



**20-24 POPE'S ROAD, BRIXTON,**

**PLANNING STATEMENT ADDENDUM 2**

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Appendix 1

## Executive Summary

Pope's Road is a key strategic regeneration site in Brixton. The Site has been identified for development within the Local Plan Site Allocation 16 for mixed-use development and as outlined within the allocation *"provides a major opportunity for a wider range of town centre uses, improving the frontage along Brixton Station Road, public realm improvements and integration with development on Site."*

The transformative regeneration proposals for the site, in terms of its mix of commercial and community uses, architectural quality and the delivery of significant public benefits with lasting economic and social value meets and exceeds policy requirement. It will set an excellent benchmark for future developments within Brixton.

The proposed development is considered to achieve sustainable development since it meets all the key planning principles for re development of the Site. The proposal is a mixed-use redevelopment of a brownfield Site located in a highly accessible location by public transport.

The proposed development would promote economic growth across Brixton Town Centre by providing a new office floorspace ecosystem in an area where there is an identified lack of supply.

Following submission of the planning application in April 2020, comments were received from London Borough of Lambeth (LBL) and other relevant consultees and stakeholders concerning the proposed scheme. These comments raised concerns over the proposed siting of the new building, and the impact the building line would have on the public realm adjacent to Pope's Road. In response to these comments, the Applicant submitted revisions to the proposed development in an addendum submission pack (referred to as Addendum 1) sent to the Council on 8th July 2020.

Since this revised scheme submission, the proposal has been presented and discussed at the Lambeth Planning Committee (held on 25th August 2020). Councillors voted to defer the application to a future planning committee for decision as further deliberation was required before a decision could be made. Discussions between planning officers and the Applicant on the design, its impact and the benefits of the proposal have continued and in response to comments received both from Councillors at committee and from planning officers. The Applicant has now undertaken certain design revisions.

The design revisions detailed within are considered to further enhance the appearance of the scheme both in terms of its response to the surrounding townscape and in terms of the visual impact of the scheme in key local views.

The result of this iterative and considered approach is the delivery of an exemplar and well-designed scheme that will deliver the following substantial benefits that should be afforded full weight in the determination of the planning application.

- A **building of outstanding architectural quality** designed by an internationally acclaimed architects which will set a benchmark for further developments;
- The delivery of a **mix of retail and office development** to complement Brixton Town Centre and LBL regeneration objectives
- Promotion of economic growth across Brixton Town Centre by **providing a new office floorspace ecosystem** in an area where there is an identified lack of supply and competitiveness with other locations
- Contribute to **securing greater provision of office space** meeting Lambeth's emerging requirement for affordable workspace and attract domestic and international visitors to the local area – all of which stimulate the local economy.
- Providing **10% (20,000sqf) of the B1 floorspace** as affordable workspace at **50% at reduced rates for a period of 25 years.**
- **Employment and training contribution** by way of an **endowment payment** to provide an ongoing financial benefit and social value to local employment and training initiatives. This would include a **£150,000 upfront contribution** payment following the commencement of the development and then an annual payment of **£56,000 for 25 years (£1,400,000)** following the occupation of the development.

Deliver significant contributions in CIL and Section 106 payments, which would be highly beneficial in improving local infrastructure as follows;

- Contribution of £450,000 to bus services
- Contribution up to £220,000 to cycle docking station
- Contribution of £8,000 to travel plan monitoring
- Contribution of £15,000 towards legible London
- Contribution of £30,000 towards car club/disabled pays
- Contribution of £300,000 to Network Rail
- Contribution up to £18,600 to cycle parking
- Contribution of £300,000 to Local Streets Improvements
- Delivering **440 jobs annually on-Site across** the 3.3-year construction period, equivalent to c. **145 Full Time Equivalent (FTE) jobs** across the entire period. Construction workers are expected to support **spending of £2.3m in the local area** over the course of the construction period, equivalent to **£695,000 per year.**
- Creating c.1,600 **gross FTEs creating an uplift in employment of 1,550 FTEs or 1,800 jobs** over what existing currently
- Contributing at **least £2.4m in annual business rate payments**, equivalent to an uplift of at least £2.3m annually.
- Using reasonable endeavours to achieve the following further objectives:

- The recruitment of **29 apprenticeships** over the overall construction and operational phase of the Development;
- The recruitment of **12 opportunities for the long-term unemployed** in the operational phase of the Development; and
- Sector-specific under-represented priority groups or groups suffering disproportionately from unemployment to be identified in the agreement are targeted for appropriate job vacancies arising from the Development.
- **Provision of 2,000 sqft of community space** in a prominent location on the first floor, collaborating with key local groups on how to run it, including the Brixton Project. This space will be integrated within, (but additional to) the affordable workspace offer, and will be managed in conjunction with community representatives (The Brixton Project) **to curate a community led programme of events, activities, and creative initiatives with significant social value.**
- Provision of a **publicly accessible central space** within the market which can be used **free of charge** by the community to host events.
- Provision of **new and expanded public toilets** within the development replacing the existing squalid block in Popes Road. This facility would be made **free of charge, maintained at the applicants cost.** The existing toilets would then be demolished to provide a more spacious public realm whilst significantly improving the quality and quantity of the public toilet provision.
- **Increased permeability and stitching together wider public realm improvements** in the Town Centre and the building has been designed in line with LBL's aspirations to further increase permeability through the Site to allow for the opening of the existing arches in the future.
- Delivery of **new public civic space opposite Pope's Road** to help facilitate future station improvements. A **significant increase in the amount of useable public space available to Brixton residents** and visitors on Pope's Road whilst also transforming the space to allow for a wide variety of public activities to take place here.
- Provision of **green terraces**, which will support species of recognised wildlife value being placed in strategic landscaped areas, with the aim to **maximise urban greening** and public realm within the building.
- Incorporate sustainability measures and seek to **achieve BREEAM Excellent and net zero carbon.**
- Commitment to **50% freight consolidation** with cap on servicing trips

## 1. INTRODUCTION

- 1.1 This Planning Statement Addendum has been prepared by DP9 Ltd (DP9) on behalf of AG Hondo Pope's Road BV ('the Applicant') in support of the further design amendments to the submitted planning application (Ref: 20/01347/FUL), which proposes the redevelopment of 20-24 Pope's Road, London, SW9 8JB ('the Site').
- 1.2 The submitted planning application was validated by the London Borough of Lambeth ('LBL') on 16<sup>th</sup> April 2020. The originally submitted proposals comprised the comprehensive office-led, mixed-use redevelopment of the Site.
- 1.3 The applicant is an established stakeholder and custodian in the Brixton town centre through ownership of the Village and Market Row indoor markets. This project seeks to harness many of the entrepreneurial and community focussed initiatives that have been developed in the markets. Hondo is therefore well placed to develop the neighbouring Pope's Road Site.
- 1.4 Hondo Enterprises is part of a property development company who have a longstanding presence in the borough. The intention from the outset is to secure the markets unique character in the long term and enhancing the markets for the benefit of shoppers, traders, visitors and the local community. To date, Hondo have made significant improvement to the operation and management of the markets together with various community initiatives.
- 1.5 Within the existing markets Hondo currently house local food bank Compliments of the House free of charge, in Market Row for the last two years. In addition, this month, the charity Re:Sole, which provides high quality footwear to at-risk youths and homeless people, as well as mental wellbeing sessions, will be opening in Brixton Village. In October 2020, Lambeth Made will be opening a new one-stop employment, training and support centre for Lambeth's young people within Brixton Village. The additional Market space will help Hondo create more opportunities for these types of initiatives.
- 1.6 Following submission of the planning application, comments were received from London Borough of Lambeth and other relevant consultees and stakeholders concerning the proposed scheme. These comments raised concerns over the proposed siting of the new building, and that the originally submitted building line denied the opportunity to meaningfully widen Pope's Road and create a more generous civic space that supports its future function, including a significant increase in footfall generated by new development and the new station entrance, alongside its role as a street market. In response to these comments, the Applicant submitted

revisions to the proposed development in an addendum submission pack (referred to as Addendum 1) sent to the Council on 8<sup>th</sup> July 2020.

1.7 Since this revised scheme submission, the proposal has been presented and discussed at the Lambeth Planning Committee (held on 25<sup>th</sup> August 2020). Councillors voted to defer the application to a future planning committee for decision as further deliberation was required before a decision could be made. Discussions between planning officers and the Applicant on the design, its impact and the benefits of the proposal have continued and in response to comments received both from Councillors at committee and from planning officers. The Applicant has now undertaken certain design revisions.

1.8 The description of development for this further revised scheme remains as per the originally submitted scheme and as per the 8<sup>th</sup> July addendum submission:

*“Demolition of existing building and erection of a part G + 19, part G + 8 storey building comprising flexible A1/A3/B1/D1/D2 uses at basement, ground and first floor, restaurant use (A3) at floor 8 and B1 accommodation on floors 2 to 19, with plant enclosure at roof level, and associated cycle parking, servicing and all necessary enabling works.”*

1.9 This second Planning Statement Addendum assesses the planning considerations associated with the Revised Scheme. In addition to this document, the following documents have also been submitted to LBL:

- Design & Access Statement Addendum prepared by Adjaye Associates;
- Proposed plans, elevations and sections;
- Townscape and Visual Impact Assessment Addendum prepared by Tavernor;
- Wind Report Addendum prepared by RWDI.

## 2. SUMMARY OF KEY FEEDBACK RECEIVED

2.1. During the assessment of the revised scheme at Lambeth's Planning Committee on 25<sup>th</sup> August 2020, a series of comments were received from Councillors concerning the proposals. A summary of the key points raised and discussed at this committee meeting is set out below.

### *Design Matters*

2.2. There were some comments on the design of the building and further detail and clarity was sought. A summary of the key feedback received is outlined below;

- That the design and fenestration of the top of the building makes the top of the building appear dominant.
- The colour of the brick and bracing used on the external facades of the building appears slightly darker than those of the surrounding townscape.
- The bracing proposed at ground floor level is not conducive to a pleasant and open pedestrian experience. Concerns were raised about the colour of the 'grey' structure.
- Request for greater clarity over the articulation of the building façade.

### *Land Use*

2.3. The comments received from the Council in relation proposed uses within the scheme are set out below:

- Queries relating to the intended use and location of community space and whether it would be attractive to occupiers. Further explanation on the functioning and organization of the public realm and of the proposed market was requested.
- Concern as to whether there was need for this amount of office space (in light of Covid 19).
- Clarity was requested on the planning benefits from the scheme

### *Sustainability & Environmental*

2.4. Comments received at committee included a request for clarification on whether the achievement of BREEAM excellent rating would be secured by condition as part of any permission. In addition, clarity was sought on what stage would any wind measures be introduced.

2.5. Queries were also raised regarding the wind mitigation measures



2.6. *Daylight & Sunlight*

2.7. During the committee meeting on 25<sup>th</sup> August 2020, the Council asked for clarity on the extent of the loss of daylight and sunlight to the rooms in nearby properties that would fall below the BRE guidance in terms of VSC.

2.8. The question was also raised as to whether the internal layouts used to assess 368-372 Coldharbour Lane were up to date and accounted for any potential internal reorganisation.

### 3. THE REVISED SCHEME

- 3.1 Following the submission of the planning application and following receipt of the comments/consultation responses broadly summarised in Section 2 of this document, the scheme is now proposed to be revised.

#### *The Architect*

- 3.2 The proposed development is a building of outstanding architectural quality designed by one of the UK and world's leading architects, Sir David Adjaye OBE. His practice (Adjaye Associates) is internationally acclaimed and are involved in a wide number of community driven projects which promote and engage with social change and progression. His designs and inspired use of materials have set him apart as one of the world's leading architects of his generation. Architecture for Sir David Adjaye is about constructing buildings that understand their histories, whilst creating something entirely new, in order to serve communities into their futures. Understanding Brixton and its history has been an integral part of the proposed design.
- 3.3 Sir David Adjaye has designed a number of buildings where community/public realm space is an integral part of scheme design and where the threshold between indoor and outdoor space is a porous and inviting urban condition. What sets Sir David Adjaye apart from other architects is that his designs are inspired by the specific parameters of the site itself and the intended function of the building. Of particular relevance is the Idea Store in Whitechapel, a community centre that houses a new library and continuing education services plus dance and health facilities. The brief/concept from the London Borough of Tower Hamlets was that old fashioned institutional looking libraries would not attract users and so any new building needs to be designed to draw people into the building and grab their attention. Sir David Adjaye quoted himself that *"this is an environment where opaque buildings are seen as negative, as a sign of poverty. I wanted the Idea Store to be architecture that drive people into town for; or like a mall, clean, and glass and glossy."* The final design sets itself apart from its surroundings.
- 3.4 Sir David has designed many other exemplary schemes that reflect this approach including the National Museum of African American History in Washington DC, USA the National Cathedral of Ghana and 130 William in Manhattan, New York, USA. In 2019, Sir David was commissioned to design a memorial in Windrush Square in Brixton for Cherry Groce and due to be unveiled in autumn 2020 to mark 35 years since the tragic event which sparked the 1985 Brixton riots. This is an example of Sir David engaging with built form to mark and engage with moments of social upheaval and

change. Sir David's earlier Stephen Lawrence Centre in Lewisham was built to mark and improve education and life chances following the death of architecture student, Stephen Lawrence. Through these and other projects Sir David has engaged with the social events and their effect upon the evolution of the role and function of cities. This has enabled his architecture to be informed by the social and as well as built context.

- 3.5 Drawing on Brixton's rich and varied social and cultural history and creative entrepreneurship, the proposed scheme has emerged directly out of extensive research. Adjaye has delved into the site history, features and surroundings, which provides a transition of scale, which is both sympathetic to the surrounding buildings. Thus, there is an inter-relationship between the historic context and the scheme as a whole, which improves on the current change in scale.

#### *Scheme Revisions*

- 3.6 The Applicant, in consultation with the LBL, is proposing the following design changes to the scheme which have been reflected in the Design and Access Statement Addendum.

- 3.7 These comprise:

- Raising the structural cross bracing at ground level to enable the creation of a central feature seat within the new Popes Square;
- The colour of the structural bracing has been lightened;
- The outer horizontal frame at the top of the building has been reduced in breadth; and
- Horizontal bands have been added to each of the upper level terraces within the top six floors of the scheme in the "short" east and west elevations.

- 3.8 There is no change in the proposed floorspace as a result of these design amendments.

- 3.9 These design amendments respond to comments made by LBL about the design of the top of the proposed tall building in local and wider views and about the pedestrian experience of the structural bracing at ground level. The changes are described in more detail in the Addendum to the Design and Access Statement prepared by Adjaye Associates.

- 3.10 The impact of these minor amendments to the scheme's design have been tested within key views in the supporting Townscape and Visual Impact Assessment Addendum which considers the potential impact of the scheme on surrounding

heritage assets, including listed buildings and conservation areas. The Tavernor Consultancy has reviewed the proposed design amendments and the updated verified views and has concluded that the proposed amendments improve the appearance of the Proposed Development in the views. With regards to the overall effects on the views, townscape character and the significance of heritage assets found in the original application and addendum 1 would remain the same. All effects would be neutral or beneficial. No adverse impacts on townscape, heritage, views have been found.

- 3.11 The Addendum concludes that the amendments will not result in any noticeable or harmful change to any significant views.
- 3.12 The proposal is 'excellent' in all aspects of its design, including its external appearance. In terms of its appearance, the architectural expression, materials and contextual response of the proposal are exemplary. Whilst Lambeth officers (and the GLA and Historic England) have found some harm (defined as less than substantial harm) to heritage assets as a result of the building's scale and prominence in key views, this does not affect - and is indeed outweighed by - the exceptional quality of its design. It is possible for buildings of exceptional design quality to have an effect of visual prominence in the settings of heritage assets and not cause any harm (as we argue) but we acknowledge that LBL officers have found that there is harm and this harm is less than substantial. That is the case for historic tall buildings such as the Barbican towers, Centre Point and the Millbank Tower, all now listed, and has been accepted at public inquiries for tall building in more recent times, such as for One Blackfriars and the Shard. Indeed, the Shard and 30 St Mary Axe (also known as the Gherkin) have in a short space of time become positive modern landmarks of London.

## 4 PLANNING POLICY ASSESSMENT

- 4.1 A full assessment of the previously submitted application proposals in relation to relevant national, regional and local planning policy has been provided within the original Planning Statement (dated April 2020) and subsequent Planning Statement Addendum (dated July 2020). Given that the amendments now proposed relate purely to design, most of planning considerations within the previously submitted Planning Statements are still relevant to this version of the scheme. In policy terms, there has been no change to the relevant policies within Lambeth's draft Local Plan since its submission for examination on 22<sup>nd</sup> May 2020. However, the following further planning considerations are highlighted:

### *Land Use*

- 4.2 As noted in Section 2 of this Statement, the design changes proposed to the scheme have no implications for the floorspace of each use within the proposed building. The floorspace figures of the proposal will therefore remain as per the table below:

Use	Original Scheme GIA (sqm)	Revised Scheme (sqm)
Office	25,445	25,435
Retail/Restaurant/Community Use	3,557	3,433*
Total	29,002	28,868

\*This includes the 8<sup>th</sup> floor restaurant which has a proposed floorspace of 534 sqm GIA and the dedicated community space which has a proposed floorspace of 221 sqm GIA

- 4.3 Given there are no changes proposed to the floorspace of any use, it is considered the proposed development remains in conformity with the Lambeth Local Plan and the Lambeth Local Plan Site Allocation 15 for 20-24 Pope's Road.
- 4.4 The dedicated community space remains a core part of this scheme and has been designed to be maximise the public benefit through the development of a flexible, adaptable space that will promote social inclusion and in doing so accord with the aims and objectives set out within Lambeth's draft Local Plan. This space draws inspiration from the adaptable character of purposely designed community spaces but also on the informality of some more versatile spaces within public buildings.

- 4.5 The proposed development incorporates a dedicated community space that was indicatively located in the eastern part of the first floor. Due to comments received by the Council, an alternative indicative location for the community space is now proposed. The proposed space has been moved westwards to play a more active role with the central part of the market. This space is now accessed either via the central staircase in the markets, or if required by the lift in the centre of the north side of the market at ground floor level. Whilst all of this floorspace is shown on the planning application drawings as “flexible uses”, for the purposes of assessing the impact of the proposed development, various assumptions were made as to the mix of uses. The relocation of the community floorspace results in a reduction in what was assumed in the assessments as being retail floorspace. The retail floorspace was the worst-case scenario for the assessments and so a reduction in the hypothetically allocated retail floorspace will lead to less of an impact than previously assessed. It should be noted that this reduction is negligible.”
- 4.6 This community space is fully dedicated to community use and it is conceived as a highly adaptable and flexible in order to satisfy the requirements of different potential activities. Along with the publicly accessible open space which can also function as a space for community events, this dedicated space completes the public offer further strengthening the public character and social value of the building. It is the intention that the D space will operate in conjunction with the affordable workspace (and will be secured via s106 obligations).
- 4.7 The development continues to make the most effective and efficient use of the site possible and will deliver high quality, flexible office floorspace that can act as the catalyst for greater investment in the local area. Savills report (January 2020) appended to this document stated that they believe the office will remain a necessity, whilst the council’s Brixton Economic Action Plan (2017) found that there is six times less office space in Brixton than the London average. This clearly shows that not only is there is still a demand for office space, but that Brixton town centre in particular would benefit from a new high-quality office ecosystem. In Savills opinion, in order to create a commercial office ecosystem that supports businesses at every stage of their life cycle (rather than seeing growing businesses migrate to large sub-markets across central London due to a lack of viable options to stay), it is essential that the scheme is of sufficient critical mass to accommodate a diverse range of occupiers. If achieved, Pope’s Road can be the catalyst for a major change to the Brixton office market, kickstarting the office regeneration, including the potential redevelopment of other local sites, including Pop Brixton and International House. The provision of large offices is supported under policy ED2.

- 4.8 At the planning application committee, there were some queries raised relating the demand for office space in a post 'Covid' world. The proposed development is policy compliant in that the site is in a town centre where large new office space is supported (see policy ED2 above). Policy has not and there are no proposals to change policy to respond to Covid. Nevertheless, we have considered the concerns carefully and clearly Covid is an ongoing situation. We remain confident that office will remain attractive to tenants and viable going forward. As stated above, the applicant has taken advice from Savills leasing agency and they remain of the view that the location and nature of the office ecosystem proposed, and the target "Tech" sector will remain extremely attractive. This is because the scheme retains the essential components that tenants, especially those in the Tech sector, now require – character, scale and amenity. Furthermore, the building has been designed to adapt to market conditions though flexible demised areas and increasing trend towards flexible open plan and co-working. The Tech sector is likely to draw upon the known young professional demographic in Brixton and Lambeth generally. Younger tech companies generally grow rapidly and hire locally. Mature tech and other businesses who grow would also seek to hire locally so we consider that Brixton is extremely well positioned to respond to the needs of businesses going forward. Past trends also inform future needs. Over the past 20 years, other major events (e.g. 9/11, Global Financial Crisis of 2007/09) have had a short-term effect upon demand but in each case the market adapted and rebounded. There is no evidence to suggest that would not be the case now and London in particular has shown a resilience. Early surveys of business leaders and employees have indicated that whilst working practices might adapt there remains a core need and desire to use the office as a workspace for creative and social reasons.
- 4.9 The design changes proposed do not affect the Applicant's commitment to providing 10% of this office floorspace as Affordable Workspace in line with draft Local Plan Policy ED2. This flexibly designed space continues to represent a significant public benefit of the scheme, aiming to provide a hub which can accommodate different scales and types of business and facilitate their growth.
- 4.10 The Revised Scheme will continue to represent sustainable development since it meets all the key planning principles for redevelopment of the Site. The proposal continues to be a mixed-use re development of a brownfield Site located in a highly accessible location by public transport in London.
- 4.11 For the reasons outlined above, the principle of the proposed development is still consistent with the broad objectives of planning policy and in accordance with the Government's overarching objectives for sustainable growth. The proposed development is acceptable in principle and should be supported in this location.

*Design Matters*

- 4.12 The key design revisions to the scheme comprises the following:
- Raising the structural cross bracing at ground level to enable the creation of a central feature seat within the new Popes Square;
  - The colour of the structural bracing has been lightened;
  - The outer horizontal frame at the top of the building has been reduced in breadth; and
  - Horizontal bands have been added to each of the upper level terraces within the top six floors of the scheme in the “short” east and west elevations.
  - Repositioning the location of the dedicated community space within the market extension;
- 4.13 The adjustments to the bracing at ground level have allowed the bracing columns to be raised up the central structural base on the proposed development's Pope's Road frontage. The first benefit that this design change brings has been to reduce the perceived visual bulk of the concrete braces at street level, meaning the Pope's Road frontage of the development is much more open, uncluttered and pedestrian access to the markets and office is improved. An additional benefit of this revised bracing design is that the adjustments to the bracing have created enough space at street level to accommodate a central seating area at this main entrance to the site. The seating area will serve members of the public both as an area for rest where people can relax and take in the market square, and as a central meeting point or marker at the entrance to this new landmark civic space. The colour of this bracing across the proposed development has also been lightened as part of the Applicant's design response which, although continuing to mirror the tonality of the surrounding townscape, serves to reduce the perceived visual bulk of these concrete elements of the building's exposed structure.
- 4.14 The proposed design further activates the porous threshold of the market favouring the blending between the square and the entrance of the building. Whilst adding new seating spaces, the new circular column does not infringe on the space left for circulation underneath the double height colonnade. As a result, the circulation and permeability through the space has been facilitated and enhanced. The porous threshold is a key design principle evident throughout the evolution of the scheme and draws on the porous way in which the existing indoor markets stitch into the street and movement patterns in the town centre.



- 4.15 These design revisions to the bracing are considered to be exemplary in planning policy terms in that they accord with the design principles set out within Policy 7.1 of the London Plan and the scheme continues to represent a high quality response to the surrounding context which enhances the character, legibility, permeability and accessibility of the neighbourhood. Policies Q5 and Q7 of the Local Plan require that development seeks to create high quality urban environments that respond to positive aspects of the local context and historic character. In line with these policies, the proposed development with these subsequent design changes allows for even further improvements to this extensive public space which will act as the catalyst for a multi-functional, inclusive and dynamic public realm that celebrates Brixton's physical and social character.
- 4.16 At the upper levels of the proposed development, the Applicant is proposing two design changes that respond to comments received on the scheme's previous iteration. The first of these design changes comprises a reduction in the breadth of the outer horizontal frame at the top of the scheme. This reduction in the outer frame serves to minimise the perceived visual bulk of the top of the building by narrowing the structure and bringing its proportions into balance with the rest of the façade. The second design change proposed is the addition of horizontal trays at each storey to the terraces on the upper six levels of the scheme. On the western façade of the building, the double height terraces on the upper floors would be maintained, but the addition of these trays provides more uniformity at this level and minimises the prominence of the building's crown. On all East/West and North/South façade, the horizontal band that caps the top of the building has been reduced in size to appear slenderer. On the southern façade there are no changes proposed to the previously submitted terrace appearance.
- 4.17 These design revisions are considered to further enhance the appearance of the scheme both in terms of its response to the surrounding townscape and in terms of the visual impact of the scheme in key local views. Tavernor Consultancy has reviewed the full set of proposed design amendments and updated verified views have been produced to assess the revised scheme. As is clear from their report appended to this application, the Tavernor Consultancy conclude that these design amendments would improve the appearance of the Proposed Development in the views. The report also concludes that the overall effect of these design changes on the views, townscape character and the significance of heritage assets as found in June 2020 would remain neutral or beneficial, and there would therefore be no adverse impacts on townscape, heritage and views.

- 4.18 The scheme is therefore considered to accord with Policy Q26 of the Local Plan which requires not only that developments achieve design excellence but that they have no adverse impact on the significant of strategic or local views or heritage assets, including their setting.

#### *Environmental Impacts*

- 4.19 The application documentation submitted in support of the planning application confirm that the applicant seeks to achieve BREAM rating of Excellent, with the credits required to achieve this being identified in the pre-assessment also submitted. The Council has proposed a condition to be attached to the planning consent that requires that within six months of first occupation of any part of the development, a BREEAM Post Construction certificate and summary score sheet should be submitted to and approved in writing by the Local Planning Authority demonstrating that a rating of 'Excellent' has been achieved for the Office space, or a rating of Very Good (with a minimum score of 63%) has been achieved with a justification to explain why an Excellent rating could not be achieved.
- 4.20 A separate point raised during Committee concerned wind mitigation measures and how these will impact the design of the building. To clarify, the wind mitigation measures have already been incorporated into the current scheme following a wind tunnel testing workshop. These measures are incorporated to meet the required standards and are mostly in the form of transparent wind screens and vegetation. Therefore, no further alteration of the appearance of the building envelope will have to take place.

#### *Daylight and Sunlight*

- 4.21 As referred to in section 2.5, there were some queries raised at the committee meeting in relation to the daylight and sunlight impacts, with specific reference to 368-367 Coldharbour Lane and where the information that informed the assessment came from. As part of the daylight and sunlight analysis, GIA obtained floor plans for the surrounding properties from the planning portal, where available. Where plans were obtained from planning applications granted planning consent, it is reasonable to assume the plans were implemented within the respective properties and as such, the floor plans have been applied within our model.
- 4.22 In addition, there were some queries regarding the retained VSC levels at 368-372 Coldharbour Lane. Mid-teen retained VSC levels are now widely considered acceptable across London, especially in densely populated areas such as this. In the example of 368-372 Coldharbour Lane, there are 39 windows that will not achieve BRE

compliance for VSC and will not achieve retained values of at least 15%. All but eight of these 39 windows serve bedrooms and the BRE guidelines explicitly state that daylight to bedrooms is less important. Seven of the remaining eight serve rooms which will achieve BRE compliance for NSL, following the implementation of the Proposed Scheme. GIA are therefore of the opinion that the daylight amenity to these rooms will not be harmed. This therefore leaves a single window serving a living room located on the ground floor of the property that will not achieve BRE compliance for either VSC or NSL. This window and room experience extremely low VSC and NSL levels in the existing condition, making it a sensitive daylight receptor.

- 4.23 The changes to the proposed design do not impact or alter the conclusion of the Daylight and Sunlight report submitted as part of the first addendum 1. The document confirms that the Scheme will achieve a good level of compliance with BRE guidance in relation to daylight amenity. Overall, the Addendum demonstrates that no unacceptable harm is caused to surrounding residential properties and that daylight and sunlight impacts are commensurate for the surrounding urban context. As such, the proposals are considered to ensure that local residential amenity is preserved, and therefore accord with LBL Local Plan Policy D4 and D8.

## 5 PLANNING BENEFITS

- 5.1 The proposed development incorporating the further design changes will continue to deliver a significant and compelling number of economic, social and environmental benefits which have been set out in full in the Applicant's July 2020 submission and recognised in the committee report prepared by officers in support of this application. For the avoidance of doubt all these benefits remain, and we have emphasised them as follows.
- 5.2 The proposed development will deliver a mix of retail, office and leisure uses to complement Brixton Town Centre and LBL regeneration objectives.

### *Land Uses/ Employment and Skills*

- 5.3 The development promotes economic growth across Brixton Town Centre by providing a new office floorspace ecosystem in an area where there is an identified lack of supply and where Brixton is currently underperforming compared to other locations. As mentioned in Section 3 of this Planning Statement Addendum, the council's Brixton Economic Action Plan 2017 found that there is six times less office space in Brixton than the London average. As Lambeth Council's Brixton Economic Action Plan notes, despite there being significant business growth within Brixton for many years, there is six times less office space here than in other parts of London. This has led to local businesses like The Voice, Britain's only national black weekly newspaper, having to re-locate to Elephant and Castle in the London Borough of Southwark. The Applicant wants businesses made in Brixton to have the opportunity to stay in Brixton as well as attracting new businesses to the area to create jobs, spending and opportunities for local people. Brixton is located a short tube journey from the West End and is strategically located to benefit from the strength of the central London office market. However, it has significantly lower office stock in comparison to neighbouring London boroughs and the stock that exists consists of mainly outdated, smaller buildings. There remains a major opportunity to provide further local office development.
- 5.4 The proposed development comprises flexible retail floorspace providing activation at ground floor level. The aspiration is to maintain a high level of flexibility with a range of small to medium units. The design of the proposed market has been inspired by the current aesthetic and style of the existing markets, designed to extend and preserve the character and authenticity that has made the existing markets so popular over the years. A significant benefit of having office accommodation above the market space is

- that the office users can use and dwell in this space facilitating extra footfall and further increase the expenditure in the local area.
- 5.5 The extended market will consist of two floors of similar small sized units to Brixton Village, preserving space for traditional traders as well as new businesses that keep the Market as a top destination.
- 5.6 The proposed development will contribute to securing greater provision of office space meeting the Council's requirement for affordable workspace and attract domestic and international visitors to the local area – all of which stimulate the local economy.
- 5.7 In addition to the workspace specifically targeting local businesses in the creative industry, the workspace will be designed as business 'incubator' operations, which will be flexible and hence able to accommodate small businesses of different sizes, allowing local businesses to develop and flourish within LBL.
- 5.8 The proposed development would provide a significant uplift of economic activity in one of the most economically deprived locations within LBL. The construction phase of the development would generate 440 jobs annually on-Site across the 3.3-year construction period, equivalent to c. 145 Full Time Equivalent (FTE) jobs across the entire period. Construction workers are expected to support spending of £2.3m in the local area over the course of the construction period, equivalent to £695,000 per year.
- 5.9 The jobs provided at the proposed development will be split between those supported by office space, those supported by retail space, those supplied through the provision of a restaurant, and jobs created by the provision of the gym. The proposed development is expected to accommodate c.1,600 gross FTEs, split more specifically by 1,475 office workers, 105 retail workers, 20 restaurant workers, and 10 leisure workers.
- 5.10 In contrast, the existing Site – which comprises of solely retail (A1) class floorspace, supports a total of 35 FTEs, equivalent to 50 jobs. This means the proposed development would create an uplift in employment of 1,550 FTEs or 1,800 jobs. This equates to a 3,600% increase compared to the jobs currently supported on-Site. The workers are expected to spend an estimated £2.9m in the local area each year, of which £2.8m will be additional to the spending currently supported by the existing workers on Site.
- 5.11 Applying the average rateable value per sqm of office floorspace in the surrounding area, as well as an estimated rateable value for retail/restaurant space based on

similar hotels in the local area, it is estimated that the proposed development will pay a total of at least £2.4m in annual business rate payments, equivalent to an uplift of at least £2.3m annually.

- 5.12 The Applicant intends to commit to providing a number of apprenticeship positions through the demolition and construction phase, and the end-use operational phase. In line with LBL policy, the Applicant will commit to the recruitment of one apprenticeship per 1,000sqm (GIA) of development, equating to the recruitment of 26 apprenticeships over the overall construction and/or operational phases.
- 5.13 The Applicant will also commit to the recruitment of one individual who has been long-term unemployed per 2,500sqm (GIA) of development, equating to the recruitment of 10 opportunities for the long-term unemployed in the end-use operational phase.
- 5.14 The Applicant will pay an employment and training contribution by way of an endowment payment to provide an ongoing financial benefit to local employment and training initiatives. This would include a £150,000 upfront contribution payment following the commencement of the development and then an annual index linked payment of £56,000 for 25 years (£1,400,000 excluding indexation) following the occupation of the development.
- 5.15 The Applicant is proposing 10% (NIA) (20,000sqf) of the B1 workspace at 50% of market rents for a period of 25 years to be provided as affordable workspace for 500 local start-ups and freelancers. The Applicant intends to work in partnership with Impact Brixton a local social enterprise led by Gerald Vanderpuye. Impact Brixton has managed to build a co-working community that offers training opportunities, events and affordable places for people to start their businesses within the area. This includes the Exchange Programme, where people offer their experience - such as design, marketing or IT skills - to other members, or through their 'Open Project Nights', where these same skills are offered to local charities, individuals and groups every week. After starting out in Pop before moving to Brixton Village this year, this new space will offer nearly 500 people these opportunities.
- 5.16 All full-time operational staff directly employed by the Applicant will be paid the London Living Wage and the London Living Wage will be promoted for all construction and operational employees that are not directly employed by the Applicant but are working at the site.
- 5.17 In addition to the skills, training and retailer support, so that the Brixton community's voice is embedded in the development, there will also be 2,000 square foot of

community space in a prominent location on the first floor, collaborating with key local groups on how to run it, including the Brixton Project. Brixton Project will ensure that it is local groups and charities that celebrate and promote Brixton's culture and heritage that will have access to this space for activities, training and events. The focus of this space will be for these groups to build capacity around key areas: Youth and Education, Employment, Music and the Arts, Food and Health and Wellbeing. In order to ensure this continues, Brixton Project will help manage the community liaison group, which will have a clear capacity, management and governance to the collective of Brixton's social organisations. The intention is to enable them to shape and deliver an innovative collaboration with appreciable benefits to the wider community. This will go beyond the simple community space and will ensure that local people have better access and input into opportunities within the Market, the central space and within the affordable space strategy.

- 5.18 The scheme will provide a package of Section 106 and CIL contributions in addition to other S106 benefits already mentioned. Taken together the employment and skills and community package will have immense social value alongside the economic and regenerative effects.

*Design and Public Realm*

- 5.19 The building is of outstanding architectural quality designed by an internationally acclaimed architect Sir David Adjaye which will set a benchmark for further developments.
- 5.20 A significant benefit of the proposed development is its facilitation of areas of significant public realm and improved permeability in and around Pope's Road. As before, the scheme offers to provide a new civic square onto Pope's Road as well as a publicly accessible central space within the market. The permeability and pedestrian enjoyment of these spaces is even further improved by the addition of central seating area and reduction in concrete bracing at street level that are proposed as part of this design addendum. The proposal seeks to play a key role in the stitching together of wider public realm improvements in the Town Centre and the building has been designed in line with LBL's regenerative aspirations for the site and the neighbourhood in general.
- 5.21 As before, the new and expanded public toilets (proposed to be made free of charge) and will be maintained at the Applicants cost as well as the introduction of a new dedicated community space with a community led programme of activities add to the longer-term package of public benefits which the scheme delivers. The publicly

accessible central space within the market which can be used free of charge by the community to host events.

- 5.22 The building will also consist of green terraces, which will support species of recognised wildlife value being placed in strategic landscaped areas, with the aim to maximise urban greening and public realm within the building
- 5.23 With regard to sustainability, the design changes mentioned above have no impact on the scheme's incorporation of sustainability measures or its commitment to achieving BREEAM excellent and net zero carbon.
- 5.24 Provision of a Delivery and Servicing Management Plan including mechanism to monitor 50% freight consolidation with cap on servicing trips (half the predicted number within the revised Transport Assessment to be submitted).



## 6 PLANNING OBLIGATIONS

### *Draft heads of terms for a section 106 agreement*

6.1 It is envisaged that the following planning obligations will be necessary to make the development acceptable in planning terms, subject to on-going discussion with the Local Planning Authority:

- Employment and Skills
  - Employment and skills construction plan
  - Employment and skills operation plan
  - Employment and skills contribution
  - Provision of 10% affordable workspace
  - Affordable Workspace Management Plan
- Public Realm and Community
  - Public Realm Strategy Design Parameters
  - Public Realm Strategy Maintenance and Access Plan
- Public Art Strategy
- Public Toilets
- Security and Site Management Strategy
- Transport and Highways
  - Bus service contribution
  - Legible London signage contribution
  - Local streets improvement contribution
  - s278 agreement
  - Delivery and Servicing Management Plan
  - Travel Plans for all uses with monitoring fees
  - New cycle hire docking station contribution and cycle hire membership for 10% of the expected employee numbers
  - Cycle hire docking station and membership contribution
  - Disabled parking bays contribution towards two new bays
  - Installation of additional visitor cycle parking in the wider town centre contribution
  - Electric vehicle charging points
  - Network Rail Station contribution
  - Restriction on business parking permits
- Energy, Sustainability and Microclimate
  - Carbon off-set contribution
  - Energy Strategy & DHN Statement
- Monitoring

## 7 CONCLUSION

- 7.1. The design amendments mentioned in Section 3 of this Planning Statement have been proposed in response to comments raised during and since the recent Planning Committee held on 25<sup>th</sup> August 2020. The design changes do not impact on the development's accordance with the NPPF and continue to offer a scheme that represents sustainable development.
- 7.2. The comments received and outlined within Section 2 of this Planning Statement focused on the perceived visual bulk of the crown of the building as well as the pedestrian experience at street level on Pope's Road. In light of these comments, the Applicant is now proposing to revise parts of the proposed development through changes to the base, crown, materiality and coloration of the building. The impact of these design changes has been assessed by The Tavernor Consultancy who have concluded that they will improve the appearance of the proposed development in views, and that the overall effect of the development on the surrounding townscape character and heritage assets would be mainly beneficial. As a package, these design changes are therefore considered to suitably address comments received on the scheme's appearance.
- 7.3. The Site-specific planning policy requirements set out within Lambeth's Local Plan, taken alongside the objectives for Brixton contained within the Local Plan and the London Plan, are fully met by the proposals. In particular, the scheme delivers a new building of the highest architectural quality which will create a landmark for Brixton and contribute positively to the skyline of London. Substantial economic benefits and a transformative scheme of public realm improvements flow from the development. These requirements are the primary focus of planning policy guidance for the site.
- 7.4. Overall, the Revised Scheme will result in the redevelopment of an underutilised brownfield site, replacing it with a high-quality office-led scheme with affordable workspace, dedicated community space, a vibrant retail offering and significantly enhanced public realm. The proposed development is considered to respond positively to the surrounding context and will help deliver significant new jobs and affordable workspace within the local area. Given these circumstances, it is considered that the Revised Scheme addresses key comments received during the original application's consultation period and should therefore be supported.
- 7.5. The council concludes that the proposals do cause heritage harm and that this harm is less than substantial as defined by the NPPF. The applicant has therefore considered and weighed up the council's identified harm against the benefits offered by the proposals in accordance with the statutory tests. It concludes that alongside the

quality of the architecture proposed and the other public benefits of the scheme, the building decisively outweighs any perceived harmful impacts and is therefore acceptable in planning policy terms at national, regional and local level.

9<sup>th</sup> January 2020

C



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Dear Taylor,

## **PRIVATE & CONFIDENTIAL**

### **Proposed Development at Pope's Road, SW4**

We have pleasure in setting out the conclusions of our review of the proposed scheme at Pope's Road, in the context of advising what we feel is required in order to ensure that the scheme is commercially sustainable.

In undertaking this review, we believe that it is important that we give consideration to both the Pope's Road site in question, along with the wider Brixton Central area, and associated office market / provision.

The site presents an opportunity to create a new building that will enhance the local area and provide businesses of all sizes an opportunity to work in Brixton. The site is currently in pre-planning stages for a 21 storey building.

### **Brixton Office Market**

Brixton is located a short tube journey from the West End and is strategically located to benefit from the strength of the ever footloose central London office market. However, it has significantly lower office stock in comparison to more mature neighbouring London boroughs and the stock that exists consists of mainly outdated, smaller buildings. There are currently few options for any size of business would like to consider office space in Brixton.

Current office stock in the Brixton office market stands at just 7% of built stock with a vacancy rate of just 2%. The largest office buildings include Squire and Partners' headquarters at Ferndale Road, which they developed for their own occupation, the Lambeth Civic Centre, Blue Star House and International House, the co-working space run by 3space at International House. The net effect is that the significant majority of office occupiers in Brixton are small businesses seeking value.

With a historic lack of marketing investment, Brixton is not currently considered to be a bona fide London office market, its stock only rising recently as a result of Squire & Partners' office launch and the visitors attracted by it. Notwithstanding the potential redevelopment of Blue Star House, there remains a major opportunity to build on this recent success with further local office development.

In our opinion, in order to create a commercial office ecosystem that supports businesses at every stage of their life cycle (rather than seeing growing businesses migrate to large sub-markets across central London due to a lack of viable options to stay), it is essential that the scheme is of sufficient critical mass to accommodate

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a diverse range of occupiers. If achieved, Pope's Road can be the catalyst for a major change to the Brixton office market, kickstarting the office regeneration, including the potential redevelopment of other local sites, including Pop Brixton and International House.

## **Scheme Analysis**

The 21 storey scheme provides an opportunity to secure large established tenants to Brixton and to change the occupier mix in an under supplied market as well as support small and medium businesses.

**It is this diversity of occupiers that Savills strongly recommends is embraced and facilitated by the optimal scheme at Pope's Road, offering a variety of sizes for all types of businesses. The types of businesses / tenants that will need to be facilitated, along with their broad requirements, are set out below;**

### **1. Large (Anchor) Tenants**

The size of the building creates the opportunity to secure an established office occupier that will put Brixton on the map as a London office location. Occupier demand remains strong in London and a number of high profile tenants have office requirements of 100,000 sq ft + over the next 2-3 years. These include the likes of Netflix, Funding Circle and Monzo, to name but a few. Savills research shows that the average current size of large office requirements (50,000 sq ft +) averages 109,607 sq ft across Central London with key search criteria being:

- Character
- Amenity
- Scale

The types of organisations that could fall into this category include fashion brands, tech/media companies or pioneering professional occupiers.

Typically these larger tenants would look to take floorplates of c.16-18,000 sq ft plus. Unfortunately the site constraints do not allow for the development to facilitate significant floorplates of this size. However, due to the quality of the emerging scheme we feel that it should be possible to create a commensurate product, but the floors would need to be a minimum of 8,000 sq ft with soft spots for interconnecting staircases, realistically in clusters of two. The impact is would be an overall reduction in the net lettable area of the office accommodation, which is not ideal, but we feel would be of interest to this type of tenant

The current ground floor entrances to both buildings are interesting in the way they integrate with the market, in a way which is not corporate, and therefore would be seen as being "of Brixton". However, they are relatively small, given the size of the upper parts. It is therefore expected that the lower office floor, or at least a major part thereof will need to be given over to the amenity and wellness facilities essential to all modern office occupiers. Receptions are no longer simply regarded as a conduit into and out of a building; modern occupiers regard them as a valuable amenity that complements their own office space.

Occupiers will want an enlarged reception and a club lounge on the lowest office level to improve the sense of scale of the building. Incorporating a café/breakout space as well as potentially communal meeting rooms within the reception allows tenants to be flexible within the building, with collaborative breakout space, away from

their office floor. We are relying on this type of amenity to secure these tenants, which will ultimately **decrease** some of the net lettable office space.

The inclusion of the bike store adds to this amenity and should further be complemented by high quality shower, changing and locker facilities. The importance of these facilities should not be underestimated and is routinely examined by potential occupiers. It is encouraging to see that space is already dedicated to this.

From the designs we have reviewed, the building will meet a high standard in commercial office space design and delivers the scale to satisfy large occupiers. We believe the massing at 21 storeys offers standout character and profile to attract large occupiers. However, it would be a missed opportunity to target these occupiers in isolation.

As we have experienced at King's Cross on behalf of Argent, attracting a large anchor office tenant will also attract small and medium-sized organisations. It is essential that the scheme is able to accommodate these occupiers and can embrace the principles of Lambeth's Creative Enterprise Zone.

## **2. Established Medium-Size Enterprises**

Attracting a large occupier is a key aim as it helps put the local office market in the spotlight. However, incorporating office space that can accommodate medium-sized businesses is equally important as it creates a diverse tenant mix, a further scaling opportunity for occupiers and, ultimately, diversifies risk for the scheme and sub-market.

There are currently no good quality offices in Brixton to support businesses of 25-100 people. Offering a proportion of the tower floors to occupiers will mean that businesses can grow locally and that any size of occupier can stay in Brixton.

## **3. Serviced offices**

Buildings of 150,000 sq ft + increasingly have a serviced office provider in the building, offering tenants in the building project space, growth opportunities and extra facilities for meetings/events. It will be an important draw for those anchor tenants who would take large quantities of spaces in the building. In addition, and most importantly, they offer small businesses (1-25 people) high quality workspace in the area. There are a number of high quality providers who would like to take space in this location.

The average size in sq ft for a serviced office provider letting in the West End over the last 5 years has been approximately 27,000 sq ft, mainly because they struggle to maintain a healthy margin at below approximately 25,000 sq ft. We would expect a slight increase on this in the fringe submarkets.

We strongly recommend delivering a minimum space of c.30,000 sq ft for serviced offices, enabling small local and wider London businesses to participate in this exceptional building.

## **4. Affordable Workspace**

The scheme design, incorporates an area equivalent to 10% of the office area that can be dedicated to Affordable Workspace, to meet local demand by SMEs for co-working. It is assumed that the start-up and incubator type facilities that we understand are likely to come forward on the Pop site and International House, would benefit from this affordable workspace provision, and as such become a key contributor to the over ecosystem we described earlier.

This would comfortably sit alongside a traditional serviced office provider as is more likely to offer co working collaborative spaces with the serviced office providers providing private office space for businesses as they mature.

## **Conclusion**

In conclusion, to achieve these four target tenant types as well as offer best in class amenities, the proposed 200,000 sq ft office scheme, provides a quantum that is satisfactory to achieve the optimal tenant mix for the start of Brixton's office regeneration, although would ideally be larger.

Taking into account an average large scale office requirement of c.110,000 sq ft, 30,000 sq ft for serviced offices and c.20,000 sq ft (10%) of affordable workspace this would leave approximately 32,000 sq ft of office accommodation over 4 floors available for medium sized occupiers, assuming a wellness space/reception of approximately 8,000 sq ft.

We believe that 3-5 floors is optimal for medium businesses to ensure a critical mass of occupiers and a range of tenants in the building and Brixton.

## **Summary**

- The local market is under supplied of office stock and there is an opportunity to build on this and grow this office sub-market.

In order to create a sustainable recognisable office destination, it is essential that a critical mass is achieved, that facilitates a wide range of tenant types and sizes, as well as providing the associated amenities that would be required.

- The scheme is well designed and will satisfactorily meet the needs of a varying tenant mix, although would ideally be larger.
- The size of building means that all types of occupiers can have office accommodation in Brixton
- We have every confidence that there will be strong demand for the finished scheme in its current form

Yours sincerely



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