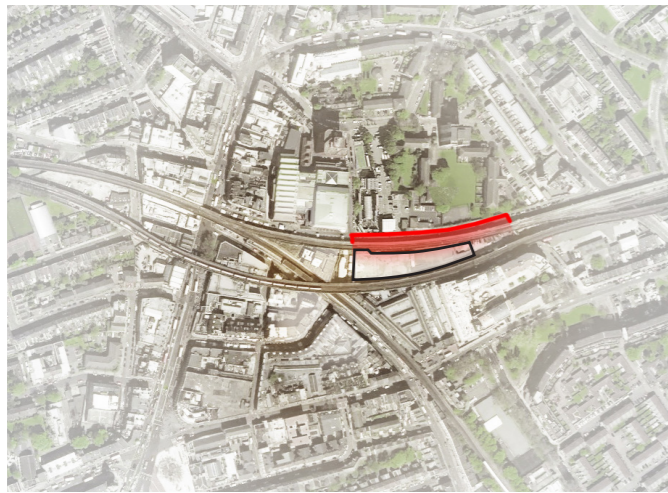


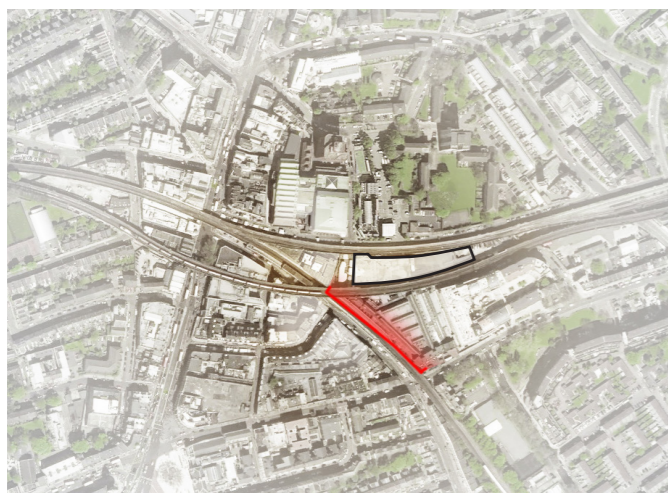
2.11.7 RAILWAY ARCHES

The north and south sides of the site are bound by railway arches which have a clear street presence on Brixton Station Road. Parallel to this, the more concealed by signage and supplementary structure on Atlantic Road.

The rhythmic structure of the arches is interrupted by different retail units which are tucked into them which present frontages characterized by different signage, colours and styles



□ 20-20A Pope's Road



□ 20-24A Pope's Road



2.12 EXISTING BUILDING

2.12.1 EXISTING BUILDING OUTLINE

The existing building at 20-24a Pope's Road is a one storey building containing two mid-size retail units that are accessible directly from Pope's Road.

The existing building currently occupies most of the site and the frontage on Pope's Road spans from viaduct to viaduct blocking the east west circulation towards Valentia Place.

The building has a stepped roof which creates two flat platforms that can be accessed by vehicles from Valentia Place on the eastern end of the site.



Existing Building outline

Fig. 2.12.1.1 Plan View



Existing Building outline

Fig. 2.12.1.2 Aerial View looking east



Existing Building outline

Fig. 2.12.1.3 Aerial View looking west



Existing Building outline

Fig. 2.12.1.4 View looking north-east from railway platform

2.12.2 EXISTING BUILDING STREET VIEWS

Due to the shape and location of the site bound in between two railway lines the existing building has effectively only one street facing façade on the west on Pope's Road.

On the east elevation there is a service yard whilst the north and south street elevation are represented by the railway arches and partially non-accessible to the public.



Existing Building outline

Fig. 2.12.2.1 Views keyplan

2.12 EXISTING BUILDING

2.12.2 EXISTING BUILDING STREET VIEWS

Facing Pope's Road, the building is presented by a small cantilever capped by a thick horizontal spandrel that contains the signage that marks the entrances of various retailers. The main frontage is glazed and set back below the cantilever.

On the east side, Valentia Place is currently used as a service yard and characterized mainly by a series of gates which grant access to the site, the roof of the building and to the side streets that run east west and are parallel to the railway lines.

The side street on the north is currently not accessible to the public whilst only a portion of the street on the south can be accessed. When accessible the existing building elevations on these streets are mostly composed of an unremarkable brick wall and capped by a metal fence.



Fig. 2.12.2.2 View from Pope's Road looking north



Fig. 2.12.2.3 View from Pope's Road looking south



Fig. 2.12.2.4 View from Valentia place looking west



Fig. 2.12.2.5 View from side street looking west



Fig. 2.12.2.6 View from street looking west

2.12.2 EXISTING BUILDING STREET VIEWS

During the night, the retail frontages on Pope's Road are fairly well lit with the addition of street lights.

However the east, north and south part of the site are overlooked and there is poor illumination making the public circulation around the site difficult and unsafe.

This also contributes to low levels of natural surveillance in the public area.



1

Fig. 2.12.2.7 View from Pope's Road looking north



2

Fig. 2.12.2.8 View from Pope's Road looking south



3

Fig. 2.12.2.9 View from Valentia place looking west



4

Fig. 2.12.2.10 View from side street looking west



5

Fig. 2.12.2.11 View from street looking west

2.12 EXISTING BUILDING

2.12.3 EXISTING BUILDING ORGANISATION

The existing building is organized by an east-west elongated and linear set of spaces with two main retail spaces set in the west part of the site.

A wider storage area on the east part is directly accessible from the service yard located on Valentia Place.

The rear of the building presents a gated ramp which provides access to two vehicular accessible roofs located on two different levels.

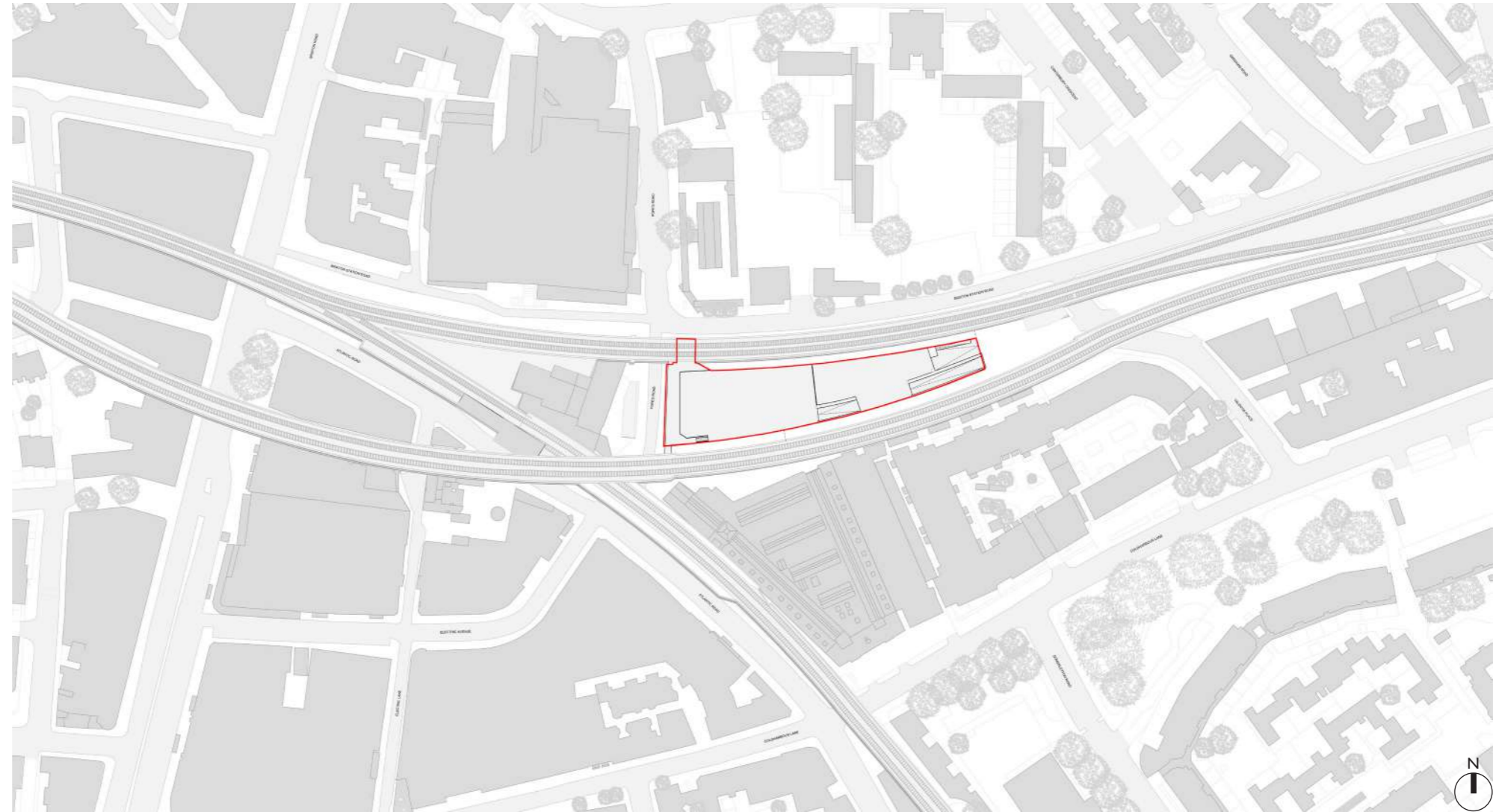


Fig. 2.12.3.1 Existing Building Location Plan

- Key
- Existing Retail Unit 1
 - Existing Retail Unit 2
 - Existing Storage
 - Elevated Parking 1
 - Elevated Parking 2
 - Site Boundary



Fig. 2.12.3.2 Existing Building Ground Floor Plan - Uses

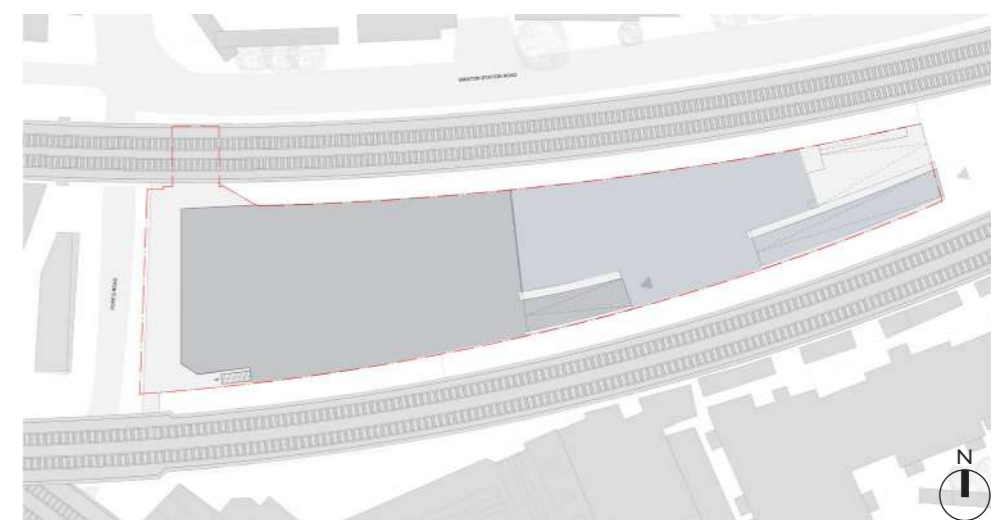


Fig. 2.12.3.3 Existing Building Roof Plan - Uses

2.12.4 EXISTING BUILDING ELEVATIONS

The main and only elevation of the existing building is the west facing Pope's Road whilst the other three are a result of the functional and organisational layout of the building



Fig. 2.12.4.1 West Elevation



Fig. 2.12.4.2 East Elevation



Fig. 2.12.4.3 South Elevation



Fig. 2.12.4.4 North Elevation

DESIGN CONSIDERATIONS

3.1 CONCEPT & DESIGN BRIEF

The brief required a design that focused on the opportunity to celebrate and generate future growth within Brixton, through redevelopment of the Pope's Road area. In understanding and analysing the existing context and fabric, our response aims to enhance and reconfigure Pope's Road, by making it the new commercial focal point for Brixton Central.

The design introduces a new flexible building that meets the office space demand, realising the ambition for more businesses and creative industries to start up and thrive. This is complemented by maximising the need for greater public and open space for improved circulation, accessibility and connectivity.

This also identifies the potential to integrate and extend the existing Brixton market by opening it up to allow for increased local investment. The design of an additional and extensive two floor flexible market space, is utilised with a communal area in the centre for social gathering and events. This market extension further enhances the style, culture and character that has made the area of Brixton so popular in recent years.

With this motive in mind, our approach throughout the design process has been executed through the analysis of the context, understanding its origins, character, materiality and other architectural elements that comprise the Pope's Road area. We have also responded to the local communities' needs through public consultations and engagement

The result is a design that draws inspiration from the context, seeking to create a mixed-use building of contemporary high quality to the heart of Brixton.



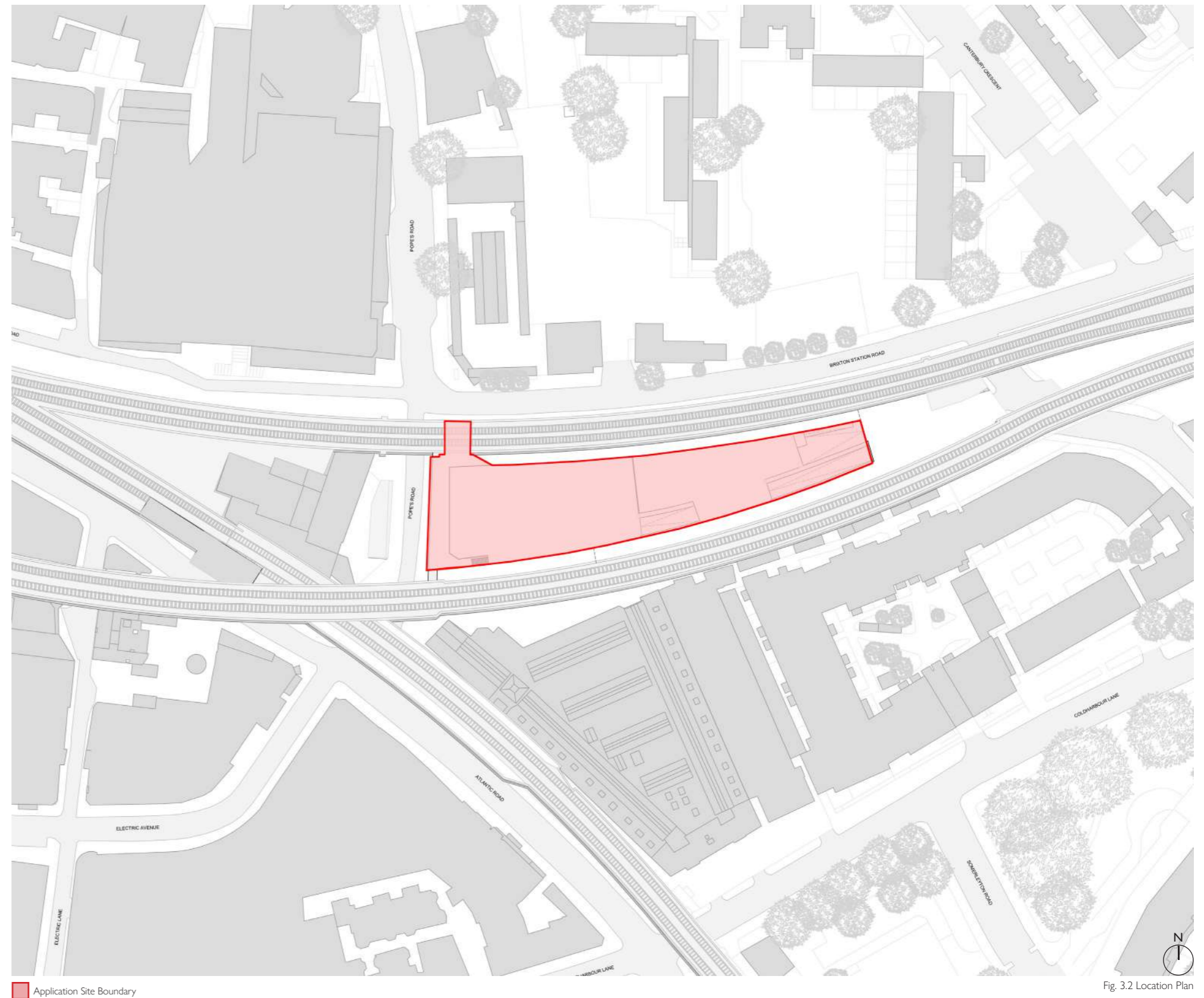
3.2 DESIGN OBJECTIVES

The project's site location is key to the success of Brixton Village. Its redevelopment constitutes a unique opportunity for the creation of a building that complements the character of the area and further enhances the distinctive Brixton Market and wider area.

The demolition of the existing building creates a further opportunity to introduce a holistic new development of office spaces, as well as public realm offer and improvements.

Our proposal will seek to:

- Create a distinctive development of high architectural quality that delivers flexible retail and office space.
- Provide a new design that draws inspiration from the historic context of the site and its surrounding buildings.
- Provide 18 floors of highly efficient office space that help meets current local demands
- Provide 2 floors of publicly accessible market space in line with the character of the existing Brixton Market, in turn increasing permeability and benefitting local traders.
- Provide a restaurant that will offer views over the City of London
- Improve public realm areas with greater permeability and facilitate potential future connections to local transport link



Application Site Boundary

Fig. 3.2 Location Plan

3.3 MASSING ANALYSIS

The site is bound by two railway structures corresponding to the south-eastern rail and the TFL Overground network in the north and south respectively.

Due to these site parameters, there is currently only one active façade to the site and limited access to the north/south and east sides of the building.

Accordingly, the proposed massing is designed in response to several constraints and opportunities imposed by the site conditions, these include:

- Site Boundary
- Permeability Potential
- Volume Articulation and central open accessible space
- Rights of light of surrounding buildings

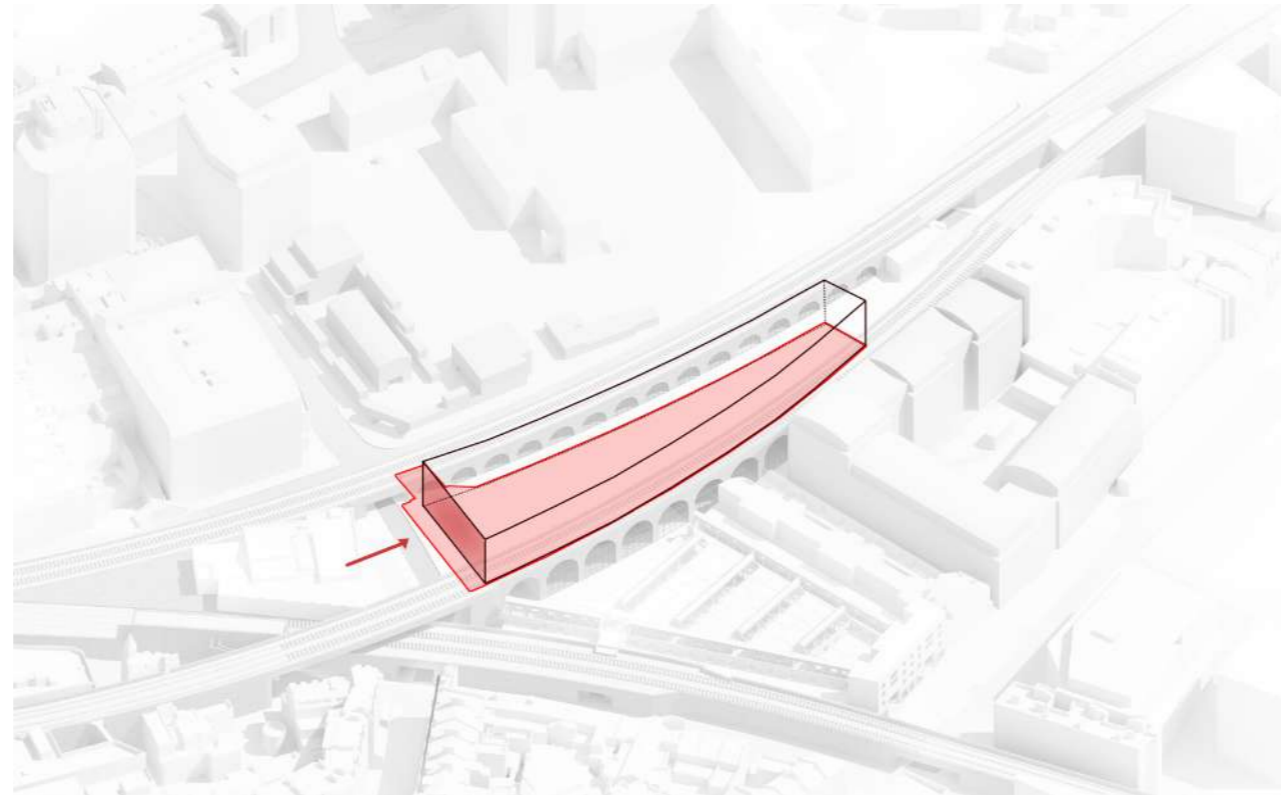


Fig. 3.3.1 Site Boundary diagram

SITE BOUNDARY

The project's site is unconventional, tapering from west to east. Due to the boundary's particular shape – which is inherently inefficient – the massing has been positioned directly up against the boundary line. An exception has been made for the west boundary on Pope's Road, where a set back has been provided.

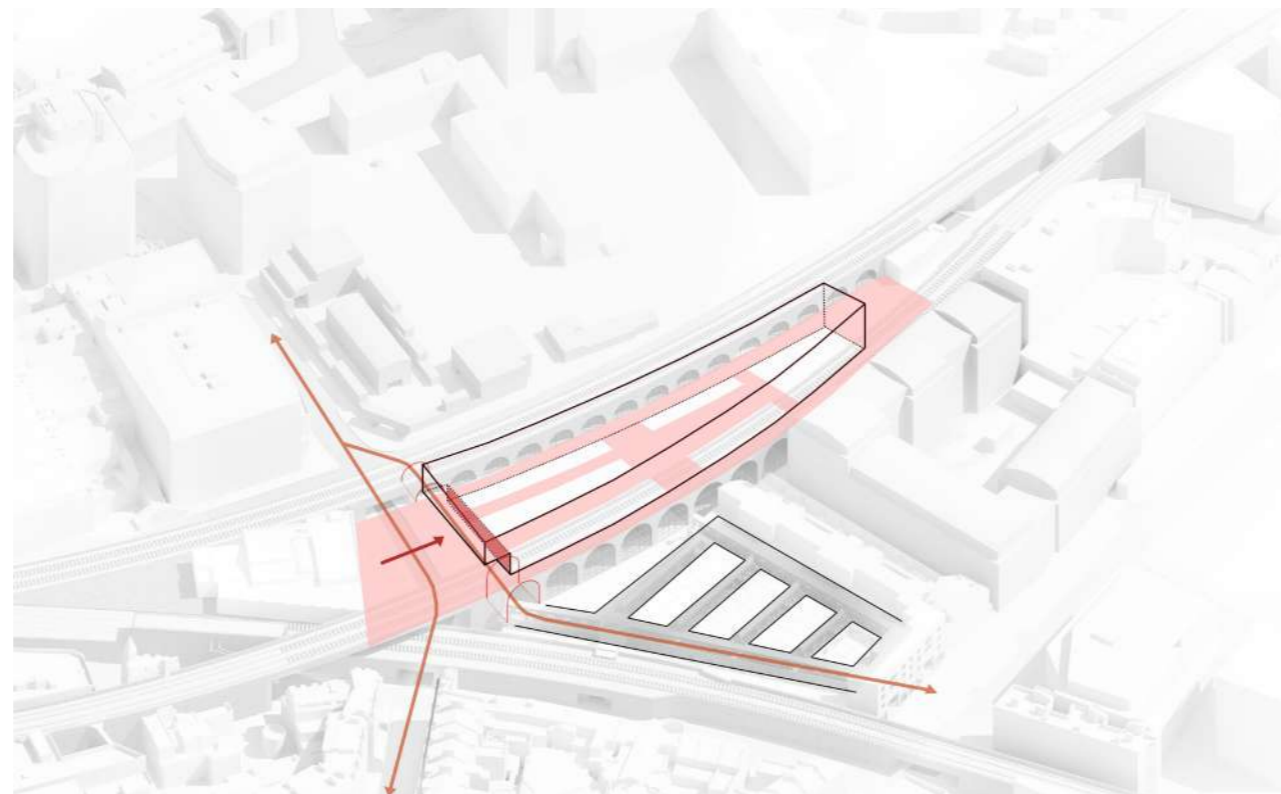


Fig. 3.3.2 Permeability Potential diagram

PERMEABILITY POTENTIAL

Our scheme takes into account the opportunity for facilitating permeability is taken in a north-south capacity on Pope's Road. It also aims to facilitate connection with Brixton Village by maintaining through access between the first two arches via north and south. Finally, the scheme facilitates an east-west connection within the ground floor, and opens up side streets for servicing and Network Rail maintenance.

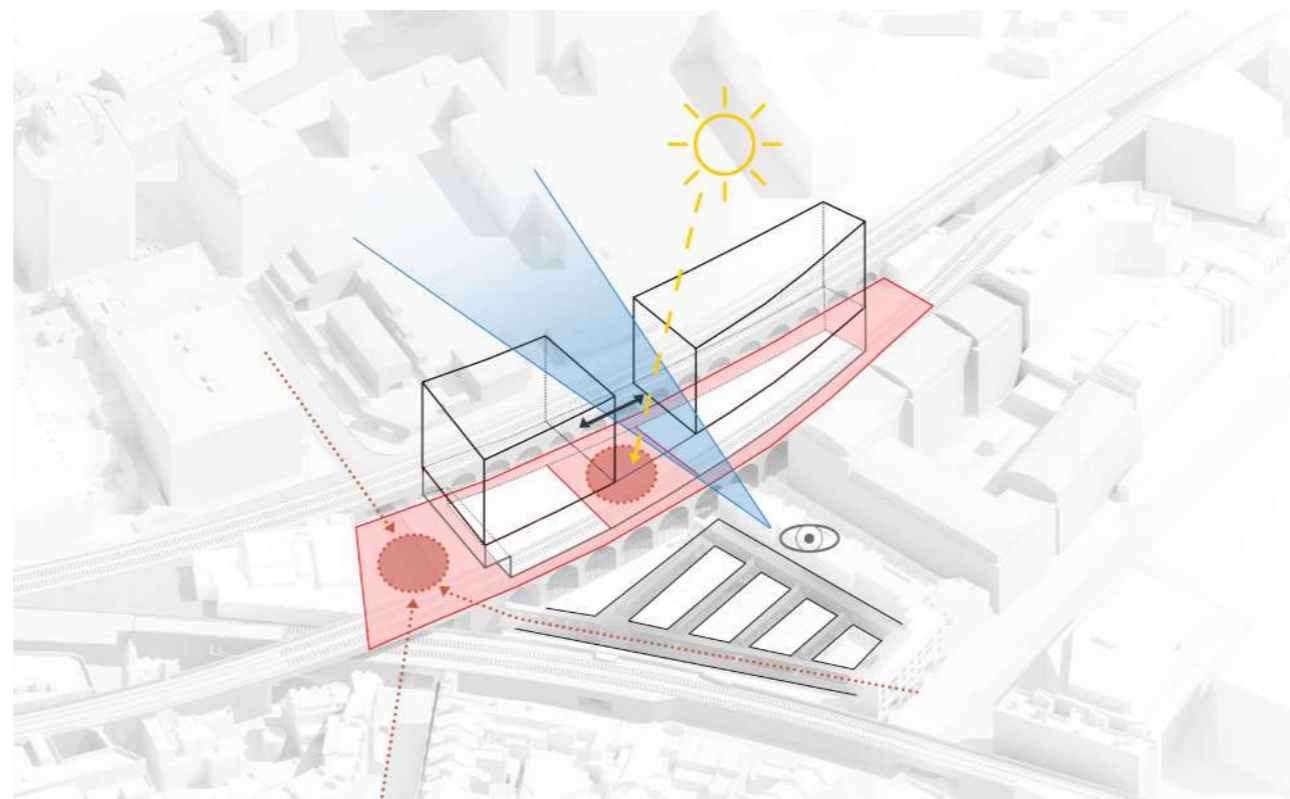


Fig. 3.3.3 Volume Articulation & Natural Light diagram

VOLUME ARTICULATION & NATURAL LIGHT

In order to mitigate the site's unconventional, linear shape – avoiding the creation of a wall-like effect – the volume of the scheme has been split into two major parts. This creates two focal points: one on the west on Pope's Road; and another in the centre of the site. The split allows natural light to permeate in through the site's centre and also works to allow visual permeability through the void.

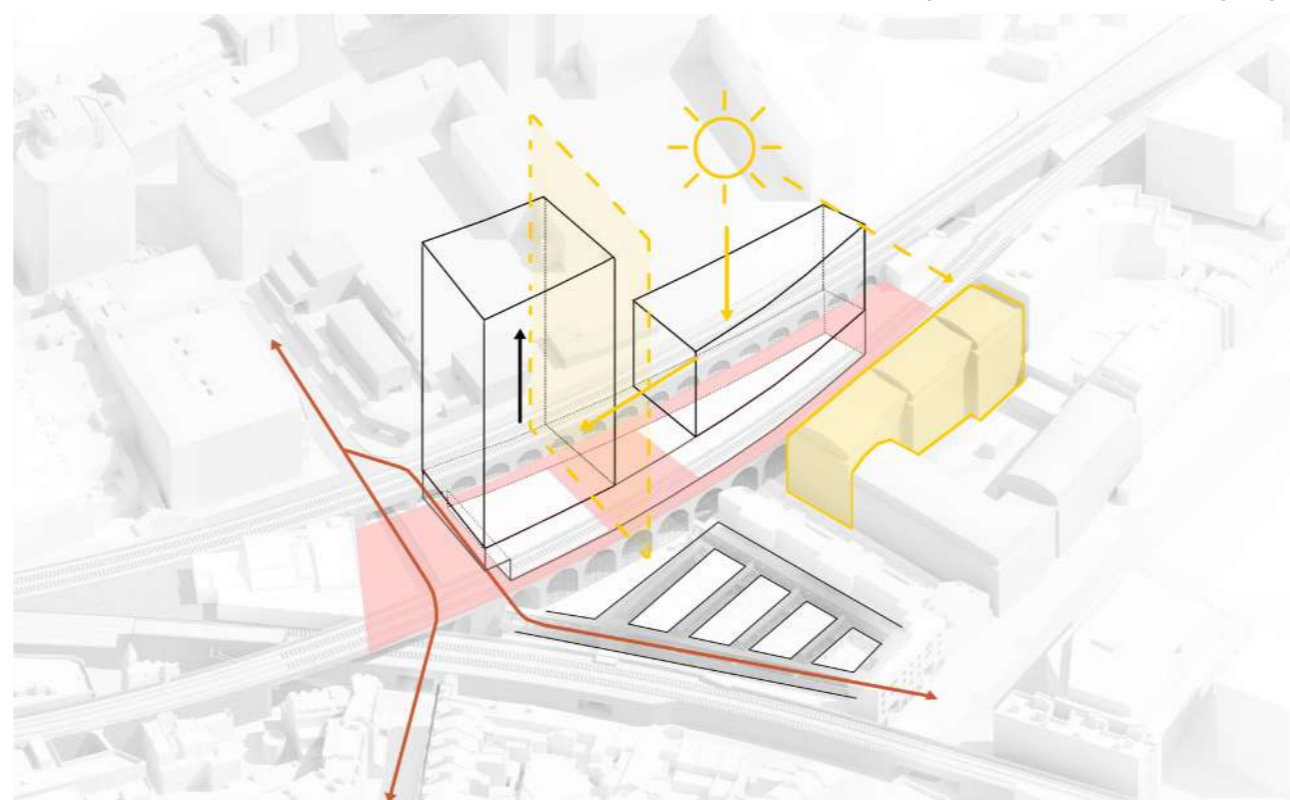


Fig. 3.3.4 Daylight and Sunlight diagram

DAYLIGHT & SUNLIGHT

The proposed scheme actively addresses daylight / sunlight rights for the neighbouring properties to the south, and accordingly, the height of the east block has been limited. The size of the west block has also been contained on the west in order to avoid infringing on neighbouring daylight / sunlight rights. More height has been proposed on the west block, which is the only and primary street face of the building that faces Pope's Road. This increased height aims to create a recognisable and sensitive landmark for the town centre of Brixton.

3.4 PUBLIC REALM INTERFACE

3.4.1 PUBLIC REALM EXISTING CONSTRAINTS

Following analysis and frequent site visits, the following constraints affecting the development have been identified:

- The recently refurbished structure now housing two retail stores is of poor architectural quality, with metal bollards running the full length of the site, creating a barrier between site and pedestrians.
- Public realm is limited to Pope's Road, and its activity is restricted to the stores' business hours, encouraging decreased security and antisocial behaviour at night time.
- The structure housing the area's public toilets is extensively deteriorated and its condition as a standalone building limits the public realm extent to its frontage.
- The position of the public toilet within the public realm creates unused spaces beside and behind the structure, where rubbish and other nuisances accumulate.
- There is no connection between Pope's Road and the corridors between site and railway arches.
- The side streets access is currently limited to servicing and Network Rail maintenance.

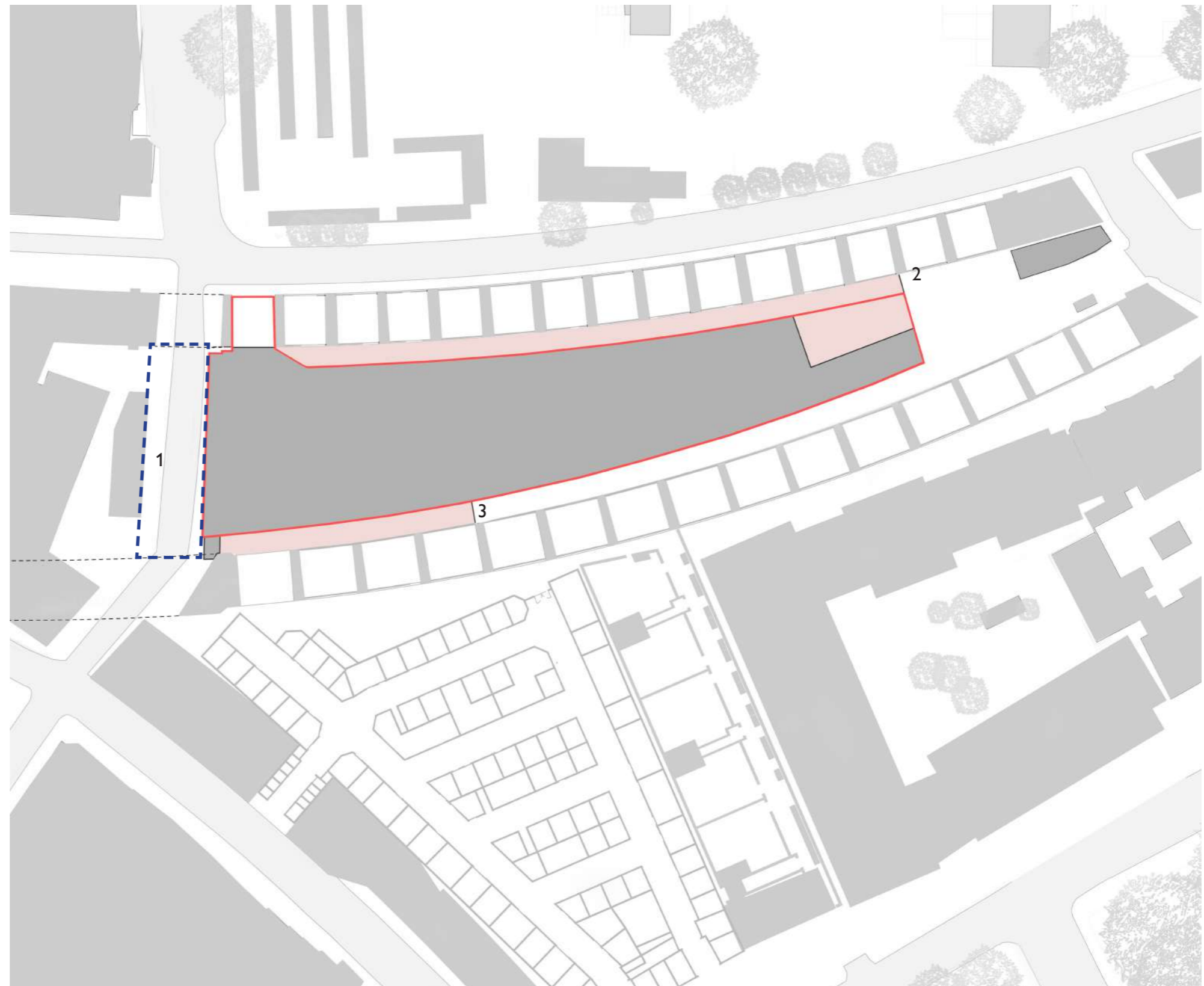


Fig. 3.4.1.1 Public realm existing constraints plan



1

Fig. 3.4.1.2 Compressed Public Realm on Pope's Road



1

Fig. 3.4.1.3 Poor quality building on Pope's Road



2

Fig. 3.4.1.4 Gates limit the east-west circulation around the site



3

Fig. 3.4.1.5 Poor quality of the Public Realm



3

Fig. 3.4.1.6 Gates limit the east-west circulation

3.4 PUBLIC REALM INTERFACE

3.4.2 PUBLIC REALM INTERFACE - EXISTING

The existing condition of the public realm within and around the site poses a number of issues that can be summarized as follow:

- The public realm on Pope's Road whilst limited in space is able to deal with the peak pedestrian flows during the weekend when the street market is operational, however it is compressed particularly due to the presence of the derelict building which accommodates the public toilet and its metal fence
- There is a lack of connectivity North South particularly between the Brixton Village and Pope's Road

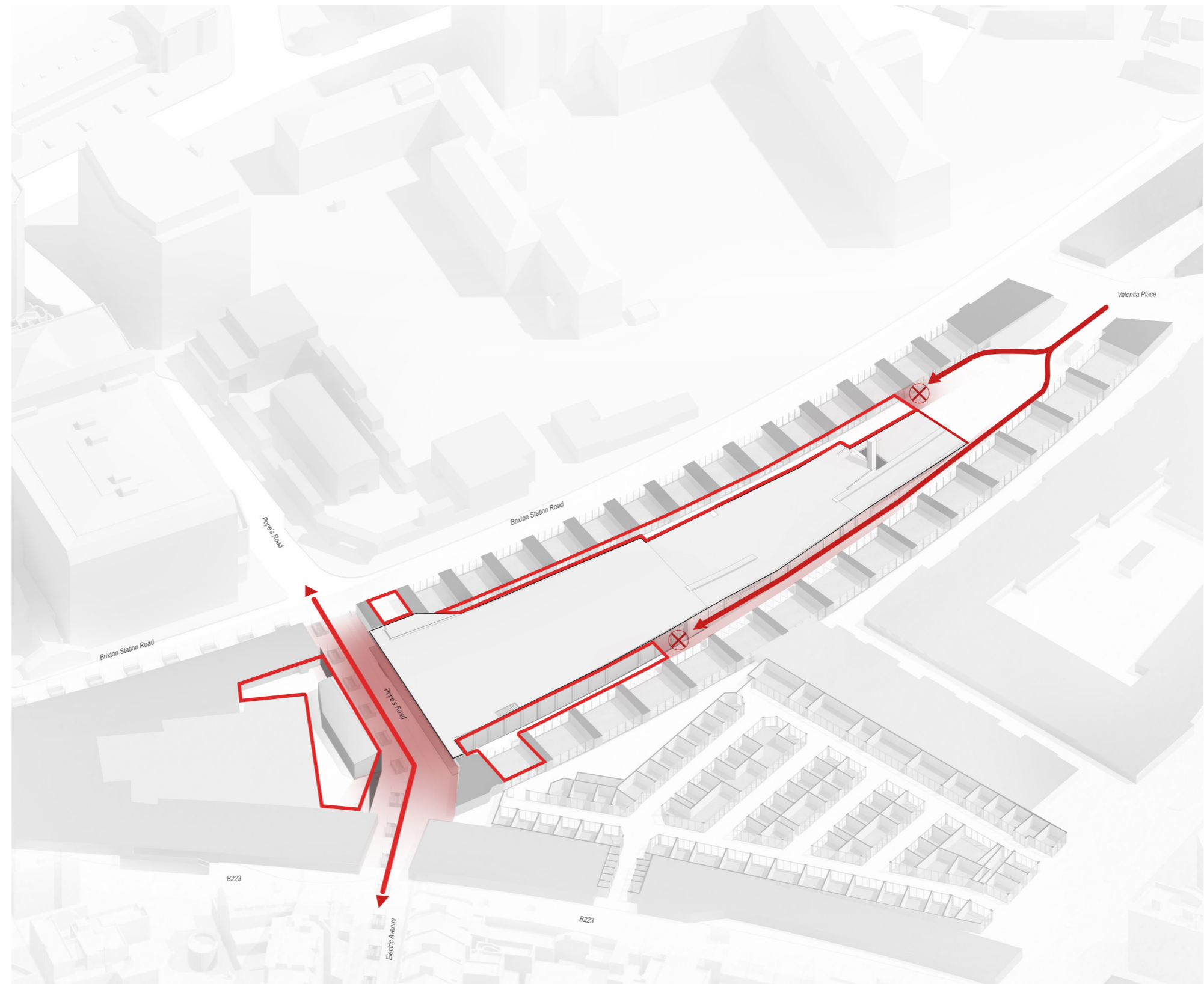


Fig. 3.4.2 Existing public realm interface axonometric diagram

3.4.3 PUBLIC REALM OPPORTUNITIES

The proposal seeks to facilitate optimal permeability whilst improving the overall quality of the public realm. The various public realm opportunities that have been identified as follows:

- Activating the frontage of Pope's Road by creating a more generous and active public realm creating a soft threshold from the public space into the proposed market. The addition of heightened night activation will encourage residents to use the streets more in the evening and increase natural surveillance
- Facilitating the future North South permeability, particularly into the Brixton Village, by creating a permeable market with publicly accessible market streets inspired by the arcades and rows found in the existing Brixton market
- Introducing a generous covered publicly accessible open space in the center of the site that can host various community activities and potentially facilitate the future connectivity between the Brixton Village and the Pop Brixton site

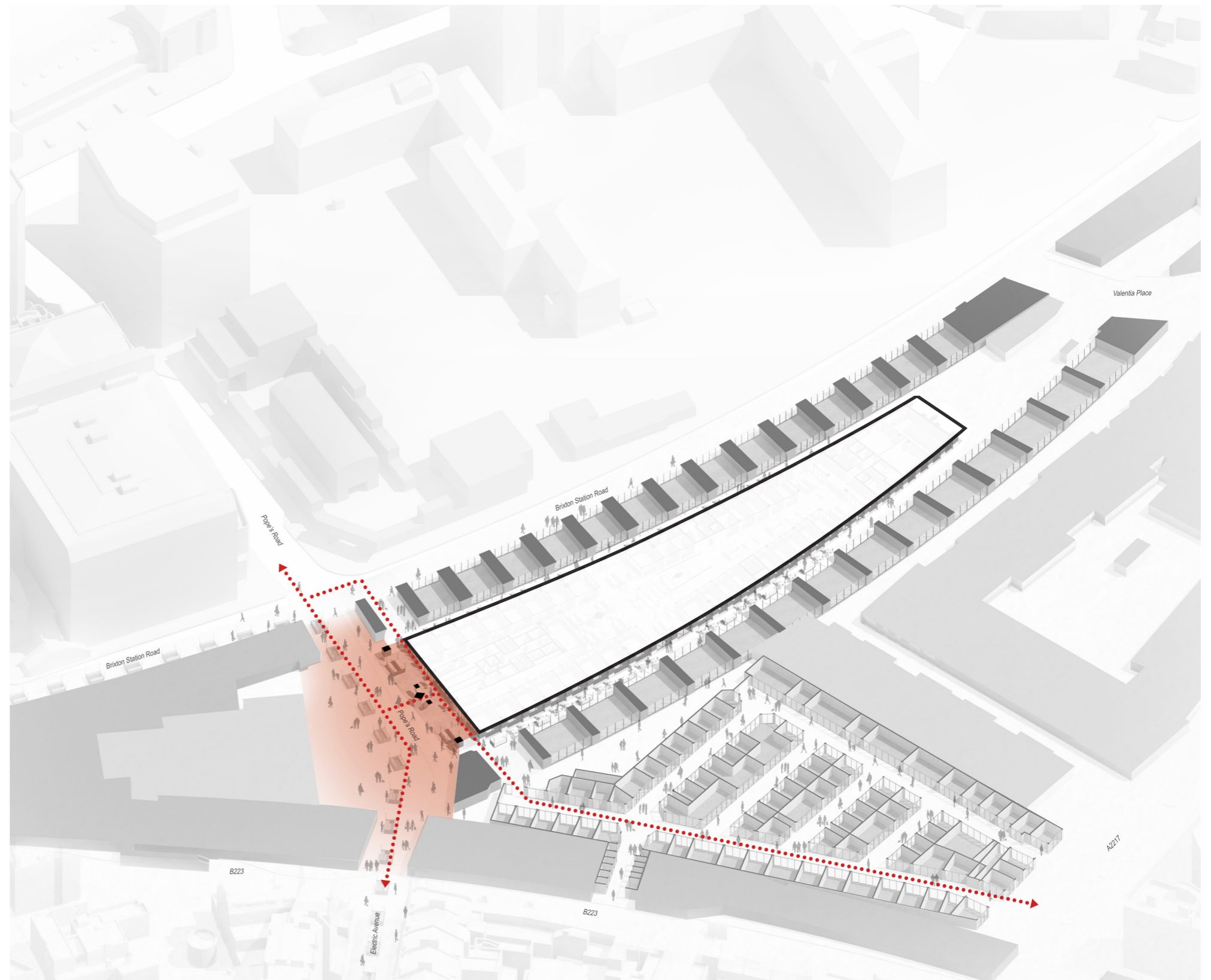
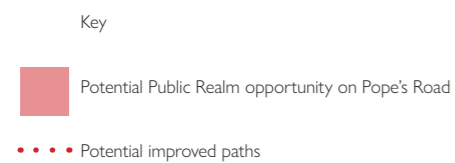


Fig. 3.4.3 Public realm opportunities axonometric diagram

3.5 ARCHITECTURAL LANGUAGE - FAÇADE ARTICULATION

3.5.1 ARCHITECTURAL HERITAGE

Brixton has a rich and diverse architectural heritage that includes a plethora of styles, movements and time periods.

Our research-led team has undertaken rigorous study into the architectural heritage of Brixton, allowing us to better understand the area's context and inform our proposed design.

In doing so, we have recorded examples of Victorian and Georgian buildings existing within the site's neighbourhood, particularly the buildings on Electric Avenue, which are of significant architectural merit.

In Brixton's town centre, there exist several listed buildings such as the Grade II-listed Lambeth Town Hall and the Grade II-listed Brixton Recreation Centre, amongst others.



1

Fig. 3.5.1.2 Brixton Tate Library



2

Fig. 3.5.1.3 Victorian buildings on Electric Avenue



Fig. 3.5.1.1 Buildings Location Map



3

Fig. 3.5.1.4 Victorian buildings on Atlantic Road



4

Fig. 3.5.1.5 Victorian facade of the Trinity Homes

3.5.2 INDUSTRIAL ORIGINS

The history of Brixton, and particularly Pope's Road, was shaped by the advent of the nearby railway. The significance of the railway is still very much visible in the town centre, particularly in the various viaducts and their defining arched structures.

Within the rich architectural heritage of Brixton, classical examples of Victorian and Georgian buildings integrate with modern and industrial buildings.

The Brixton Recreation Centre, a Grade II-listed building, and the International House, represent the most striking examples. The market stalls are also housed in more modernist structures, offering significant stylistic and visual variety throughout the borough's urban core.



1

Fig. 3.5.2.2 Railway viaduct on Atlantic Road



2

Fig. 3.5.2.3 Brixton Recreation Centre



Fig. 3.5.2.1 Buildings Location Map



3

Fig. 3.5.2.4 Market Row entrance on Electric Lane



4

Fig. 3.5.2.5 Prince of Wales building, facade detail

3.5 ARCHITECTURAL LANGUAGE - FAÇADE ARTICULATION

3.5.3 TRIPARTITE STRUCTURE

One of the most common architectural feature within the surrounding built context is the organisation of facades in tripartite format.

This often includes a very active and porous ground floor, usually occupied by retail; a very repetitive, structured and modular central space, usually emphasised by articulated windows openings; and an upper horizontal spandrel that caps middle volumes within the background various forms via chimneys, skylights and roofs.

The materiality of the three distinct parts is usually distinct, with a more porous lower zone, a solid central, and varied upper zones.



1

Fig. 3.5.3.2 Buildings on Electric Avenue



2

Fig. 3.5.3.3 Building on Atlantic Road



3

Fig. 3.5.3.4 Historic picture of Bon Marche building on Brixton Road

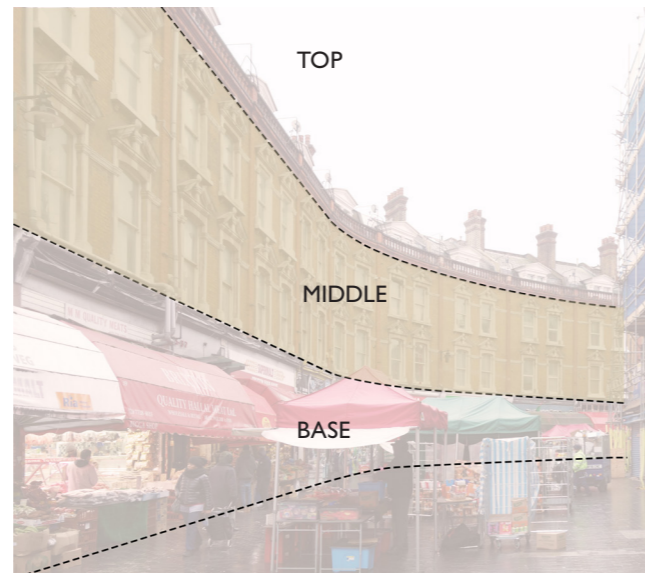


Fig. 3.5.3.1 Buildings Location Map

3.5.4 TOWERS & FEATURE CORNERS

Towers and feature corners are prevalent in many buildings in the surrounding built context of our proposal's site. As outlined in the Tall Building Study published by Lambeth Council, these should serve as reference for any tall building proposed in Brixton.

These elements typically demonstrate a variation in width that develops vertically, creating elegant and slender silhouette. They constitute articulated profiles that stand out against the skyline, lending a distinctive architectural landscape to the town centre of Brixton.



1 Fig. 3.5.4.2 Building on Brixton Station Road



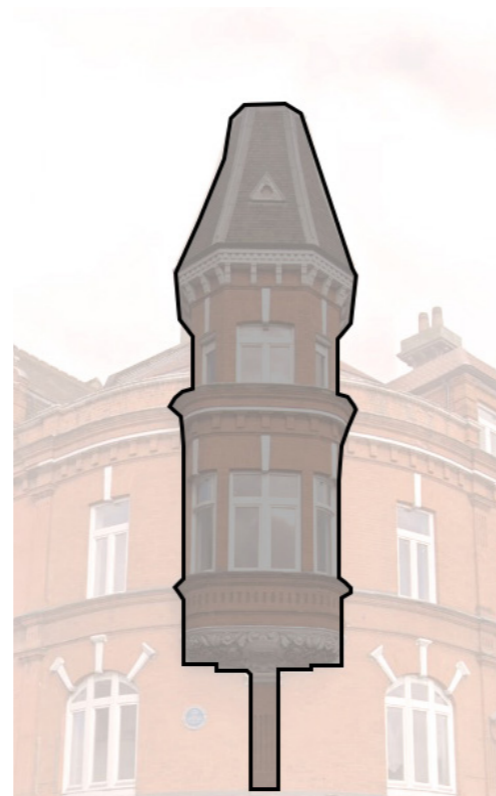
2 Fig. 3.5.4.3 Lambeth Town Hall on Brixton Hill



3 Fig. 3.5.4.4 Budd family mausoleum on Brixton Oval



Fig. 3.5.4.1 Buildings Location Map



3.5 ARCHITECTURAL LANGUAGE - FAÇADE ARTICULATION

3.5.5 PEDIMENTS

Many of Brixton's historical buildings include pediments as a key feature of their facades – most notably St Matthew's Church and the Trinity Homes. These pediments are often triangular in form and can also be seen in smaller scale in a number of window heads present in many facades of the surrounding buildings.



1 Fig. 3.5.5.2 Historic picture of Brixton Synagogue on Effra Road



2 Fig. 3.5.5.3 St Matthew's Church on Brixton Hill



3 Fig. 3.5.5.4 Trinity Homes building on Acre Lane



Fig. 3.5.5.1 Buildings Location Map



3.5.6 ARCHES

Arches are a predominant visual feature throughout Brixton's neighbourhoods, present in many different elements and formats.

Arches are evidently visible in the distinctive masonry structure of the railway viaducts, and as part of different facades elements including window heads and arched openings. Arches also exist in the metal roof structure of the existing markets, where they create a continuous skylight that allows natural lights to infiltrate into the market realm.

Arched openings and facade features are also visible in the railway structure, facade elements, or on the structure of the existing markets' streets.



Fig. 3.5.6.1 Buildings Location Map



1 Fig. 3.5.6.2 Building on Atlantic Road



2 Fig. 3.5.6.3 Internal Arcade of the Brixton Village



3 Fig. 3.5.6.4 Railway viaduct arches on Brixton Station Road

