spencers is landlocked by the viaducts and disconnected from the high street.
- There is potential to consolidate the high street into one cohesive neighbourhood. This can be achieved through public realm improvements and a sympathetic mix of land uses, alongside further definition of the key 'poles' of the Town Hall and the Brixton Academy.
- Opportunity for Brixton Road to become a major connecting device, drawing together key neighbourhoods and unifying the town centre.
- Under-utilised upper floors can be brought back into active use alongside the refurbishment and re-use of key historical building stock.
- Opportunity to re-connect the KIBA site to the high street through creation of a new attractor and public realm improvements.

5.2.2 Key Constraints

- The high street suffers from high volumes of vehicular traffic, creating problems of safe road crossing, noise and air pollution.
- Brixton Road is not a unified piece of public realm and is currently fragmented into a number of different 'character areas'. This poor spatial definition needs to be addressed in order for the high street to become a consolidated neighbourhood.
- Poor quality retail establishments located along the high street exacerbate negative perceptions of the town centre.

5.2.3 Key Opportunities

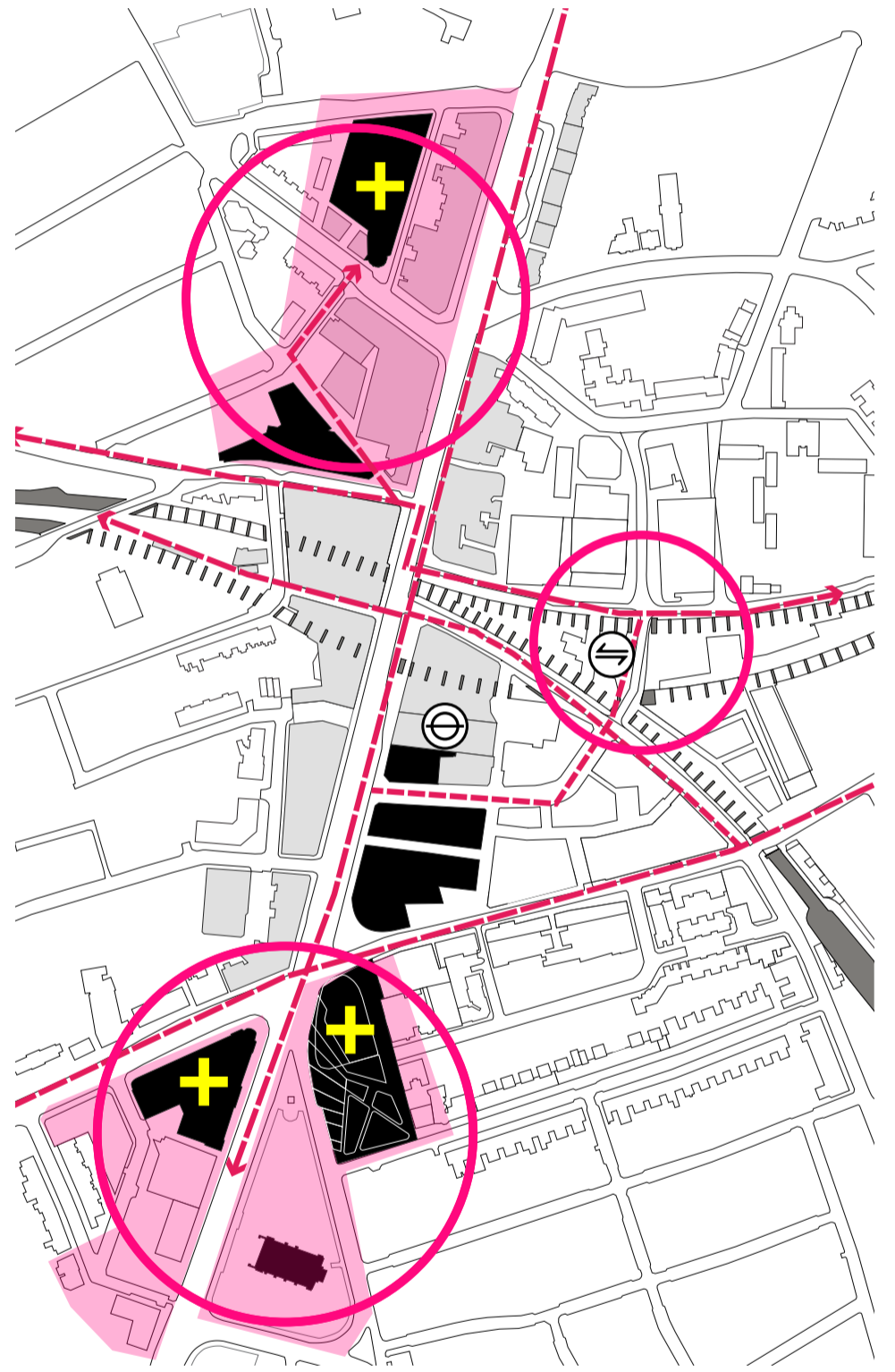
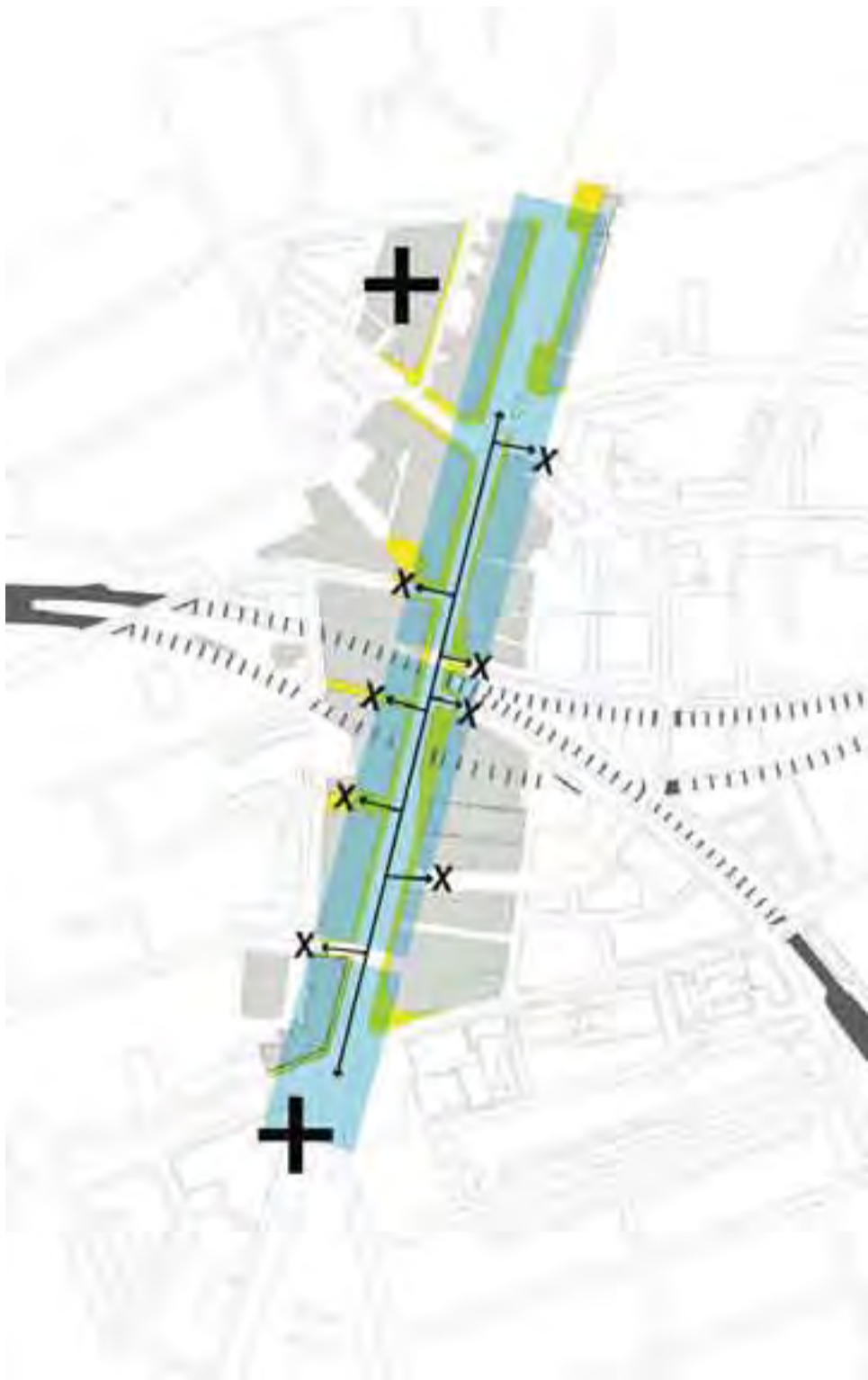
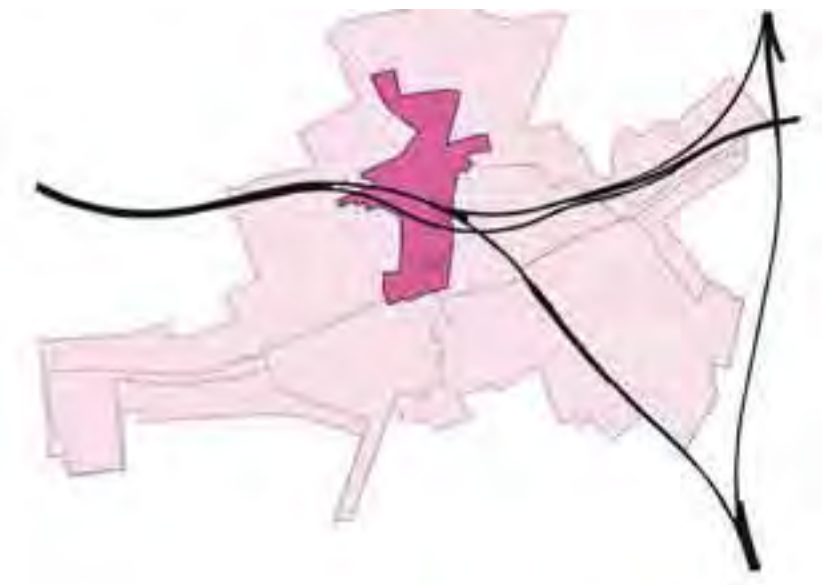
- Brixton Road has excellent transportation connections, including a number of bus stops located along the street; the main entrance to Brixton tube station and close proximity to the overland rail station.

5.2.4 Area Framework

The Economic Environment: The masterplan envisages that the high street will show a comprehensive revitalised streetscape, with new business and enterprise coupled with a wider retail, food and beverage offer. A key objective for this regeneration area is the consolidation of the retail offer, utilising significant sites such as Iceland, the former Woolworths store and the former Post Office at Toplin House to create new iconic retail destinations and reinforce the role of Brixton as a competitive urban centre.

The protection of existing workspace, in particular that of the third sector and creative industries, and the provision of additional workspace will further support the economic and social development of Brixton.

Social and Cultural Environment: The development of a local enterprise hub will bring associated benefits such as improved youth and community involvement programmes. Improvements to the environment of the high street will also benefit town centre residents and users.



Key issues and constraints diagram

- +** Disconnection between major poles of attraction
- High street is currently fragmented into three main zones.
- Poor legibility of connecting streets.
- X** Poor quality streetscape and retail offer

Key opportunities

- +** Key attractors
- Consolidation of the urban fabric, public realm and offer
- High street landmarks
- Creation of new town centre gateways
- ⊖** Proximity to underground rail connection
- ⊕** Proximity to overground rail connection
- Reinforcement of key routes and connections through public realm enhancements



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Physical and Spatial Environment: The masterplan focuses on extending and enhancing the role of the high street as a major connecting device, both between key areas within the town centre and also between Brixton and the wider context of the borough.

Infrastructure: The high street area will be 'wired into' the proposed town centre infrastructural improvements, including the transport interchange and the district energy infrastructure. This area will further embed sustainability into a future retailing strategy whereby anchor stores will sign up to key 'green' strategies in order to widen the reach of the sustainable principles at the heart of the masterplan.

5.2.5 Key Moves

Transport and Movement: The high street area acts as a point of transition between transportation modes. This therefore positions the area as point of attraction to draw activity and movement deeper into the urban fabric. Coupled with an enhanced retail provision, the re-use and regeneration of key historic buildings and new facilities for local enterprise, the high street can become a thriving destination.

Public Realm and Landscape: Streetscaping works will improve spatial quality and connectivity. Public art and lighting installations showcasing important local landmarks will energise the wider area, and improved east-west connectivity will integrate the area into the town centre as a whole.

The regeneration of St. Matthew's Peace Gardens and the implementation of a series of pocket spaces along the high street, such as Tunstall Place, will function as rest and meeting spaces for high street users. Provision of additional planting will be carried out where possible.

Designing Out Crime: By improving the public realm and enlivening the streetscape at night time as well as during the day, the high street can become more user-friendly for pedestrians.

Night-time uses are encouraged along the high street, with potential for conversion of currently vacant upper floors. Defensible space will be created outside major venues and alongside key facades to allow spill-out from leisure uses, and to encourage businesses and residents to improve and maintain their environment.

Architectural Environment: The masterplan proposes the retention, and where necessary refurbishment, of key retail destinations throughout the high street area, alongside a programme of upgrading shop frontages in line with a design code. Key views of the historical markers, such as the towers of the Town Hall and St. Matthew's Church will be maintained and framed where possible through new development. Significant massing features such as towers, articulated corner buildings and setbacks should be maintained.

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5.2.6 High Street Project Overview

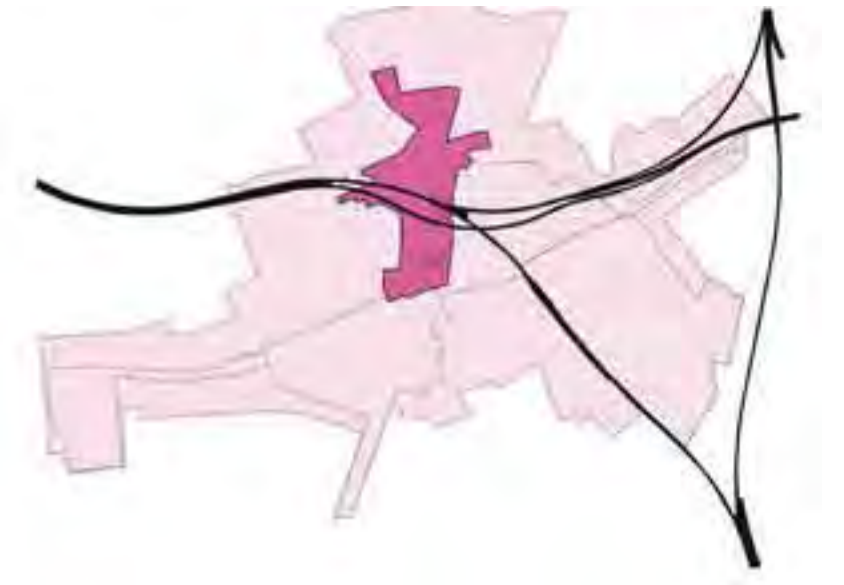
The proposals for the high street area are of a smaller scale than much of the wider masterplan, depending largely upon the fluidity of the town centre economy and the attraction of new retail uses and services to central Brixton. Two key strands of development are proposed:

- **High Street Public Realm Improvements:** a programme of works underpinned by spatial and economic factors, which aims to create a new 'public face' for Brixton through improved high street offer and a public realm which is both comfortable and inviting.
- **Bon Marché Yard Enterprise Hub:** the creation of a CCI/SME workspace hub with potential energy centre on the KIBA site at the heart of the town centre, with satellite functions in the surrounding urban area. This works through a process of urban acupuncture, to generate new associated uses in the wider context, linking to a wider network of enterprise centres.

5.2.7 High Street Public Realm Improvements

An integrated programme of upgrading both the retail and service offer, street frontage, streetscape and movement patterns, along with a programme of public art, lighting and new public spaces, will help to draw activity into this part of the town centre, and encourage greater permeation of the surrounding routes.

Key sites include Iceland and the former Woolworths store which will be reactivated along with the Brixton Academy and Bon Marché Yard as key anchors along the high street. This is supported by the renovation of upper floors along the length of Brixton Road, and their designated re-use as active uses during the day and at night.



Proposed and potential developments in the high street area

Proposed projects include:

- A programme of improvements to the urban environment throughout the length of the high street (1); and
- Bon Marché Yard (2) enterprise hub.

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5.2.8 Bon Marché Yard Enterprise Hub

Bon Marché Yard is a new retail and workspace development, offering a location for start-up businesses and associated training facilities to encourage local enterprise.

A number of music and arts facilities are proposed around the enterprise hub as a means of engaging local youth in skills training and activity. These facilities connect outwards to satellite training centres, music venues and public performance spaces across the town centre, allowing young people access to these valuable resources within their neighbourhoods as well as in central locations.

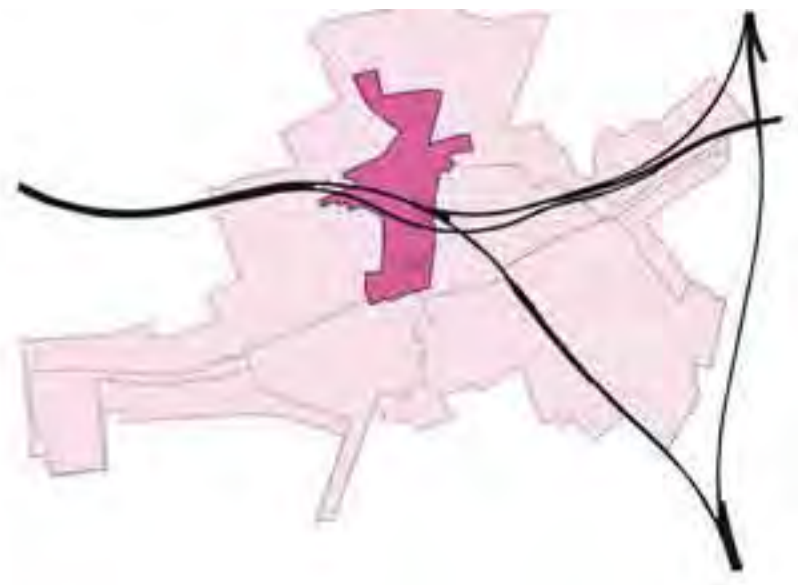
The development consists of a range of workspaces with a landscaped route through the centre of the site offering amenity space for workers, and a potential energy centre embedded within the site. The scheme will utilise the railway arches, creating new workspace typologies within the viaduct structure.

This scheme will be integrated with its surrounding context through a new pedestrian priority link connecting Ferndale Road east to Dorrell Place and Brixton Road. Paving, lighting and street furniture proposals will be subject to a detailed design guide, which will extend to include the pedestrian links between Nursery Road and Bernays Grove, and the link from Stockwell Avenue to the junction of Ferndale Road and Brixton Road.



Bon Marché Yard enterprise hub

- Creation of new CCI/SME workspaces and training facilities (1)
- Landscaped corridor (2); and
- Public realm improvements creating stronger connections back to the high street and the wider context (3).





KEY REGENERATION AREAS

AREA 3: TOWN HALL AREA

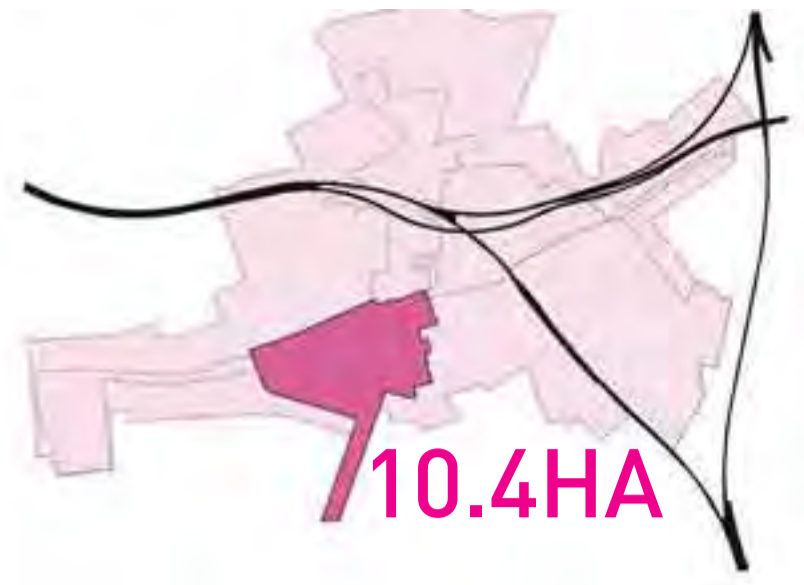
5.3 TOWN HALL AREA OVERVIEW

The Town Hall area lies at the southern end of Brixton high street, offering a contrasting landscape to the surrounding core town centre. Wide green boulevards radiate outwards from the foot of Brixton Hill, creating quieter and more serene residential districts compared to the compact fabric of Brixton Central and the high street. The area currently houses the Town Hall and council offices, alongside a small pocket of residential land use along Porden Road. The foot of Brixton Hill is characterised by a late night entertainment cluster, whilst much of the southern end of Acre Lane is dominated by the big box Tesco store. This fragmented pattern of land ownership has led to a lack of physical and spatial cohesion across the area.

As one of the major town centre retailers, Tesco currently occupies 4,000 m² of ground floor retail space, with approximately 250 associated car parking spaces. Tesco acts as a major area attractor however the fabric of the secondary retail offer of Acre Lane does little to harness footfall, through poor quality offer and degraded retail frontage.

Pedestrian movement is an issue for this area: Acre Lane and Brixton Hill currently experience high levels of traffic, with poor pedestrian crossing facilities, creating the impression of the Town Hall as an island cut off by traffic. Poor pedestrian footfall through the block from Brixton Hill to Acre Lane further exacerbates these movement issues. There is significant potential to open up the area, allowing for greater pedestrian permeability through this large site, whilst employing traffic calming methods and hard landscaping to forge stronger ties to the rest of the town centre.

The Town Hall is well served by local buses and situated in close proximity to Brixton's overground and underground rail network. Acre Lane lies on an important public transport 'ring route' connecting places such as Wandsworth and Clapham Junction to Peckham in the east.



10.4HA



Town Hall area development sites



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5.3.1 Key Issues

- Frontage along Brixton Hill is currently inactive, offering little to no passive surveillance and overlook.
- Poor quality retail offer along Acre Lane.
- Key landmarks such as the Town Hall and St. Matthew's Church are poorly framed and isolated.

5.3.2 Key Constraints

- Isolation from the rest of the town centre due to poor pedestrian connectivity between Acre Lane and Brixton Hill, and on to Brixton Road, alongside high volumes of vehicular traffic.

5.3.3 Key Opportunities

- The Town Hall area is a gateway location, with sight-lines through the town centre punctuated by the towers of the Town Hall and St. Matthew's Church. These sight-lines are key to drawing movement along the high street and into the area.
- Through public realm improvements and new pedestrian crossings, there is the potential to reconnect the Town Hall area to the rest of the town centre, and improve pedestrian movement through the block.
- Changes in land use can improve activity and activate frontages through the site, increasing safety through passive surveillance and overlook. New, complementary uses will forge a synergy with the adjacent Windrush Square development.
- There is potential to create new types of retail to complement the offer of the town centre.
- There is the opportunity to create an integrated civic, community and cultural hub as a major resource for the wider town centre area.

5.3.4 Area Framework

Economic: The existing retail uses within this regeneration area are supported by the masterplan, with the upgrading of shop frontages along Acre Lane as a 'quick win' to harness a greater quantity of retail footfall.

Community/Social: The Town Hall area is positioned within the masterplan as a civic, community and cultural hub, serving the wider area through social infrastructure provision whilst offering a series of key town centre cultural destinations to ensure activity and investment in this key regeneration area and create synergy with the cultural uses at Windrush Square.

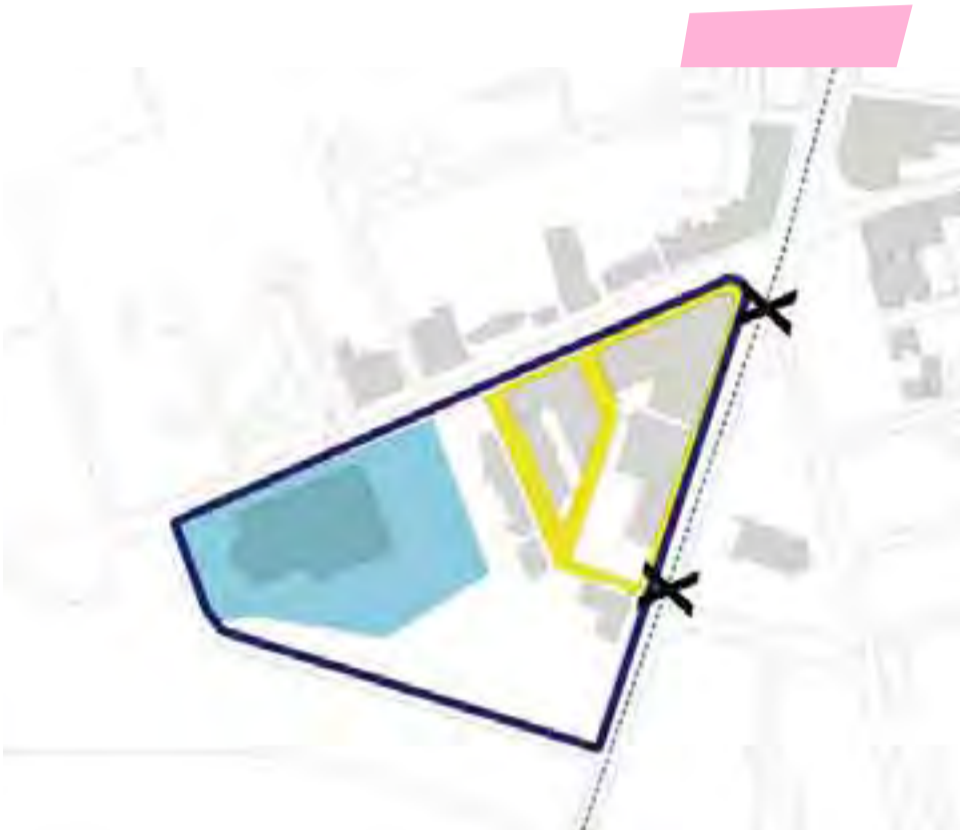
Spatial: The Town Hall area is positioned at the southern gateway to Brixton, playing a major role in shaping movement patterns through the town centre. The area is seen as one in which consolidation can bring forward development, therefore the masterplan proposes a consolidated block, with renewed permeability to ensure activity and animation.

Infrastructure: The compact scale of new development in the area will enable the adoption of progressive approaches and technologies to achieve targets set out within the masterplan. New routes will improve connectivity and encourage the use of sustainable transport options, whilst there is further potential for the area to house a neighbourhood energy centre.



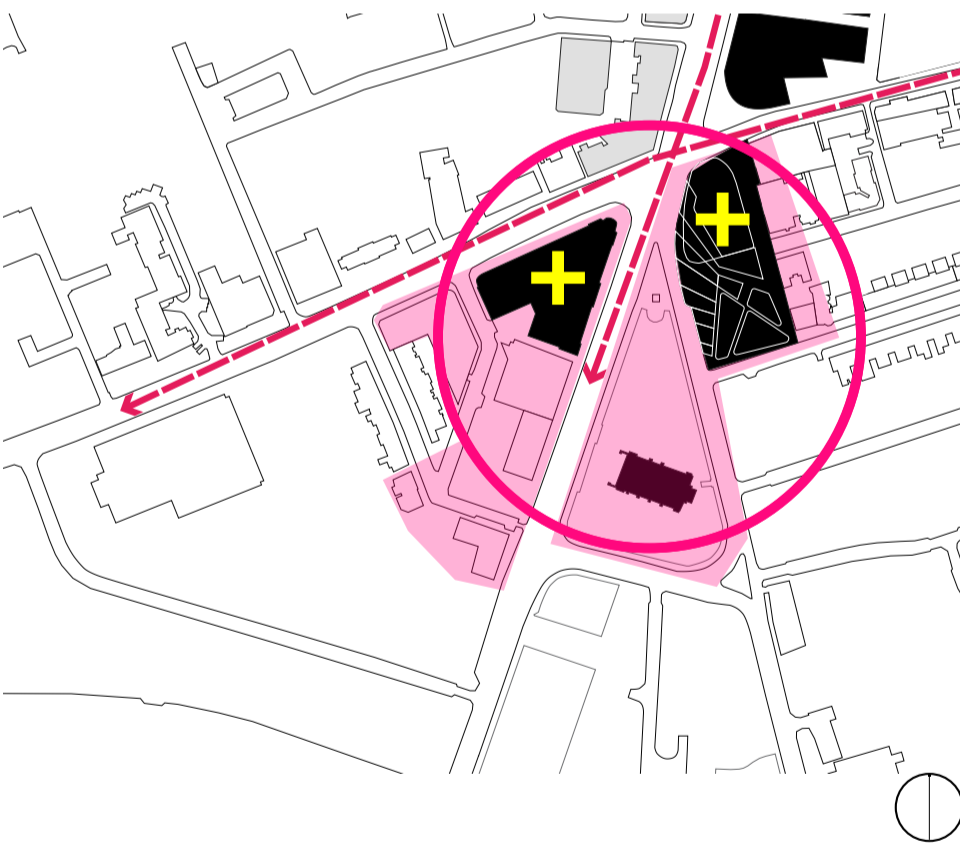
Key issues and constraints diagram

- Poor quality and disconnected public realm
- Large retail box detracts from quality of the public realm: inactive frontage
- Town Hall Area is an 'island' within its context
- ⚡ Poor and broken connections across Brixton Hill and Acre Lane do little to
- ✗ integrate the Town hall area into its surrounding context.



Key opportunities diagram

- +
- Key landmarks and attractors in the area
- Potential to consolidate the urban fabric through public realm improvements
- Creation of a major destination, reinforcing this area as a southern gateway to the town centre.



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5.3.5 Key Moves

Transport and Movement: A rationalisation of the movement routes between the Town Hall area and the high street, including the restructuring of bus stop locations, will aid movement through the Town Hall area, with particular reference to patterns of congestion along Brixton Hill.

There is potential for access to be opened into the rear of the Town Hall building, creating a new frontage and increasing activity along Buckner Road.

A further programme of public realm works will aid pedestrian movement through the area and reconnect this area back to the core town centre.

Public Realm and Landscape: Creation of a major new public square, Windrush Square, alongside new cultural offer designed to facilitate community and cultural uses. An intensive programme of public realm works will further raise the quality of the landscape across this area and subsequently raise its profile as a town centre destination. These works can be capitalised upon through an extension of public realm improvements across the regeneration area utilising a similar palette of materials and street furniture.

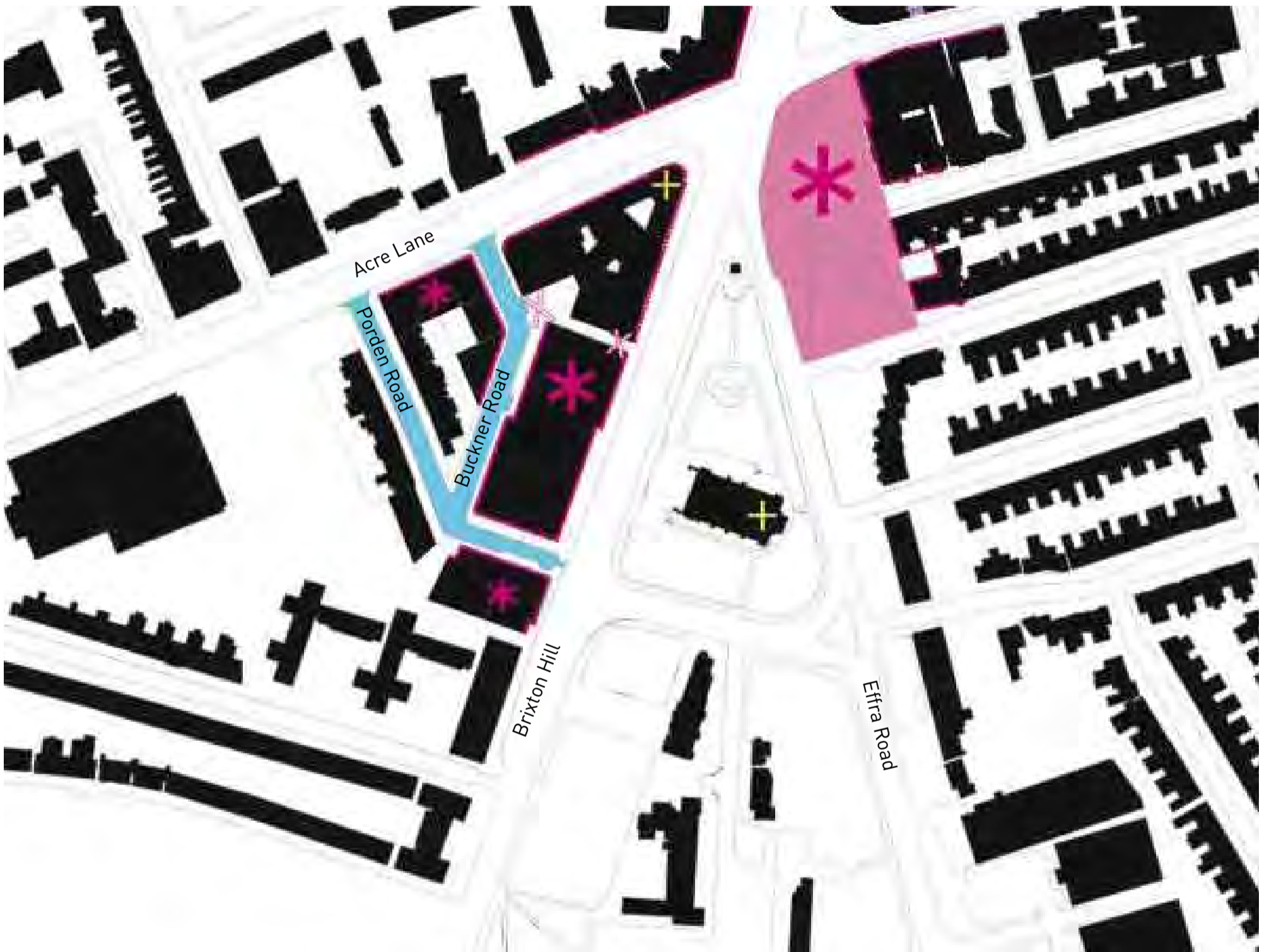
Re-landscaping of Acre Lane, to create a 'great street' of mature trees, reflecting the historical streetscape. Protection of deep setbacks from the road along Acre Lane and adherence to these setbacks in new development.

Designing Out Crime: In contrast to much of the town centre, Acre Lane has wide pavements allowing for comfortable pedestrian movement, however there are currently stretches of inactive frontage facing or bordering the site on both Acre Lane and Brixton Hill. The reactivation of these edges to improve personal safety, ambience and perception of the town centre, is important to the success of future development in this area.

The strategy proposes the integration of existing night time uses with new cultural amenity spaces, creating a vibrant landscape of day and night-time activity.

In order to reactivate the quieter and less frequented streets of Buckner Road and Porden Road new activity along these streets, at ground floor and upper levels, along with public realm works, will ensure that they are usable and legible.

Architectural Environment: The skyline of the Town Hall area is dominated by the clock towers of the Town Hall and St. Matthew's Church. These major landmarks create a visual draw along the high street to Brixton Hill. Massing of new development within this area is constrained by the need to be visually sympathetic to these landmarks. Massing and design proposals for Acre Lane must work with and complement both the settings of listed buildings and existing street frontage.



Framework diagram

- Catalyst for growth and development
- Reinforcement of key routes
- Key frontage
- ✱ Major attractors
- + Landmarks
- ✕ Controlled access points.



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5.3.6 Town Hall Area Project Overview

The Town Hall area is currently viewed by many as an 'island' isolated from its surroundings by the busy gyratory system at the foot of Brixton Hill. This area is currently set to be impacted upon by several major proposals in its surrounding urban context, including the Windrush Square development and the proposed the National Black Heritage Centre, alongside the Council's desire to reconfigure their office spaces and free up sites adjacent to the Town Hall. This area strategy therefore considers the Town Hall within its emerging context, and focuses on two key project areas:

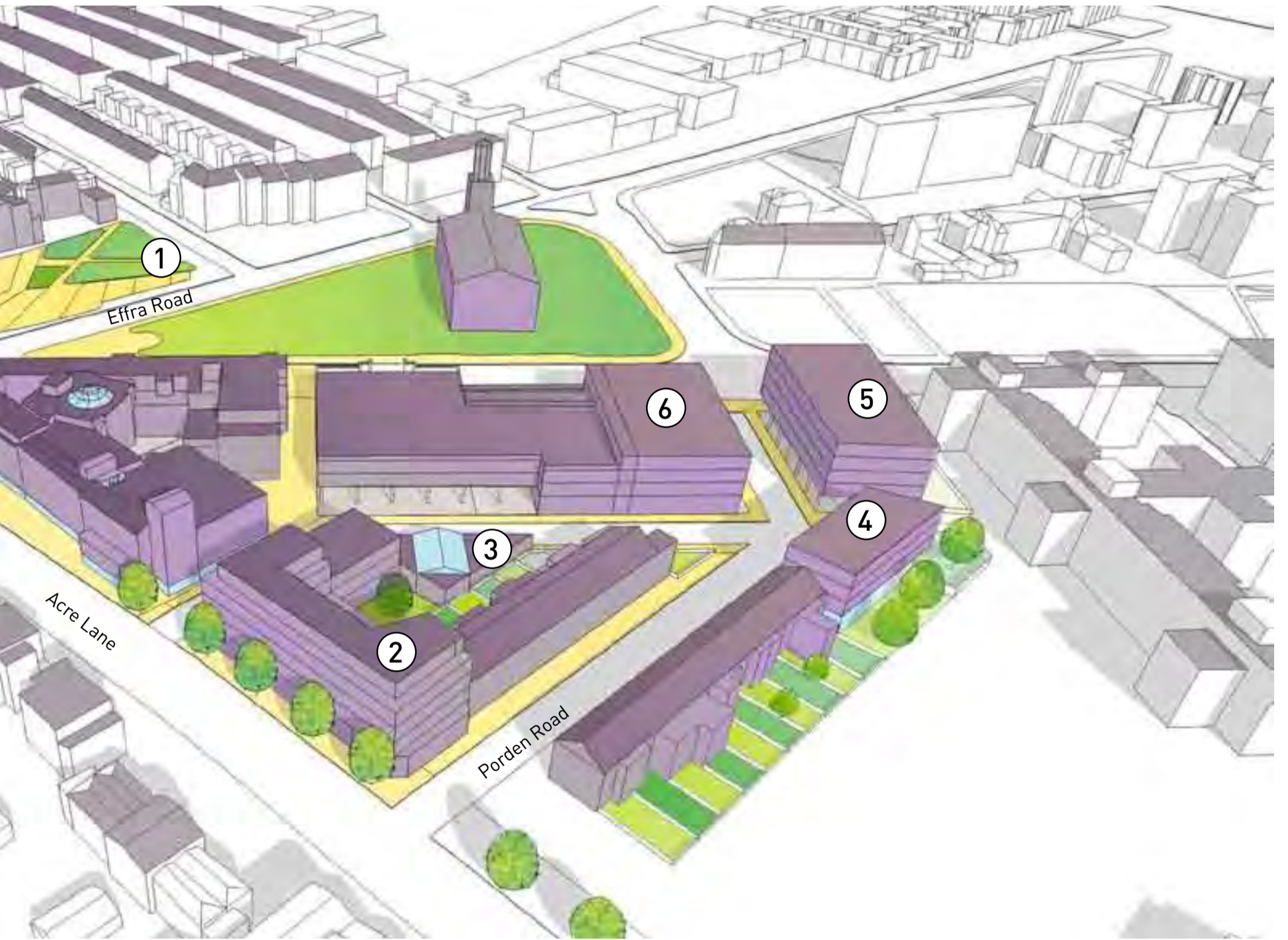
- **Windrush Square:** the integration of the surrounding public space resources into a coherent, legible and characterful public realm, and the improvement of connections between this area and the rest of the town centre.
- **Town Hall Civic, Community and Cultural Hub:** the reconfiguration of the Town Hall area and the implementation of new active uses creates a synergy between the existing and proposed civic function and new community infrastructure.



View over the Town Hall area

Major projects shown include:

- Windrush Square (1); and
- The Town Hall civic, community and cultural hub including PCT (2); a potential neighbourhood energy centre (3), new residential uses (4) mixed use retail/children's health centre (5) and a new mixed use development with active uses at ground floor (6).



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5.3.7 Windrush Square

The Windrush Square development is designed to improve the public realm at the foot of the high street, deterring anti-social behaviour which has plagued this area and encouraging pedestrian activity and spill-out from the surrounding cultural institutions. The masterplan recognises the need to regenerate the surrounding context in order to fully integrate this new development into its urban context.

The Windrush Square scheme has been the subject of extensive consultation and stakeholder inputs. Works have commenced on site and completion is expected in 2010. The masterplan incorporates and integrates the Windrush Square scheme, proposing an extension of the public realm including levelling of the area and resurfacing of the surrounding context consistent with the design and finishes of the new square, with further connections west to St. Matthew's Peace Gardens. The extent of levelling and resurfacing would extend from the junction of Effra Road with Coldharbour Lane, and south to the junction of Mervan Road and Effra Road.

A scheme is currently underway to develop regeneration proposals for St Matthew's Peace Gardens which will complement the public realm development at Windrush Square. The main aims of the improvement plans are:

- To provide a quality landscaped space
- To create a more permeable space for pedestrian movement
- To improve security by increasing pedestrian circulation, providing additional CCTV coverage and improving lighting
- To provide an appropriate landscape setting for the Church
- To provide better connections between the gardens and the immediate surroundings, in particular Brixton Central Square.

The proposed design of the Peace Gardens should consider access and connectivity issues, seating and lighting, parking and servicing of the church, trees and planting, pathways and routing, location and design of a playground, community safety and street drinking, and new CCTV locations.

Public realm paving, lighting, landscaping and crossing proposals for the northern end of Brixton Hill opposite St. Matthew's will be brought forward in keeping with the design principles and materials used on Windrush Square. The western frontage of Brixton Hill will be planted to extend the greening of the Brixton Hill corridor into the St. Matthew's area and the town centre. The same hard and soft landscape approach is proposed for Acre Lane, extending new tree planting, new paving, crossings, signage and lighting from the junction of Brixton Road west to Solon/Branksome Road.



Windrush Square

Major projects shown include:

- The Windrush Square development (currently underway) (1);
- The National Black Heritage Centre, Tate Library and the Ritzy (2);
- St Matthew's Church (3) and Peace Gardens (4);
- Rush Common (5); and
- Public realm improvements through the Town Hall hub (6), Acre Lane (7) and Brixton Hill (8).



Town Hall civic, community and cultural hub

- The Town Hall (9);
- New cultural night-time uses (10) with associated mixed use building (11);
- PCT (12);
- Mixed-use development with children’s health services at upper levels (13);
- New residential development (14).



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5.3.8 Town Hall Civic, Community and Cultural Hub

The redevelopment and restructuring of the Town Hall area will create a civic sub-centre, housing a range of social and educational services as well as new cultural and residential uses. The frontage along Brixton Hill will be reactivated by the expansion of the cultural offer, bringing forward new business incubator units and a range of workspaces alongside an improved evening offer incorporating food and beverage uses and an active night-time destination. New residential development will extend the current strip of housing along Porden Road.

Acre Lane north will undergo a series of public realm improvements. The council owned Ivor House will be brought forward as a new development site, with office and employment uses facing onto Acre Lane and Buckner Road. A neighbourhood energy centre is proposed to the rear of Ivor House (pending further viability investigation). The masterplan supports the location of a new PCT facility and children's health centre within the Town Hall hub providing much needed social infrastructure for the local area. The preferred location for the PCT is within the council owned Ivor House, with the children's health centre located in Hambrook House east. The civic uses of the Town Hall will interact with the proposed community infrastructure and new residential development to create a community focused quarter for the town centre.

This consolidated hub will forge a close relationship to the more formal mix of cultural infrastructure, leisure and recreational facilities around Windrush Square, putting in place the social infrastructure required to develop healthy happy communities in the surrounding residential areas. Public realm improvements will ensure legible connections between this cultural hub and its satellite



View across the Town Hall area looking north-westwards





KEY REGENERATION AREAS

AREA 4: SOMERLEYTON AREA

5.4 SOMERLEYTON AREA OVERVIEW

The Somerleyton Road area primarily consists of the land between the railway tracks (to the east of Railton Road) and Somerleyton Road, but includes Southwyck House and its associated greenspace, the Moorlands and Guinness Trust estates and the new Evelyn Grace Academy to the south of the site.

The skyline of the Somerleyton Road area is dominated by the imposing form of Southwyck House. Built in the 1970s, the nine-storey Barrier Block was designed to shelter the Moorlands Estate from a proposed (but unrealised) motorway along Coldharbour Lane. The surrounding built form varies from two storey houses within the Moorlands Estate and low density industrial units along Somerleyton Road, to the larger four to five storey street frontage on the northern side of Coldharbour Lane.

There is no commercial activity beyond B Uses within the Somerleyton Road area. Commercial uses adjacent to the site are in decline due to lack of activity and poor streetscape. When entering the area from the town centre, visitors currently pass the frontage of Granville Arcade (much of which is now vacant) after which Coldharbour Lane deteriorates into a series of development sites creating a poor quality streetscape.

The Somerleyton Road area has a rich social and cultural heritage. The area was home to the first Windrush settlers, and as such became the initial settling point for Brixton's Caribbean community. The 1981 Brixton riots, starting around Railton Road, marked a low point in the area's history, highlighting issues of economic and social inequality.

This part of Coldharbour Lane is home to a rich history of 'short-life' and squatter settlements, densely populated by Brixton's artistic community. Carlton Mansions is a lasting legacy of Brixton's short-life settlement, displaying a large exterior mural as homage to the building's artistic and creative community. Adjacent sites were also the initial homes of movements such as Cooltan Arts and Reclaim the Streets and Southwyck House is well known for its role in the area's squatter and short-life movements. There are currently no formal cultural facilities in the study area, however a number of collectives still exist with links to the short-life and arts movements.

The Somerleyton area is geographically disconnected from the core town centre area. Closed viaducts along Coldharbour Lane add to the sense of separation, offering poor connectivity and integration into the town centre. Existing movement patterns through the Moorlands Estate are illegible, with poor sight lines, dead ends and unclear pedestrian routes into and out of the estate. This is exacerbated by the perception of a closed frontage to the Barrier Block, separated from the street by podium level car parking and the Coldharbour Lane Gardens. This condition separates the residential uses from the established town centre uses, creating isolated and fragmented communities with a lack of access to community and social infrastructure.

Although mature trees line the street, framing the route and reflecting the area's historical public realm, much of the streetscape along Somerleyton Road is degraded and unsafe due to inactive frontages, poor street lighting and a lack of activity. Coldharbour Lane Gardens is an under-used open space fronting Southwyck House. It is divided by a former petrol station, which is designated as development land. Currently the gardens are not utilised as an amenity space resource, instead simply acting as a buffer between Coldharbour Lane and the Barrier Block.



Somerleyton development sites

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5.4.1 Key Issues

- The Somerleyton area is a comparatively isolated area of Brixton, and lacks connectivity.
- The lack of active frontage along Somerleyton Road itself creates problems with crime.
- Along Coldharbour Lane, public gardens are under-used and often inhabited by drug users, while a large vacant site opposite Granville Arcade also impacts negatively on the perception of safety.

5.4.2 Key Constraints

- The site is bounded to the west by a railway embankment which currently impacts negatively on the site, forming a noisy and disruptive barrier. Development is constrained by proximity to an active railway line.
- The bold and imposing form of Southwyck House dominates the landscape.

5.4.3 Key Opportunities

- There is opportunity to increase movement and connectivity through the Somerleyton area, connecting with surrounding neighbourhoods through the creation and reinforcement of new and existing routes.
- Connections across the railway line can be improved and the area's potential as an ecological corridor can be protected and developed.
- Issues of crime can be tackled through the redevelopment of the site to provide active frontage and additional passive surveillance.
- Southwyck House Gardens also have the potential for regeneration to provide a better amenity space with improved youth and play facilities.
- A number of developments are currently proposed or underway in the area, including the Evelyn Grace Academy.

5.4.4 Area Framework

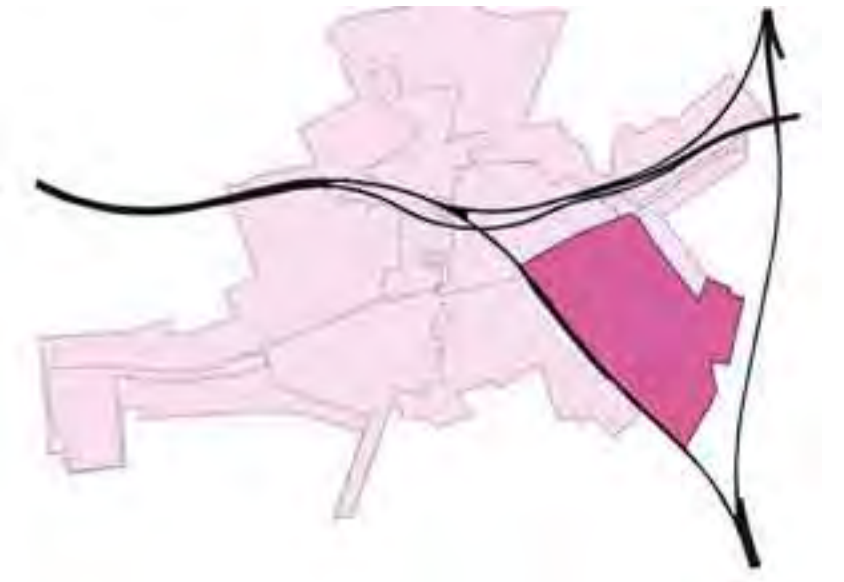
Economic: The proposed plan brings new affordable workspace to the area, embedded within innovative live/work typologies, with more accessible units than currently exist on the site. The area's location, as the eastern gateway to the town centre, in close proximity to Loughborough Junction, brings opportunity for the wider economic reach of the town centre, enabling the concepts of the masterplan to filter into the wider context, prompting associated economic and social initiatives to be spawned. This is supported by the Major Development Opportunity (MDO) designation of part of Loughborough Junction.

Social/Cultural: The area is to be developed as an exemplar sustainable community, providing essential energy, waste, water and ecological infrastructure to support this and adjacent regeneration areas and communities. This residential area will form a benchmark 'green' community for the town centre.

The emergence of a new educational academy to the south of the study area will bring new activity and interest to this part of the town centre, and act as a catalyst for further development to come forward, creating a network of social infrastructure for the surrounding residential areas. The area will also provide significant volumes of affordable housing with high quality connections and amenity space.

Spatial: Somerleyton Road offers a major opportunity for the masterplan due to the extent of potential developable land within this regeneration area. The Somerleyton is currently considered to be peripheral. In order to fully utilise this resource the masterplan must re-integrate the Somerleyton area into the town centre.

Infrastructure: New buildings and service infrastructure will support the delivery of a sustainable town centre as laid out in the masterplan. In particular new domestic properties within the Somerleyton area will be built to a minimum of Code for Sustainable Homes (CSH) Level 4 and non-domestic to BREEAM Excellent and incorporate waste, water, energy and biodiversity measures to meet masterplan strategy targets. The Somerleyton area will also house an energy hub with CHP generation designed to allow adjacent residential areas to connect to the system (pending further viability studies). Finally the area will explore opportunities for recycling through composting schemes within allotments and community gardens, creative recycling collections schemes encouraging waste reduction and water recycling for use in toilets or irrigation of urban green spaces.



Key constraints

- Derelict site: potential attractor for anti-social behaviour and visual eyesore
- KIBA designated site along Somerleyton Road
- Stark and imposing form of Southwyck House
- Inactive frontages throughout the study area
- Close proximity to active railway line
- ↔ Unclear and unsafe connections to town centre.



Key opportunities

- ⊕ Major new community hub to consolidate neighbourhood
- ⊕ Potential new cultural hub with close links into the town centre
- Potential and emerging activity hubs
- Creation of a landmark sustainable community development
- Close proximity to local amenity space
- Existing and proposed landmarks and attractors
- New development site
- ↔ Opportunity to create a more permeable urban fabric and improve links to the town centre.



5.4.5 Key Moves

Transport and Movement: Key moves include the creation of improved routes and streets and the relocation of existing employment to new mixed-use developments along Somerleyton bringing with it an increase in pedestrian footfall. Improved connections through Brixton Village and the railway viaducts will re-connect Somerleyton area back to the central area, whilst the creation of landscaped corridors east-west will reinforce major arterial routes.

A series of public realm interventions can enable a higher degree of integration of the Evelyn Grace Academy, and improve legibility of routes between Shakespeare Road and Coldharbour Lane. Hard surface treatment can help to direct footfall through the Moorlands Estate, whilst visual elements, such as new lighting or public art can act as wayfinding aids, and a means to draw pedestrians into the site from Moorland Road. Westwards linkages through the viaduct to Railton Road will be enhanced using distinctive ground treatment to help wayfinding and lighting as installation on bridges/underpasses.

There is potential for a sustainable transport hub at the northern end of Somerleyton Road providing secure bicycle storage and changing facilities for workspace users. Adequate cycle parking will be provided in all new residential development, and cycle stands will be provided adjacent to all commercial/retail uses for users and visitors. The masterplan proposes that a limit on site parking should be exercised in order to reduce car usage.

Parking space will be provided both on-street along Somerleyton Road, and off-street to serve the workspaces, workshops and residential uses along Somerleyton Road, as well as the nearby markets. A car club is proposed to be located within the Somerleyton area, however its precise location is yet to be decided.

Public Realm and Landscape: The masterplan envisages the Somerleyton area forming the green gateway to the town centre. Landscaping on the site will provide opportunities for urban growing such as allotments, urban orchards and rooftop agriculture. Public art and lighting installations will bring new high quality public spaces to the town centre.

Designing Out Crime: This area is currently considered to be a hotspot for crime and anti-social behaviour, through perceptions of under-policing, poor lighting and streetscaping providing dark corners and loitering areas, and a lack of pedestrian footfall. The

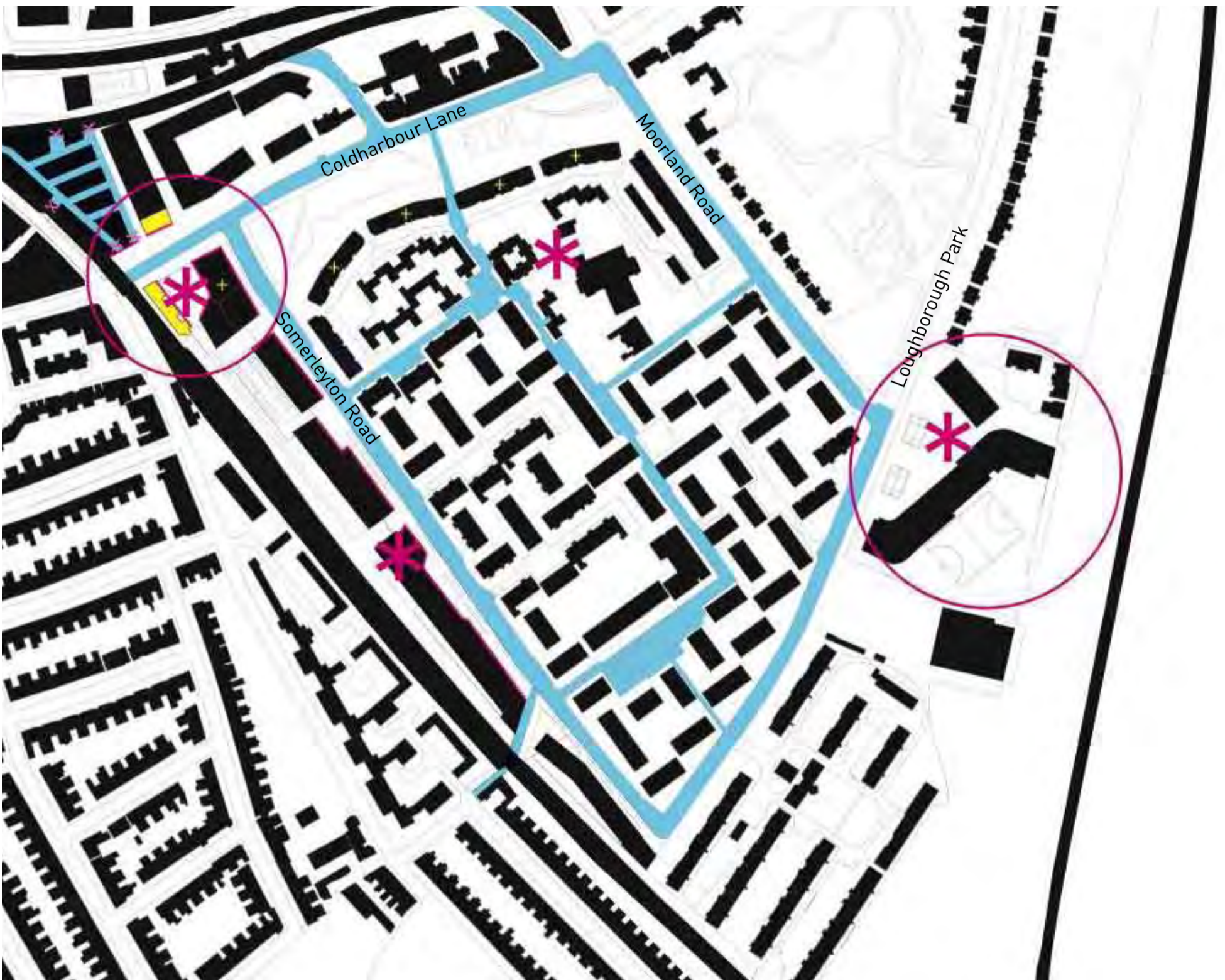
masterplan proposes to increase activity, both during the day and at night, through the provision of new active uses and a major town centre attractor at the north of Somerleyton Road, along with upper level residential uses providing overlook to the street. A programme of route lighting will help to increase pedestrian safety through the area, both along Somerleyton Road and routes through the railway embankment, and also through the Moorlands Estate.

The masterplan aims to create additional evening uses within the site, with a focus on community, training, sports, play and outdoor amenity. The provision of an evening training programme within workspace development, with links to the Evelyn Grace Academy and CCI Hub will further animate the area at night, alongside the provision of additional sports and leisure spaces for young people, with innovative lighting and shelter to enable evening activity.

Public realm improvements will tackle this issue of loitering spaces, and the installation of community infrastructure and socially motivated building design will help to foster a sense of territorial responsibility amongst local residents.

Architectural Environment: The masterplan recognises the potential for an increased density of development through the Somerleyton area in order to maximise the area's potential and also to offset the imposing element of the Southwyck House 'Barrier Block.' The proposals for this area are sympathetic to the existing buildings of townscape importance, including Carlton Mansions and Brixton Village.

Key frontages include the corner of Coldharbour Lane and Somerleyton Road corridors, and the western frontage of Somerleyton Road. The corner and return frontage of the new cultural facility at the northern end of Somerleyton Road should provide a marker for the approach along Coldharbour Lane with an open transparent frontage. Development along Somerleyton Road itself should provide regular entrances and openings and buildings of varied scale and design avoiding repetition and featureless design. In the long-term the frontage of the Barrier Block should either be remodelled or alternatively low to medium rise buildings with active frontage should be developed on key corners of Coldharbour Lane Gardens in order to mitigate the impact of the Barrier Block and activate a somewhat barren edge.



Framework diagram

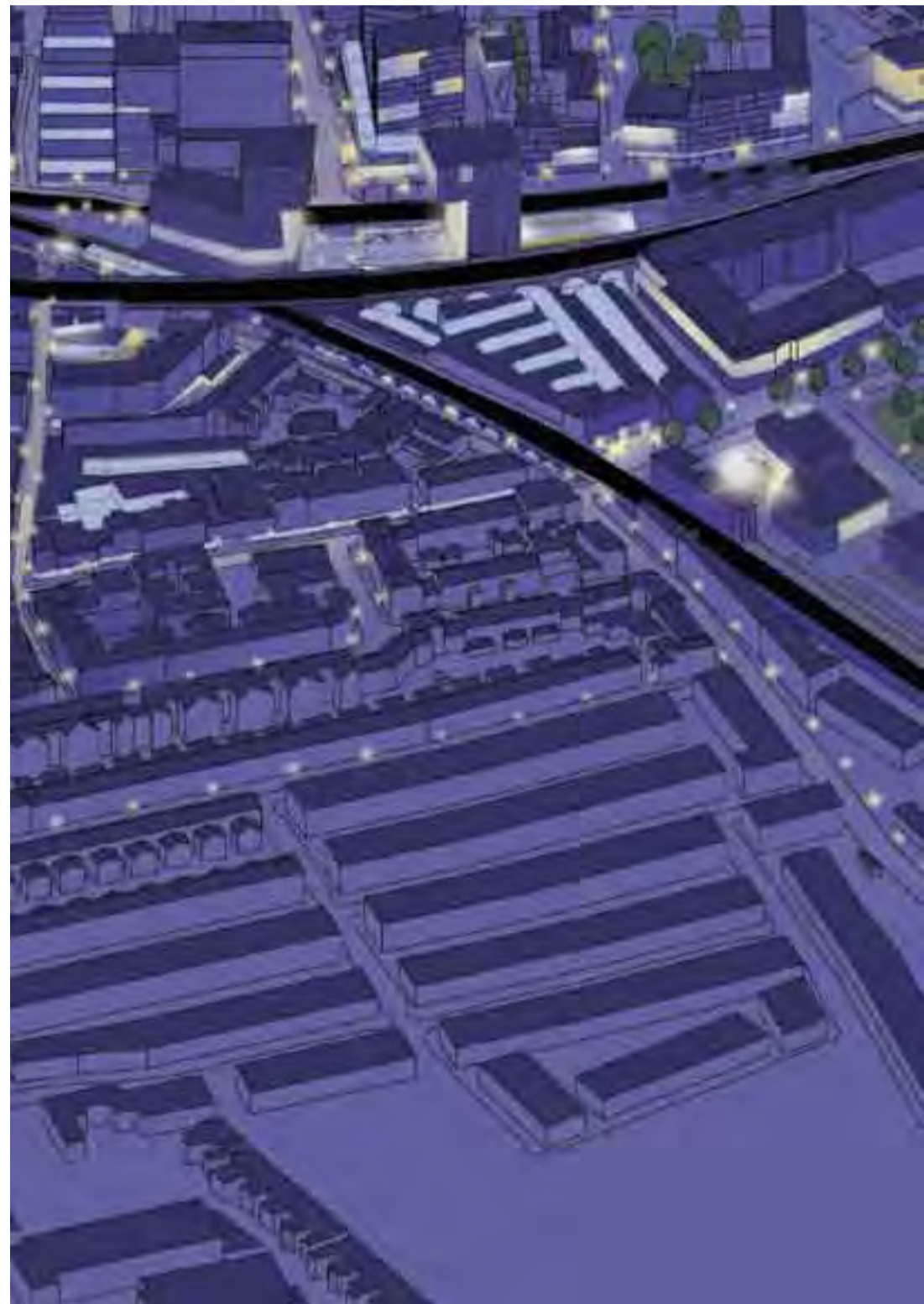
- Historical frontage to be protected
- Reinforcement of key routes
- ⋯ Key frontage
- ✱ Major attractors
- + Tall buildings
- ✕ Controlled access points
- Key activity areas.

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5.4.6 Somerleyton Area Project Overview

The proposals for Somerleyton are based upon its positioning within the masterplan as a major new sustainable neighbourhood, and exemplar of sustainable urban living. The core projects in the Somerleyton area can be categorised as follows:

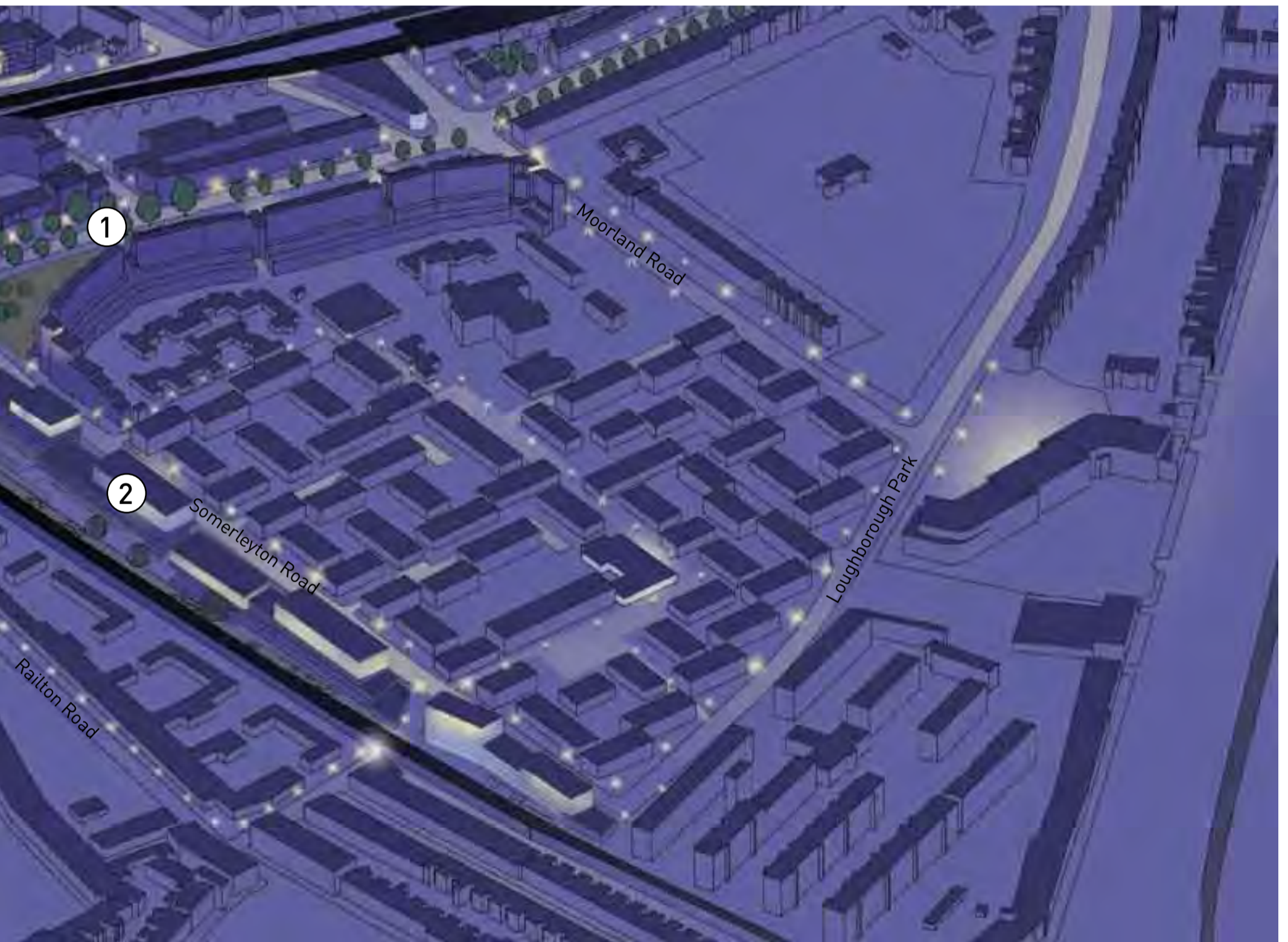
- **Coldharbour Lane Corridor:** a programme of public realm enhancements; landscaping; lighting and public art to highlight this route as a major corridor into Brixton. This scheme works with the historic urban fabric of the area, highlighting feature buildings and celebrating the rich cultural heritage of Coldharbour Lane.
- **Somerleyton Community Hub:** an integrated workspace and residential scheme; a new community facility with an associated range of communal amenity spaces; a neighbourhood energy production facility and a beacon cultural development to draw activity to the Somerleyton area.



View over Somerleyton area

Major projects shown include:

- The Coldharbour Lane Corridor (1); and
- The Somerleyton Community hub (2).



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5.4.7 Coldharbour Lane Corridor

The masterplan envisages Coldharbour Lane as a key green arrival corridor into Brixton, with an emphasis on landscaping and offsetting the impact of the Barrier Block (Southwyck House). As such Coldharbour Lane is proposed to undergo an extensive programme of public realm improvements.

Coldharbour Lane Gardens will undergo landscaping improvements. This site, which is challenging due to its size, depth and urban context, will need to be brought forward with the highest quality design and landscaping. Improvements to Coldharbour Lane Gardens will offer soft planting and the reinstatement of the tree line, in tandem with provision for additional playspace and innovative attractive lighting and public art. The council will review options of incorporating the former petrol station within the open space proposals and there is a longer term potential for the refurbishment/recladding of Southwyck House with an ecologically enhanced, softer facade.

The area to the east of Railton Road will be the subject of re-paving and street planting proposals. New paving and lighting is also proposed for the frontage to Brixton Village. Pavements up to the junction of Coldharbour Lane and Loughborough Park will be upgraded, as will pedestrian crossings, lighting, signage and bus shelters/stops. A design led 'structure planting' programme will be implemented subject to a survey of underground services and utilities. The complete programme of works for Coldharbour Lane east will be the subject of a separate design study and consultation with local business and residents.

Coldharbour Lane to the west of Railton Road has undergone a programme of re-paving, which started in 2008. Further works will include new crossings and traffic management features.



View of the Barrier Block and Coldharbour Lane

- The regeneration of Coldharbour Lane Gardens (1) will bring new play and sports spaces, landscaping and feature to the frontage improving safety.
- Other major projects include structural tree planting along Coldharbour Lane, creating a green corridor (2); and
- Route lighting schemes along Coldharbour Lane; and secondary routes into the town centre (3).



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5.4.8 Somerleyton Community Hub

Somerleyton Road is highlighted as one of the masterplan's key moves. This area is to be extensively reconfigured to create an exemplar of:

- Sustainable living
- Affordable workshop typologies
- Community infrastructure provision.

The northern part of Somerleyton Road is proposed to house a major cultural facility, with associated workspaces, outdoor performance areas and café facility. This feature will act as a beacon to draw movement into Somerleyton Road, whilst forging a strong relationship to Brixton Village and adjacent retail provision, creating a vibrant neighbourhood centre. A new public space adjacent to Carlton Mansions will provide a courtyard area for this cultural facility. This space further creates a viewing area for the Carlton Mansions mural, whilst also opening up a view corridor along the new ecological strip adjacent to the railway line.

Directly to the south of the cultural facility, a three storey workspace building with upper level residential uses acts as a hub for local small and medium enterprises (SMEs) and creative and cultural industries (CCIs). Flexible format workspace should be provided creating grow-in/grow-on space for small and medium sized businesses and local creative industries, with close connections to local training and educational facilities.

To the south-east along Somerleyton Road, ground floor affordable workshop typologies create an enlivened streetscape with increased levels of activity. Deep pavement setbacks allow for on street parking, spill out spaces and public realm improvements. Workspaces will be configured such that quieter uses will be located with relationship to Somerleyton Road, with more noisy and heavy works located to the rear. Upper level residential space will maximise the potential of these sites, whilst providing overlook to the street.

A multi-use community facility is proposed as facility to serve the local community and services in the area. This hub will house education and training uses, with connections to Lambeth College, Hillmead Primary School and the emerging Evelyn Grace Academy. This facility will be located facing Adelaide Close.

To the south of the hub a neighbourhood energy centre will serve the local area, integrated into a designated residential block. It is vital that the main regeneration zones of the town centre are equipped with district energy infrastructure. Individual energy technologies such as solar heating, PV cells and ground source heating are expected to be developed as part of each site's design response to energy and sustainability needs.

The public realm is articulated by a patterning of green wedges leading off an ecological park which runs alongside the railway embankment. This space provides recreation area, alongside potential allotments and playspaces.



View along Somerleyton Road

Key projects along the Somerleyton corridor include:

- A major new cultural facility (1);
- Mixed use workspace and living units (2);
- An ecological corridor as a buffer between new development and the railway track (3);
- A new community educational facility with upper level residential uses (4); and
- A district energy centre (5) with upper level residential uses.



5



View of Somerleyton Road looking south-westwards





Somerleyton Square:
A new pocket space for Coldharbour Lane





KEY REGENERATION AREAS

AREA 5: COLDHARBOUR LANE

5.5 COLDHARBOUR LANE AREA OVERVIEW

Coldharbour Lane is a major artery connecting the town centre eastwards to Camberwell via Loughborough Junction. The eastern section of this route acts as a major gateway into Brixton town centre, whilst further eastwards, the street's junction with Denmark Road marks part of the boundary between Lambeth and Southwark boroughs.

Described by some as the 'local people's town centre,' the western section of this arterial route is lined with small independent cafes and local businesses, making it a thriving community resource. This is not the case to the east, where a number of retail units lie vacant and many more are in decline.

The Coldharbour Lane area covers a relatively small section of this street, between Gresham Road at its western apex and Loughborough Road to the east. This wide, tree lined section of the street is a contrast to the tight grain of much of the town centre, with deep setbacks of the building line and easily accessible greenspaces located along its course.

5.5.1 Key Issues

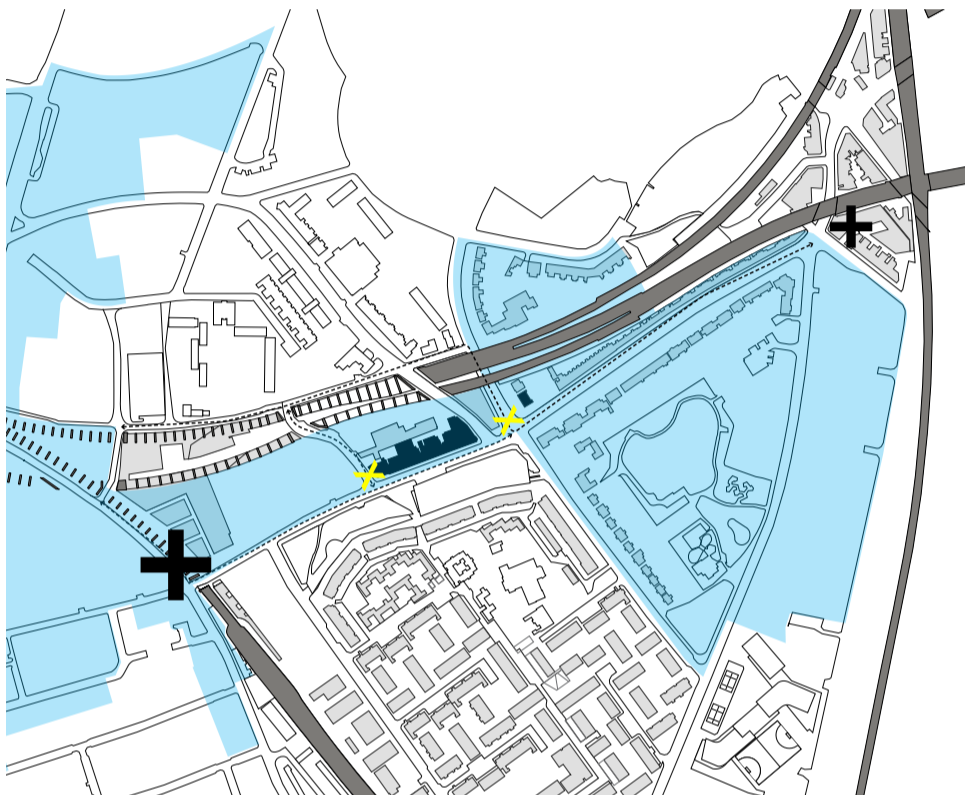
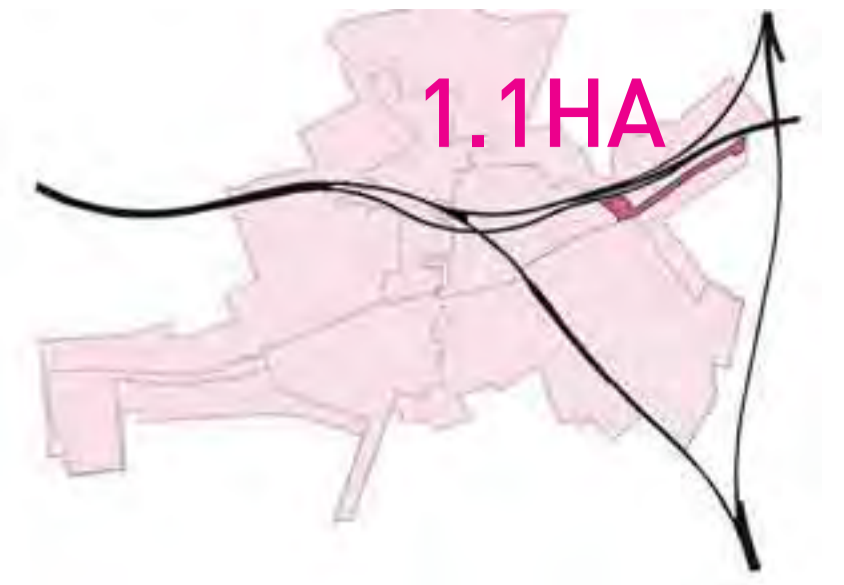
- The eastern end of Coldharbour Lane has poor connectivity with the rest of the town centre. Routes are poorly defined, poorly lit and not overlooked, making them unsafe, and subsequently under-used.
- Coldharbour Lane houses a number of low quality retail establishments with poorly maintained street frontage. This does little to encourage footfall into the area from the town centre.

5.5.2 Key Constraints

- Development is constrained by the conservation area within which Coldharbour Lane is located.

5.5.3 Key Opportunities

- The Coldharbour Lane area is located at the eastern gateway into the town centre. The site benefits from proximity to both Brixton town centre and Loughborough Junction.
- MDO site on the periphery of the Coldharbour Lane area, allowing the area to benefit from investment and business support in the vicinity. This will help to boost local economy across the eastern edge of Brixton town centre.
- The high quality building stock along Coldharbour Lane creates a precedent for maintaining a high quality architectural environment in keeping with the character and heritage of the area. Wide, tree-lined pavements with deep setbacks will be maintained and replicated where appropriate in order to reflect the area's historical landscape.
- There is opportunity to improve connections between Coldharbour Lane and Loughborough Park, opening up this green space as a key resource for local residents.



Key constraints

- +** Poor connectivity to the town centre.
- Low quality retail frontage along Coldharbour Lane
- The site lies within a designated conservation area.
- ↔** Unsafe and unclear routes to the town centre.



Key opportunities

- +** Opportunity for Loughborough Junction to become a key attractor.
- +** Potential new attractor at the northern end of Somerleyton Road
- Potential and emerging local hubs
- Major Development Opportunity areas
- Deep pavement setbacks: opportunity to create a green corridor
- Close proximity to public amenity space
- Key frontage and landmarks: opportunity to upgrade
- ↔** Potential to upgrade town centre connections and increase permeability.



5

5.5.5 Coldharbour Lane Strategy

Despite housing no designated development sites at present, the Coldharbour Lane area is located adjacent to a Major Development Opportunity (MDO) site which encompasses a large part of Loughborough Junction. This therefore locates the area as a major corridor to channel activity between the opportunity areas of Loughborough Junction and Brixton town centre in order to:

- To emphasise the area's role as a town centre gateway
- To promote clearer, safer and more animated connections to Loughborough Junction as part of the wider regeneration of the area.

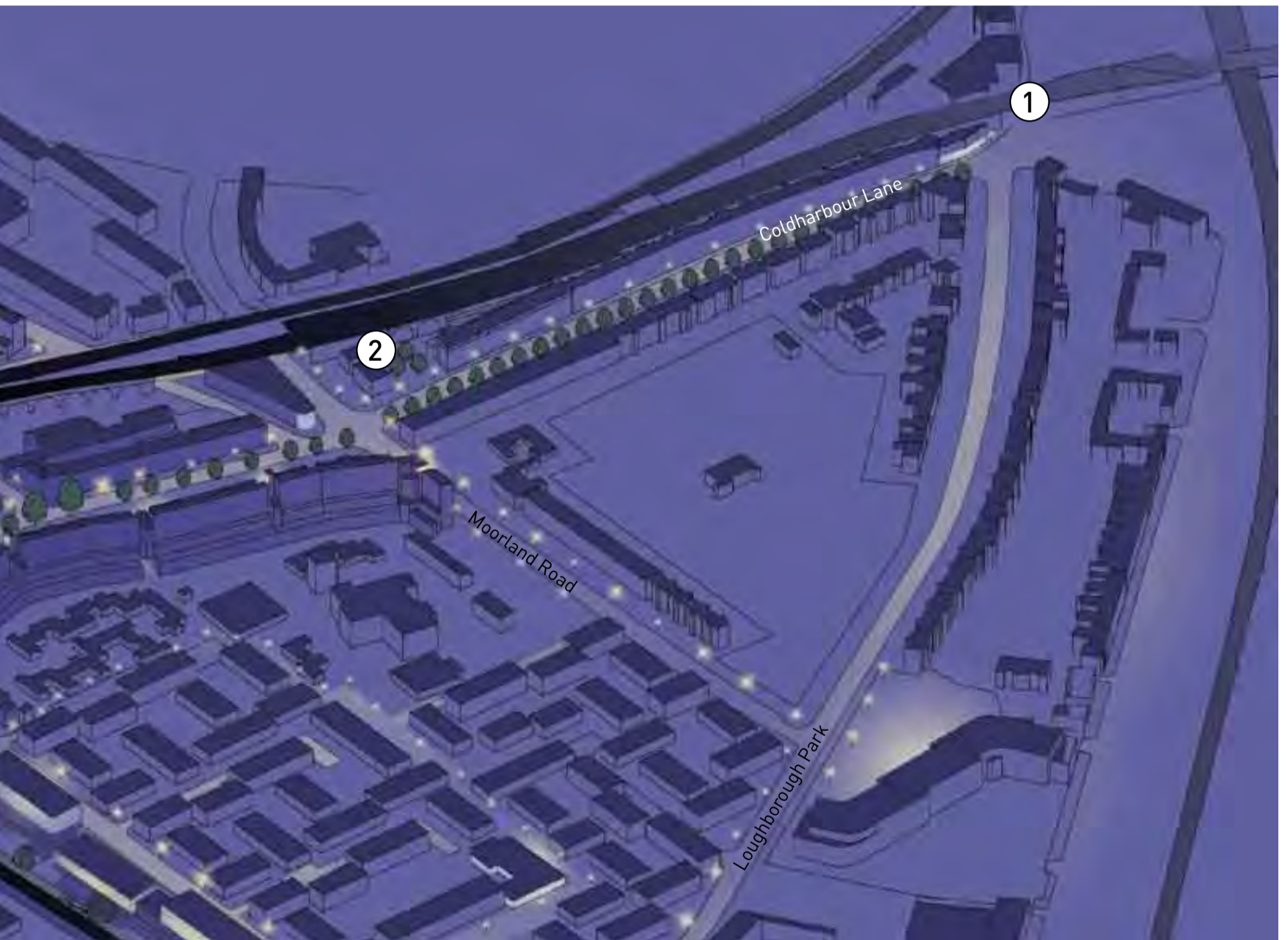
The masterplan recognises several key opportunities for the future of this area:

- **Enhanced Connectivity:** Structure planting, feature paving and route lighting, in keeping with the neighbouring key regeneration areas, will help to highlight Coldharbour Lane as a key route into Brixton. This will help to reinstate flows of footfall along this corridor between the town centre and Loughborough Junction. Loughborough Junction is a major development opportunity area, therefore by increasing connectivity to Brixton town centre this area will benefit from increased levels of activity and potential investment as an edge-of-centre location for local business and enterprise. This will further benefit from the new economic loops and hubs generated by the masterplan.
- **Key Development Sites:** there are currently no proposed development sites within the Coldharbour Lane area, however future development could focus on opening up the railway viaducts to the north of the site, and creating new connections through to the town centre.



View of Coldharbour Lane area

- Showing Loughborough Junction (1); and
- Potential future development site (2).





KEY REGENERATION AREAS

AREA 6: ACRE LANE

5.6 ACRE LANE AREA OVERVIEW

Acre Lane forms the western gateway to the town centre, lying on an important east-west route across South London. The road connects Brixton with Clapham Old Town and further west to Clapham Junction and Wandsworth. Acre Lane, however, is more than just a through-route, rich in townscape with strong business and community assets.

Acre Lane has the largest number of listed buildings of any road in Brixton and the wide street, lined at points with villas set behind deep landscaped gardens, forms the central character of the area. This corridor has a concentration of employment use which is valued by residents, with clusters of homeware stores and a local retail parade. Acre Lane residents consider themselves an identifiable community, a group that embrace the character of Brixton, and in particular value the variety that Acre Lane has to offer as an urban environment.

The Acre Lane area extends from Baytree Road, adjacent to the Tesco's store, westwards to the junction of Kings Avenue and Bedford Road.

5.6.1 Key Issues

- Acre Lane has a large proportion of inactive frontage, leading to an unsafe and poorly overlooked pedestrian environment, and ensuing issues of street crime in the area.
- Low quality retail is located at both the eastern and western ends of Acre Lane. This does little to encourage footfall into the area from the town centre.
- Cluttered streetscape and poor quality public realm.
- The Acre Lane regeneration area is currently poorly defined in terms of its role within the town centre hierarchy. There is currently little sense of neighbourhood or community in this area.

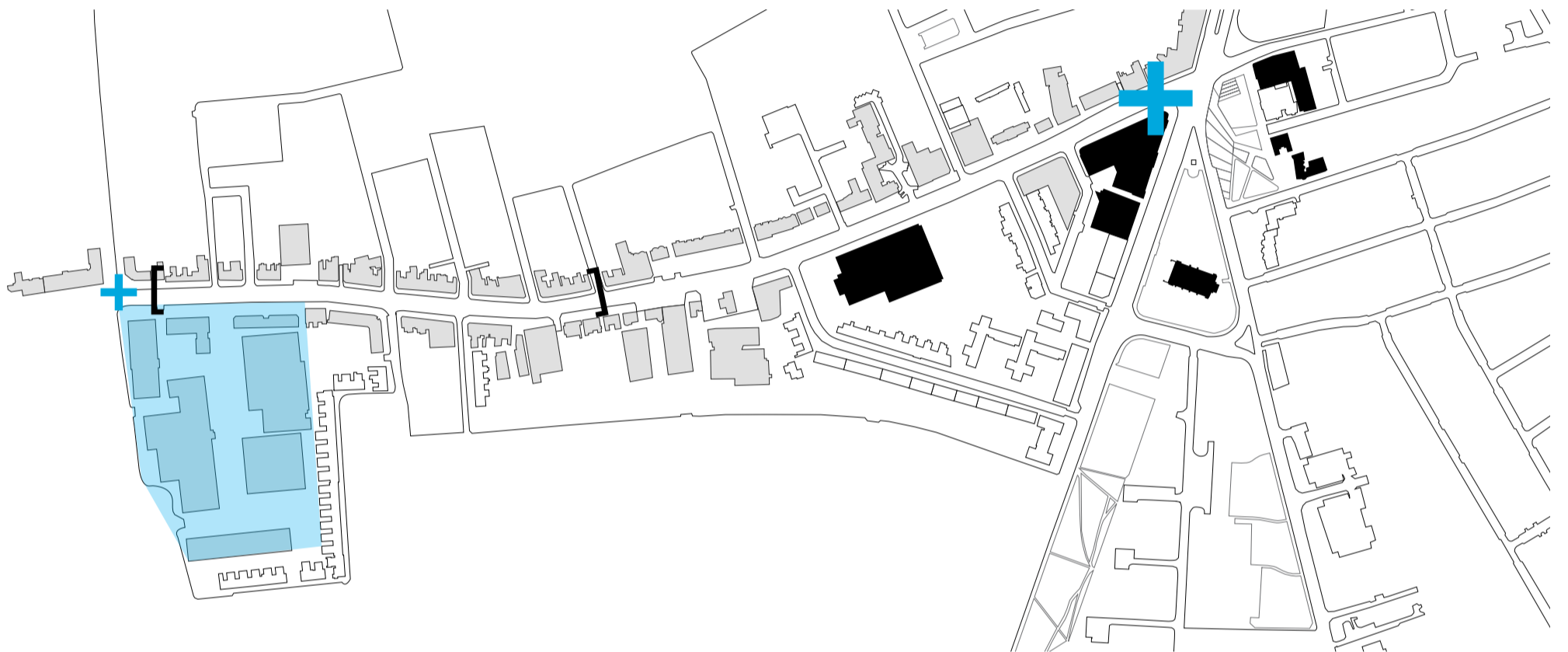
5.6.2 Key Constraints

- The site is disconnected from the town centre, both in economic terms and in terms of activity and throughflow. There is currently a lack of attractors to draw people along Acre Lane and into the town centre. It is important to unify Acre Lane with the rest of the town centre in order for the area to benefit from town centre regeneration.

5.6.3 Key Opportunities

- There is opportunity to capitalise on Acre Lane's strong current and proposed transportation links. The site lies between Brixton and Clapham Common tube stations, with good bus connections to the east and west.
- The visual landmark of the Town Hall should be further emphasised as a means to pull movement along Acre Lane and into the town centre.
- The mansion houses along Acre Lane create a precedent for a high quality architectural environment, in keeping with the character and heritage of the area. Wide, tree lined pavements with deep setbacks will be maintained and replicated where appropriate in order to reflect the area's history.
- The potential for new business development exists around the KIBA site at the western end of Acre Lane, and with opportunity for this to support the existing local economy of retail, industry and local business.
- The southern side of Acre Lane holds a series of large development sites that have the potential to have a major impact on the regeneration of this area.
- Opportunity to build on the local economy of the Acre Lane area as a niche market serving the local community. This will help to reinforce a sense of neighbourhood in this currently poorly defined area of the town centre.

5.6HA



Key issues and constraints

- + Lack of attractors to draw footfall along Acre Lane.
- Poor quality retail frontage and cluttered streetscape.
- Disconnection of highlighted area from the surrounding context
- Surrounding landmarks: the area currently contains no significant landmarks.

Key opportunities

- Potential for new attractor
- + Existing local attractors
- Potential new town centre hubs
- - - Public realm improvements will link this area back to the town centre
- Opportunity to create a strong local economy for Acre Lane
- Local retail frontage and offer to be upgraded
- Pattern of major landmarks in the surrounding area.



5

5.6.5 Acre Lane Strategy

The Acre Lane area is one of the key masterplan neighbourhoods due to its future potential as a key connector between the town centre and the surrounding urban context. The masterplan's aims for this area are three-fold:

- To consolidate Acre Lane as a focused corridor and gateway to Brixton Town Centre.
- To protect and enhance Acre Lane's unique character, proposing landscape and urban design guidelines that will transform it back into the 'great street' it once was.
- To protect employment needs whilst providing enhanced amenity and facilities for the local community.

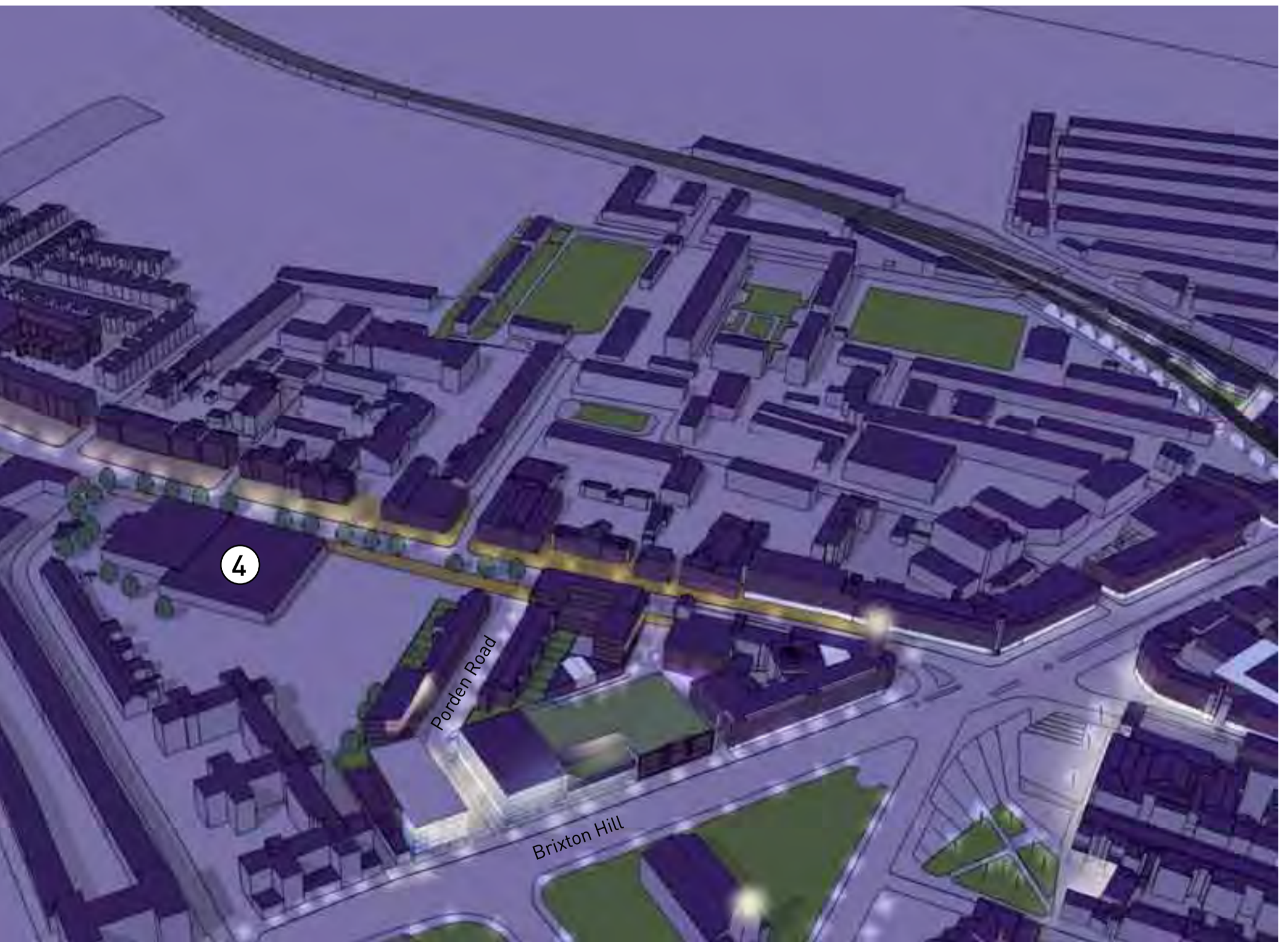
There are currently no development sites listed within the Acre Lane area, however the masterplan aims to set a strategy in place to ensure that future development at Acre Lane comes forward in a way which is in keeping with the town centre. The following key opportunities exist for the Acre Lane area:

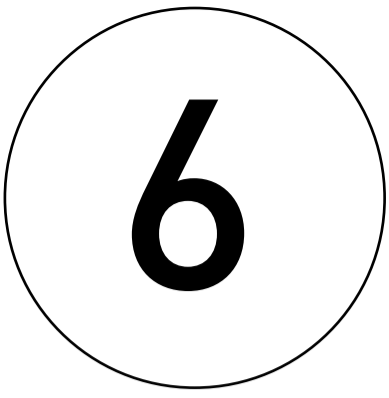
- **An enhanced public realm:** streetscape improvements, the upgrading of shop frontages and retail offer; planting, lighting and paving improvements will help to establish Acre Lane as a major arterial route into Brixton town centre.
- **A local economy:** the support, extension and enhancement of the existing retail offer will help to establish a strong local economy for Acre Lane, as such create an identity for the area as a major neighbourhood and destination in its own right.
- **Community infrastructure:** a potential new primary education facility located along Acre Lane to serve the local community.
- **New attractors:** the KIBA site at the western edge of the area is likely to bring forward new development for the area, creating a new attractor between Brixton town centre and Clapham North. This could potentially produce a stepping stone effect, drawing movement from the existing attractor of Tesco's, at the eastern end of Acre Lane.



View of Acre Lane area

- Showing the KIBA site (1);
- The existing local retail parade (2);
- A potential future development site for education uses (3); and
- The Tesco anchor store (4).





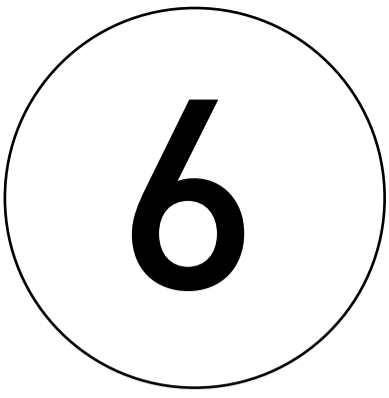
ACTION PLAN

AREA 1: BRIXTON EXCHANGE

ACTION REF	SITE REF	PROJECT	ACTION	TIMEFRAME	LEAD/ RESPONSIBILITY
1	1.1	Brady's community facility	Define a delivery methodology for Brady's building to include community/cultural/leisure use and remodelled rear addition to provide active frontage and overlook to new public space.	SHORT	LBL
2	1.1	Brady's community facility	Define a delivery methodology for a new pocket square and direct route from tube rear entrance to Atlantic Road.	SHORT	LBL/TFL
3	1.1	Brady's community facility	Define a delivery methodology for the refurbishment of associated railway arch retail units in line with design code approach.	MEDIUM	LBL/ NETWORK RAIL
4	1.2	Interchange with new mixed use retail/residential	Define a delivery methodology for a mixed-use station development with retail function at ground floor with residential uses at upper floors.	MEDIUM	LBL/ NETWORK RAIL
5	1.3	Brixton Exchange Square	Define a delivery methodology for a new pedestrianised public space, with 24- hour activity including market trading, community events, bars, restaurants and cafés, ensuring compatibility with potential future transport developments such as the East London Line extension.	MEDIUM	LBL/ NETWORK RAIL
6	1.3	Brixton Exchange Square	Develop 'Events and Use Strategy' for the square, to tie in with LB Lambeth's Cultural Strategy, utilising 'secured by design' principles.	MEDIUM	LBL
7	1.3	Brixton Exchange Square	Develop and integrate provision of innovative lighting and culturally/historically referential art into public space.	MEDIUM	LBL
8	1.3	Brixton Exchange Square	Define a delivery methodology for refurbishment of associated railway arch units for food and beverage uses and retail kiosks in line with design code approach.	MEDIUM	LBL/ NETWORK RAIL
9	1.4	CCI Hub	Define a delivery methodology for CCI hub development on eastern edge of Exchange Square to include CCI workspaces/training/meeting room, upper level residential uses, gallery space, public café/bar and kitchen, accessible public toilets.	MEDIUM	LBL



10	1.4	Multi-Use Sporting Arena	Define a delivery methodology for a new multi-use sporting arena embedded at the centre of the site, with controlled access leading off Exchange Square to include retractable seating and associated spectator space.	MEDIUM	LBL/ NETWORK RAIL
11	1.5	Market support and 'One Planet Living' centre	Define a delivery methodology for Market Support Centre located to the eastern edge of the site, to include town centre management offices, market related storage, market trader parking and facilities (including WCs and showers), waste storage, recycling facilities, biodigester for green market waste, market related office space, free-cycle exchange facility and construction materials depot.	MEDIUM	LBL/ NETWORK RAIL
12	1.5	Market support and 'One Planet Living' centre	Define a delivery methodology for a 'One Planet Living' centre providing a 'one-stop sustainability shop' offering advice and information for local residents, businesses and community groups, to become a focal point of environmental initiatives and networks.	MEDIUM	LBL
13	1.6	Revitalised arches and improvements to Atlantic Road	Develop a reactivation strategy for the railway arches for retail and community usage and maximise connectivity between Atlantic Road and Brixton Village market. Refurbishment to be in line with town centre design code.	SHORT/ MEDIUM	LBL/ NETWORK RAIL
14	1.7	Electric Avenue/ Electric Lane public realm improvements	Re-install original glass canopies along Electric Avenue.	MEDIUM	LBL
15	1.7	Electric Avenue/ Electric Lane public realm improvements	Implement innovative lighting and public art schemes to animate the streetscape of Electric Avenue and Popes Road.	SHORT	LBL
16	1.7	Electric Avenue/ Electric Lane public realm improvements	Define a delivery methodology for the renewal of original shop frontages on Electric Avenue, adopting a 'design guide' approach.	SHORT	LBL
17	1.7	Electric Avenue/ Electric Lane public realm improvements	Define a delivery methodology for bringing the upper floors of Electric Avenue back into residential use, establishing new access corridors/routes where necessary.	SHORT	LBL

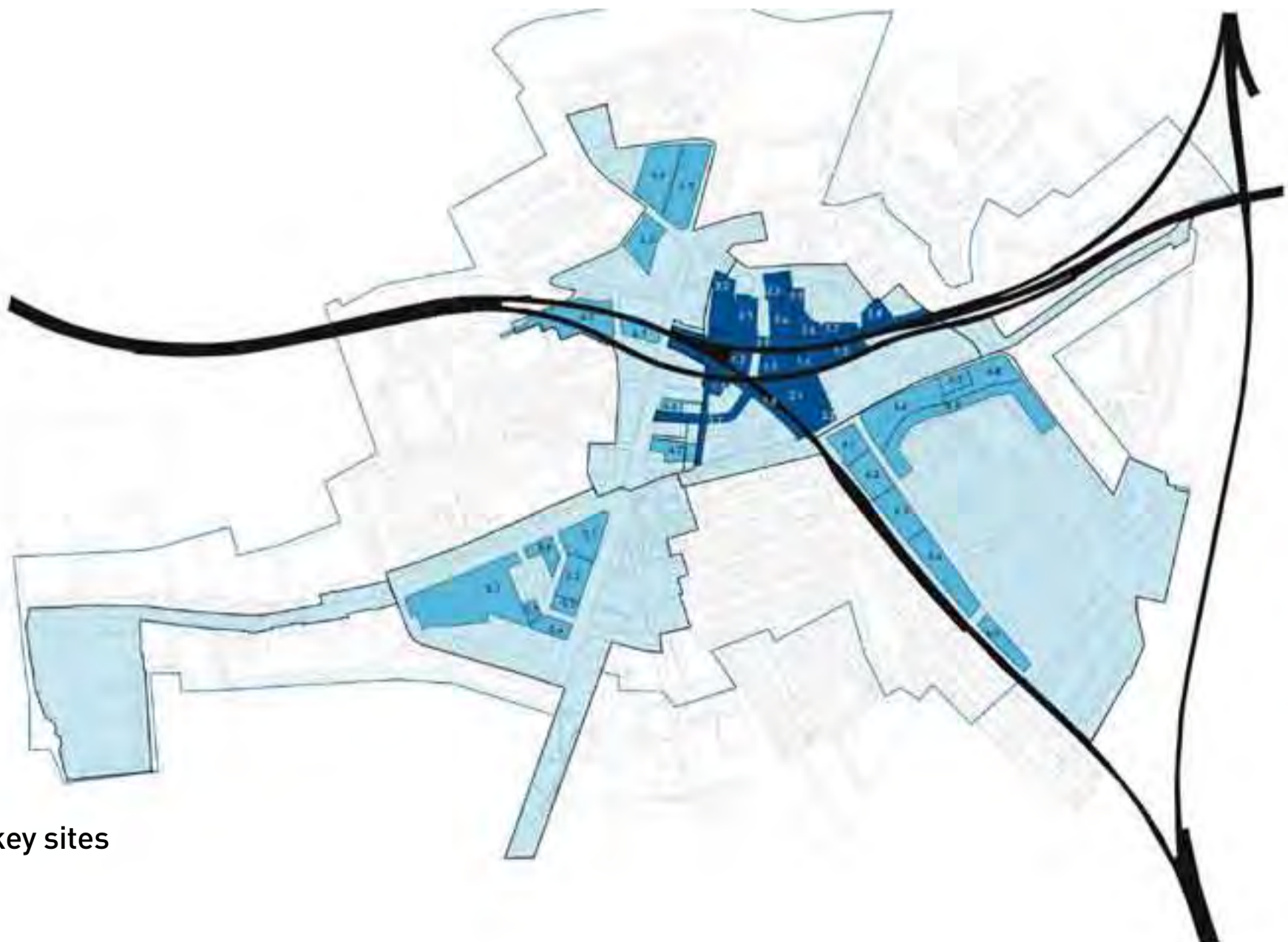


AREA 1: BRIXTON EXCHANGE

18	1.7	Electric Avenue/ Electric Lane public realm improvements	Upgrade market stalls/kiosks along Electric Avenue and reintegrate the street markets and the surrounding market arcades.	SHORT	LBL
19	2.1	External refurbishment of Brixton Rec	Implement improvements to Brixton Rec to activate frontage; provide new community facilities and improve visual amenity.	MEDIUM	LBL
20	2.1	External refurbishment of Brixton Rec	Define a delivery methodology for a combined cycle parking facility, maintenance and repairs/parts store connected to the public transportation network.	SHORT	LBL
21	2.2	Brixton Central energy centre	Define a delivery methodology for a district energy centre in line with the town centre energy strategy.	MEDIUM	LBL
22	2.3	Popes Road/ Canterbury Crescent north block	Define a delivery methodology for a development to include residential uses at the upper levels, associated amenity space at rooftop level and protection of existing A class uses at ground floor.	MEDIUM	LBL
23	2.4	Popes Road south block	Define a delivery methodology for a mixed use residential and retail development, to include town centre parking provision, with a retail anchor store provided at ground level creating active frontage, residential uses on upper levels and rooftop amenity provision.	MEDIUM	LBL
24	2.5	Canterbury Gardens	Create a new community quarter, incorporating improvements to the existing built fabric; new community development and associated amenity space provision.	MEDIUM	LBL
25	2.5	Canterbury Gardens	Define a delivery methodology for a community facility overlooking new community gardens to include a crèche, café, youth space and children's play space.	MEDIUM	LBL
26	2.6	Station Road mixed-use west block	Define a delivery methodology for a development to include community facilities and CCI workspace provision at lower levels, residential uses at upper floors and rooftop amenity space.	MEDIUM	LBL
27	2.7	Station Road mixed-use east block	Define a delivery methodology for a development to include CCI workspace provision at ground and lower floors, residential uses on upper floors with rooftop amenity space.	MEDIUM	LBL

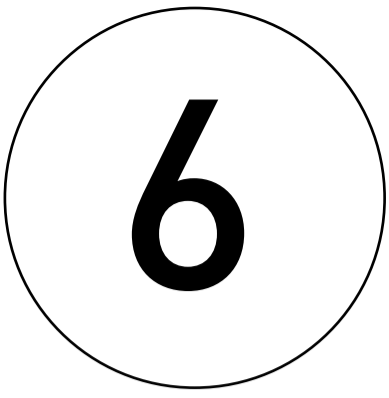


28	2.8	Station Road community centre	Define a delivery methodology for a new community facility at lower levels, with residential uses at upper floors and rooftop amenity space.	MEDIUM	LBL
29	2.9	Brixton Station Road and Popes Road public realm improvements	Implement comprehensive public realm improvements in line with public realm design strategy.	MEDIUM	LBL
30	3.1	Brixton Village markets	Define a delivery methodology for retaining and improving the existing markets and developing new routes through the railway arches, connecting Coldharbour Lane to Brixton Exchange.	MEDIUM	LBL/ NETWORK RAIL
31	3.1	Brixton Village markets	Define a delivery methodology to integrate high level railway arches and space to rear of Granville Arcade into the market, creating new access and retail frontage on Brixton Exchange Square.	MEDIUM	LBL/ NETWORK RAIL
32	3.2	Walton Lodge Laundry	Protection of the listed laundry frontage as a key local landmark.	SHORT	LBL



Area 1: key sites





AREA 2: HIGH STREET

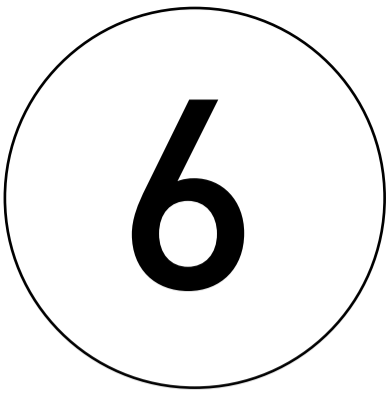
ACTION REF	SITE REF	PROJECT	ACTION	TIMEFRAME	LEAD/ RESPONSIBILITY
33	4.1	Dorrell Place	Develop improved frontage along Dorrell Place, providing activity along the street.	SHORT	LBL
34	4.1	Dorrell Place	Implement public realm and lighting improvements forging linkage to the proposed enterprise hub to the west.	SHORT	LBL
35	4.1	Dorrell Place	Define a delivery methodology for potential future residential uses at upper floors looking over Dorrell Place.	MEDIUM	LBL
36	4.2	Bon Marché Yard	Develop Bon Marché Yard Local Enterprise Hub as a focal point for a cluster of social spaces, training and youth enterprise facilities and community performance spaces.	MEDIUM	LBL/ NETWORK RAIL
37	4.2	Bon Marché Yard	Define a delivery methodology to improve east-west permeability ensuring new pedestrian routes through the site and clear access from the high street.	MEDIUM	LBL
38	4.3	Blue Star House	Investigate the potential to improve Blue Star House to intensify the workspace provision.	MEDIUM	LBL
39	4.3	Blue Star House	Define a delivery methodology for public realm improvements to forecourt, including new lighting at street level.	MEDIUM	LBL
40	4.4	Brixton Academy	Define a delivery methodology for public realm improvements to the forecourt of Brixton Academy, and potential expansion of offer to connect to satellite enterprise schemes in the surrounding area.	MEDIUM	LBL
41	4.5	Junction of Brixton Road and Stockwell Road	Implement improvements to the façade and renewed activity to the front and rear of the site to complement and promote the Brixton Academy whilst also tying in with public realm improvements.	SHORT	LBL
42	4.6	Iceland site	Investigate the remodelling of the existing Iceland site to improve visual amenity and public realm in the vicinity of the tube station.	SHORT	LBL



43	4.7	Woolworths site	Define a delivery methodology for the remodelling of the rear of the Woolworths block, in line with the massing along the high street and Electric Avenue to provide active frontage at ground level, residential uses above to give overlook and passive surveillance to Electric Lane and an enhanced streetscape.	SHORT	LBL
44	4.7	Woolworths site	Ensure all historic facades along Brixton Road and Electric Avenue, including 20th century designs such as the art deco frontage of Woolworths, are preserved and enhanced.	SHORT	LBL

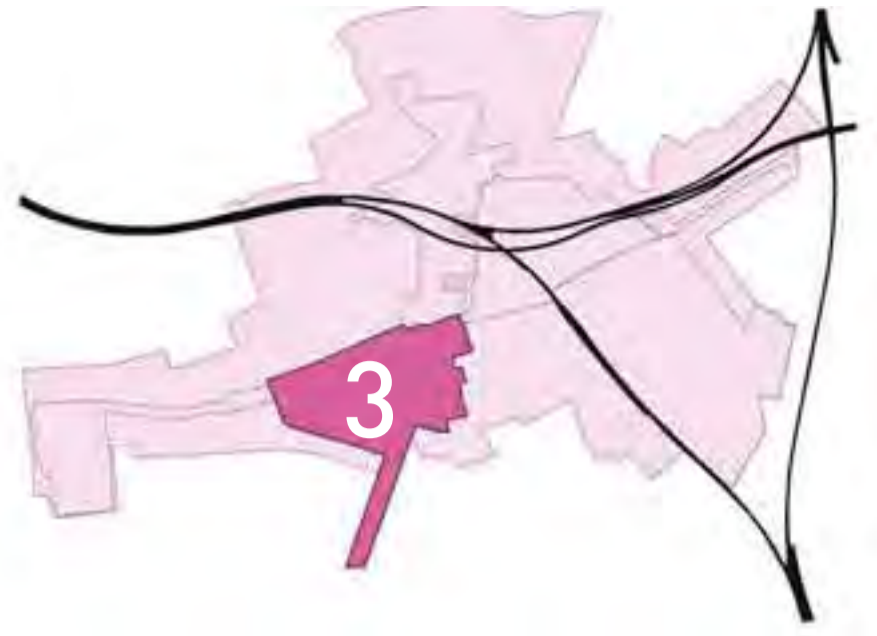


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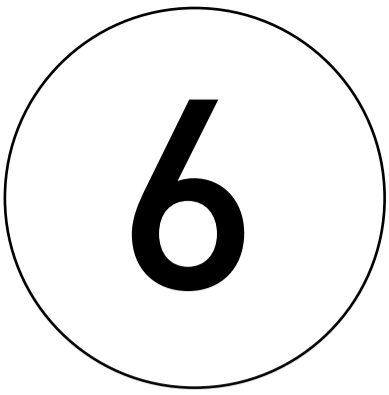


AREA 3: TOWN HALL

ACTION REF	SITE REF	PROJECT	ACTION	TIMEFRAME	LEAD/ RESPONSIBILITY
45	5.2	The Fridge	Define a delivery methodology for the refurbishment of the Fridge to provide a major new cultural attraction on Brixton Hill.	SHORT	LBL
46	5.2/5.3	The Fridge/ Town Hall Parade	Define a delivery methodology for the potential expansion of the entertainment and leisure offer to incorporate new food and beverage uses.	SHORT	LBL
47	5.2/5.3	The Fridge/ Town Hall Parade	Define a delivery methodology for new music related workspace and training provision.	SHORT	LBL
48	5.4	Hambrook House east	Define a delivery methodology for a new development to include retail uses at ground floor and upper level child-focused health provision.	SHORT	LBL
49	5.5	Hambrook House west	Define a delivery methodology for a new residential development.	SHORT	LBL
50	5.6	Ivor House	Define a delivery methodology for the redevelopment of Ivor House and warehouse to the rear in line with conservation guidance to provide a new health facility and neighbourhood energy centre.	SHORT	LBL
51	Area 3	Public realm improvements	Define a delivery methodology for new tree planting, public realm and building improvements along Acre Lane.	SHORT	LBL
52	Area 3	Public realm improvements	Define a delivery methodology to improve connection across Brixton Hill, from the Town Hall to St. Matthew's Peace Gardens and Windrush Square.	SHORT	LBL
53	Area 3	Public realm improvements	Define a delivery methodology for improving community safety through passive surveillance and increased on-street activity.	SHORT	LBL



Area 3: key sites



AREA 4: SOMERLEYTON ROAD

ACTION REF	SITE REF	PROJECT	ACTION	TIMEFRAME	LEAD/ RESPONSIBILITY
54	6.1	Somerleyton Road cultural facility	Define a delivery methodology for a new community creative/cultural facility serving the wider town centre with associated courtyard area, ancillary functions, café, meeting space and rooftop amenity.	SHORT	LBL
55	6.2	Mixed-use workspace/ residential	Define a delivery methodology for new affordable workspace provision at ground, first and second level, with upper level residential provision and roof level amenity.	SHORT	LBL
56	6.2	Mixed-use workspace/ residential	Define a delivery methodology for the provision of town centre parking and service parking.	SHORT	LBL
57	6.3	Mixed-use workshops	Define a delivery methodology for the provision of workshop and live/work units at ground floor (with associated parking and servicing provision), residential uses above with rooftop amenity space.	SHORT	LBL
58	6.4	Somerleyton community hub	Define a delivery methodology for the creation of a local community education facility with links to local educational facilities (Evelyn Grace Academy and Hillmead Primary School).	SHORT	LBL
59	6.4	Somerleyton community hub	Define a delivery methodology for the provision of community meeting rooms/workspace, with community gardens and amenity space at ground level, residential uses above and rooftop amenity space.	SHORT	LBL
60	6.5	Energy centre	Define a delivery methodology for a ground and upper level residential development to include rooftop amenity provision and an energy hub providing district wide services.	SHORT	LBL
61	6.5	Energy centre	Define a delivery methodology for a ground floor community amenity space for urban growing and innovative waste recycling including composting.	SHORT	LBL



62	6.6	Coldharbour Lane Gardens west	Implement public realm improvements including new landscaping, lighting and play space.	MEDIUM	LBL
63	6.7	Texaco garage	Define a delivery methodology for the development of the former Texaco garage site to provide community amenity facilities.	MEDIUM	LBL
64	6.8	Coldharbour Lane Gardens east	Implement public realm improvements including new landscaping, lighting and play space.	MEDIUM	LBL
65	6.9	Southwyck House Improvements	Define a delivery methodology for the potential future streetscape improvements to the Southwyck House area, subject to further study.	MEDIUM	LBL



Area 4: key sites





AREA 4: SOMERLEYTON ROAD

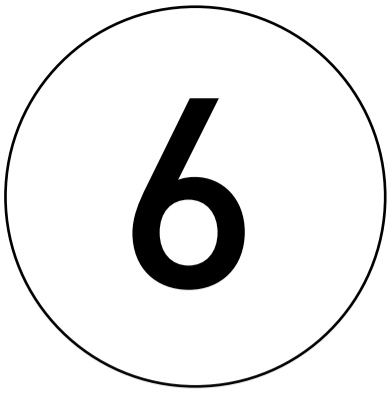
66	Area 4	Public realm improvements	Implement improved lighting, frontage and planting along Coldharbour Lane and Somerleyton Road, with provision of 5000m ² amenity space/public realm improvements.	MEDIUM	LBL
67	Area 4	Public realm improvements	Develop plan for reinforcement of routes through study area utilising distinctive route surfacing, soft planting, signage, and lighting.	SHORT	LBL
68	Area 4	Public realm improvements	Develop ecological corridor along Somerleyton Road, allowing this to become a usable asset, potentially integrating adjacent community garden spaces, urban growing and green waste recycling.	SHORT	LBL
69	Area 4	Public realm improvements	Improve the area's interior permeability and provide enhanced connections to the surrounding areas and into the core of the town centre.	SHORT	LBL
70	Area 4	Public realm improvements	Reinforce routes to Railton Road improving route marking and lighting especially in embankment underpass.	SHORT	LBL
71	Area 4	Parking and personal transit	Define a delivery methodology to provide car club parking spaces.	SHORT	LBL
72	Area 4	Parking and personal transit	Define a delivery methodology to provide secure bicycle storage, changing facilities and visitor bike parking.	SHORT	LBL



Proposed massing

- 10 + Floors
- 7 - 9 Floors
- 4-6 Floors
- 1-3 Floors





TOWN CENTRE WIDE PROJECTS/STRATEGIES

ACTION REF	SITE REF	PROJECT	ACTION	TIMEFRAME	LEAD/ RESPONSIBILITY
73	All	Town Centre Management Partnership and Action Plan	Establish a structure to coordinate the ongoing management and maintenance of Brixton town centre, and deliver the town centre action plan.	SHORT	LBL
74	All	Town Centre Management Partnership and Action Plan	Provide a strong and sustainable business environment to ensure that local people are supported back into work by providing accessible skills and educational opportunities.	SHORT	LBL
75	All	Town Centre Management Partnership and Action Plan	Promote and market Brixton as a place to enjoy quality leisure time.	SHORT	LBL
76	All	Town Centre Management Partnership and Action Plan	Develop partnerships to change negative perceptions of Brixton and improve the image and ambience of the town centre.	SHORT	LBL
77	All	Town Centre Management Partnership and Action Plan	Work with partners to reduce crime and fear of crime and to address offending and other anti-social behaviour.	SHORT	LBL
78	All	New Public Face for Brixton	Develop a new public realm design guide.	SHORT	LBL
79	All	New Public Face for Brixton	Develop and implement new public art and lighting strategy to address key locations in the town centre.	SHORT	LBL
80	All	New Public Face for Brixton	Develop a series of detailed design guides for different elements of the town centre including: <ul style="list-style-type: none"> • Railway arch renovation for new active uses • Shop frontage renovation • Market stall design and upgrading and design and implementation of retail kiosks • Design and location of street furniture. 	SHORT	LBL



81	All	Brixton Community Development Strategy	Define a delivery methodology to ensure access to affordable town centre workspace for local businesses.	SHORT	LBL
82	All	Brixton Community Development Strategy	Define a delivery methodology to provide town centre educational facilities.	SHORT	LBL
83	All	Retail Development Strategy	Develop a town centre retail strategy, to include: a retail capacity study for Brixton; support for local business and enterprise; promotion of high quality retail provision on the high street; the reactivation of street-facing upper floors to improve perception and experience; activation of retail facades along east- west arteries feeding the high street (e.g. return facades of Iceland and Boots); creation of a 'retail loop' drawing footfall through the town centre via a series of attractors and connections; support for locally produced and locally sourced goods; promotion of affordable retail units to maintain the character of Brixton through a diverse retail offer; protection and enhancement of Brixton markets; development of sustainability guidelines for retailers.	SHORT	LBL
84	All	Town Centre Energy Strategy	Develop an energy strategy for Brixton town centre to include an analysis of the potential to: locate biomass or gas CHP/CCHP plants and delivery infrastructures at Brixton Rec, Acre Lane, Bon Marché Yard and Somerleyton Road to service new developments; service existing building stock through retrofitting; provide energy assessments/renewable energy offers to the wider community; establish a MUSCO or similar as a provider of energy, waste, water and communications services.	SHORT	LBL

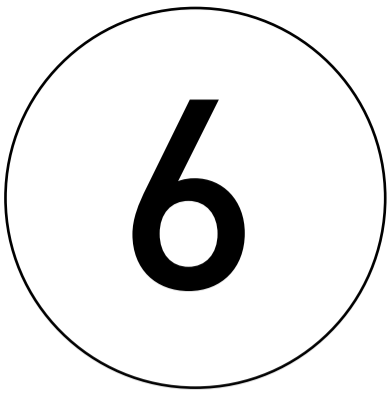


TOWN CENTRE WIDE PROJECTS/STRATEGIES

85	All	Town Centre Waste Strategy	Develop a sustainable waste management strategy and code of practice for the town centre to include an analysis of the potential to: improve on-site waste collection facilities and enforcement of waste minimisation initiatives; create a centralised facility to be located in the market support hub to coordinate green waste collection for market waste with a centralised green waste composter, a Brixton freecycle network, second hand markets/tool library/furniture deposit and a waste recycling educational facility; provide recycling facilities in the town centre for residents and SMEs; link in to other CHP and district heating initiatives; establish a local BMRC (Building Materials Reuse Centre); provide home composting type facilities for non-domestic outlets.	SHORT	LBL
86	All	Town Centre Water Strategy	Develop a sustainable water strategy to include an analysis of the potential to: integrate blackwater/ greywater recycling system for non-potable water into all new buildings (double plumbed to plug into local non-potable water supply); promote water butts for new and existing developments, including public green spaces; provide clean drinking water fountains to reduce the use of bottled water; ensure green roofs are provided on all new build projects in the town centre (unless a valid argument is presented otherwise); encourage retrofitting of existing roof surfaces to be carried out where appropriate to minimise impact of flooding; ensure rainwater harvesting systems are integrated into all new developments; ensure porous paving and SUDS are included in all new public realm proposals.	SHORT	LBL



87	All	Town Centre Food Strategy	Develop a sustainable food strategy to include an analysis of the potential to: ensure allotments, rooftop gardens and balcony gardens are provided as part of major developments in order to encourage local food cultivation, exercise and social integration; the development of market gardening (in the form of mini-allotments) and commercial scale planting using hydroponics in the town centre; establish Brixton market as a leader in the provision of local produce; encourage regular farmers/visiting markets; establish/link with a complementary food co-op to encourage bulk-buy schemes; encourage local independent and chain outlets to use local/organic produce; facilitate the provision of domestic compost bins and communal facilities; all new public planting to include areas of 'edible landscaping' (e.g. fruit trees); facilitate use of supply contracts with suitable local producers; facilitate kerbside collection of large scale food waste generators; promote local food networks and community supported agriculture; promote local sustainable food use in public procurement such as schools and hospitals.	SHORT	LBL
88	All	Town Centre Transportation and Movement Strategy	Develop a sustainable transport strategy to include an analysis of the potential to: ensure charging hubs and visible pool vehicle clusters are located across the town centre; develop the town centre green travel plan; restrict overall town centre car parking (both residential and visitor) to encourage use of sustainable transport; create pedestrian/cycle only areas to encourage reduction in car use; establish new town centre cycle routes (separated from traffic where possible) to connect with existing Lambeth Cycle Network routes; establish a cycle 'concierge' service, located in regeneration area 1, to encourage sustainable transportation across the town centre, incorporating improved services and an extended and mapped cycle network with links to public transport infrastructure, the public realm and local ecological network; provide secure cycle storage for residents and town centre facility users; facilitate sustainable delivery service to operate across the town centre, using electric vans, as an incentive for shoppers to leave their cars at home; promote green travel plans for local companies and organisations; provide support for school travel plan initiatives.	SHORT	LBL



TOWN CENTRE WIDE PROJECTS/STRATEGIES

89	All	Town Centre Ecology and Biodiversity Strategy	Develop an ecology and biodiversity strategy to include an analysis of the potential to: support and promote the creation and enhancement of ecological corridors and green chains; ensure green and brown roofs are provided on new developments; provide support for green walls and surfacing on new developments; encourage native planting across the town centre; encourage planting of fruit trees in landscaping schemes; ensure protection of trees during development programme; ensure provision of bat, bee and bird boxes.	SHORT	LBL
90	All	Culture and Heritage Strategy	Develop a culture and heritage strategy to include an analysis of the potential to: identify and protect key existing cultural/heritage assets; implement a communications programme to encourage increased use of community and cultural facilities, buildings and spaces; develop an events and use programme for Brixton Exchange Square; develop a guide to culture and heritage in Brixton for local residents and workers; achieve 'Purple Flag' status for night-time economy.	SHORT	LBL
91	All	Temporary Use Strategy	Define and implement a Temporary Use Strategy for vacant buildings in Brixton.	SHORT	LBL