

Within the two covered Reliance Arcade and Brixton village Markets, smaller units are occupied by various independent entities offering enhanced day and night economies.

Serving as a popular visitor destination, the smaller units support and house a range of independent restaurants and cafés serving local food that span Europe, India, East Asia, Africa, South America and the Caribbean as well as more known mini-chains.

Larger retail units are not as realised to their full potential and are occupied by various larger supermarkets and high street store names.

MICRO UNITS
RELIANCE ARCADE
< 10m²



Fig. 2.5.2.2 Reliance Arcade

SMALL UNITS
MARKET ROW - BRIXTON VILLAGE
< 40m²



Fig. 2.5.2.3 Brixton Village

LARGE UNITS
POPE'S ROAD - BRIXTON ROAD
< 200m²



Fig. 2.5.2.4 Iceland



Fig. 2.5.2.5 Reliance Arcade



Fig. 2.5.2.6 Brixton Village



Fig. 2.5.2.7 Sports Direct

2.5 NEIGHBORHOOD POROSITY

2.5.3 STREET MARKET

Pope's Road

Pope's Road formed a key part of the railway infrastructure and history of Brixton. After the closure of the coal depot and removal of coal staithes, from the 1950s it continued to serve as a bustling road market lined with a succession of merchant offices.

Little has changed and the road still acts as a street market today where short-term stall holders sell various inexpensive goods and a row of small retail shops occupy the pre-existing merchant offices.

Atlantic Road

Brixton's street market was founded on Atlantic Road with the advantage of inexpensive trains bringing in customers from wider areas. It has played a pivotal role for independent businesses who have operated in the railway viaduct arches since the early 1900s.

David Greig's regional supermarket chain established in 1881, was one of the first shops to bring prominence to the street. Following the success of its first butchery store on 54-58 Atlantic Road, by 1944 it expanded and dominated much of the street including 5, 7, 9, 30a, 54, 65 and 58 Atlantic Road as well as Electric Avenue and Station Road. The original signature thistle motif and tiling are still present on the exterior today.

The street has kept much of its market operations with the archway units doubled in size and the railway over-head platform now extended outward with minimal sheltered protection.

Electric Avenue

Built in 1888 as the first market street to be lit by electricity in London, it was previously built with an iron and glass canopy as protection for shoppers.

As a now open and pedestrianised street, in the centre of Brixton's shopping district, it's active and vibrant street market with stalls, sell every sort of goods in conjunction with retail units located at the ground floor of the buildings enclosing the streets constitute one of the most famous and characteristic street markets in London.

Brixton Station Road

The main road that runs towards the centre of Brixton, provides direct access to Brixton Road Station. Since the 1920s, it has also hosted a busy street market with shops tucked into the railway arches and it continues to do so today.

It a previously housed a number of small shops towards the Brixton Road the up until the 1970s. Through ambitious replanning, the area made way for redevelopment and the building of the Grade II listed Brixton Recreation Centre. Led by designer George Finch with Ove Arup from 1974-1985, the addition of the public sports and leisure centre was built with the aim of bringing human scale at street level combined with the introduction of bold and pronounced form.



Fig. 2.5.3.1 Pope's Road



Fig. 2.5.3.2 Electric Avenue



Fig. 2.5.3.3 Brixton Station Road



Fig. 2.5.3.4 Atlantic Road

2.5.4 THE ARCADES

Reliance Arcade

455 Brixton Road (c1924) provides a narrow straight pedestrian route from Brixton Road to Electric Lane. It incorporates the original Georgian house and has a beautiful Neo Egyptian façade to Electric Lane; which was later extended forward by Ernest J Thomas in 1931.

Today the inside consists of micro shops no larger than typical market stalls selling a scenario of mostly disparate products. Dense and colorful frontages with hanging goods create a very active atmosphere.

Market Row

40 - 44 Atlantic Road was designed by Andrews and Peascod in 1928. It was built in the back yards of existing premises and links Atlantic Road, Coldharbour Lane and Electric Lane.

In plan it configures as a sinewy lane whilst the interior space is double-height and lit from above via continuous roof skylights. Bigger shop units exceed their boundary and populate the internal streets with goods animating the atmosphere.

Brixton Village

Was built as Granville Arcade in 1937 to designs of Alfred and Vincent Burr; the developer was Mr Granville-Grossman. It was opened by actor Carl Brisson on 6 May 1937.

Based on a geometrical grid with one tilted axis, the interior of covered streets called 'Avenues' have double-height ceilings, similar to Market Row. There are over 100 shops which offer a wide variety of goods. All the frontages are painted with bright colors that animate the space whilst the natural light allowed in by the roof skylight makes the space look airy and generous. It links Coldharbour Lane, Atlantic Road and Pope's Road.

The three market arcades in close proximity, forming an extensive network of stalls, are rare survivals and their special character is what marks out Brixton as distinctive from other suburban shopping centres: a mixture of history, interesting architecture, the variety of goods on sale and the cultural mix of Brixton, known as the symbolic 'soul of black Britain'.

Since 2011, the shops in Brixton Village and, more recently, Market Row and Reliance Arcade have increasingly converted into cafes and restaurants, serving a wide range of different cuisines. As a result, they are now open 8am–11.30pm every day except Monday, when they shut at 6pm.



Fig. 2.5.4.1 Brixton Village



Fig. 2.5.4.2 Market Row



Fig. 2.5.4.3 Reliance Arcade

2.6 TRANSPORT LINKS

Brixton has been long established and well served by a number of existing transport links located within the vicinity of the site and provides good access for commuters as well as cyclists and pedestrians.

Brixton Tube station forms the southern terminus of the Victoria line and provides regular key routes and connectivity to Greater London areas including major London terminals such as Victoria, Euston and Kings Cross St Pancras and International Station.

Brixton Railway on Atlantic Road managed by London & South Eastern Railway Limited, is on the 3-mile Chatham main line route which operates every 15 minutes, running to and from London Victoria to Dover directions.

The area is also well served by a high number of 24-hour bus routes that run in multiple directions, stopping directly outside the tube station, overground as well as Atlantic Road and Electric Avenue.

A cycle path runs directly through Brixton Road with the closest bike storage areas located from at St John's Crescent, to Ferndale Road and Saltoun Road.

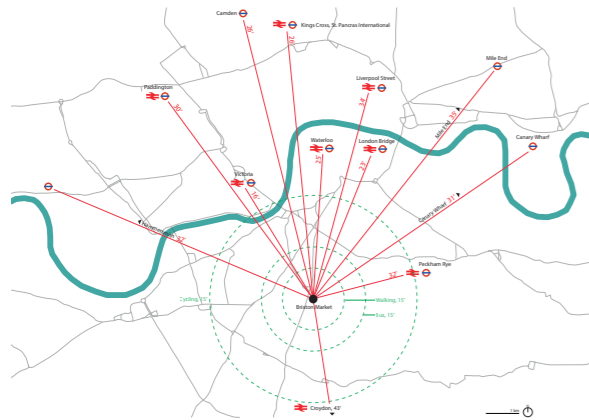


Fig. 2.6.1 Travelling Connections and Time from Brixton to Central London

Key

- Underground / Victoria Line
- Overground
- Chatham Main Line
- South Eastern Main Line
- Bike Storage
- Bike Path
- Bus Stop
- Site Boundary

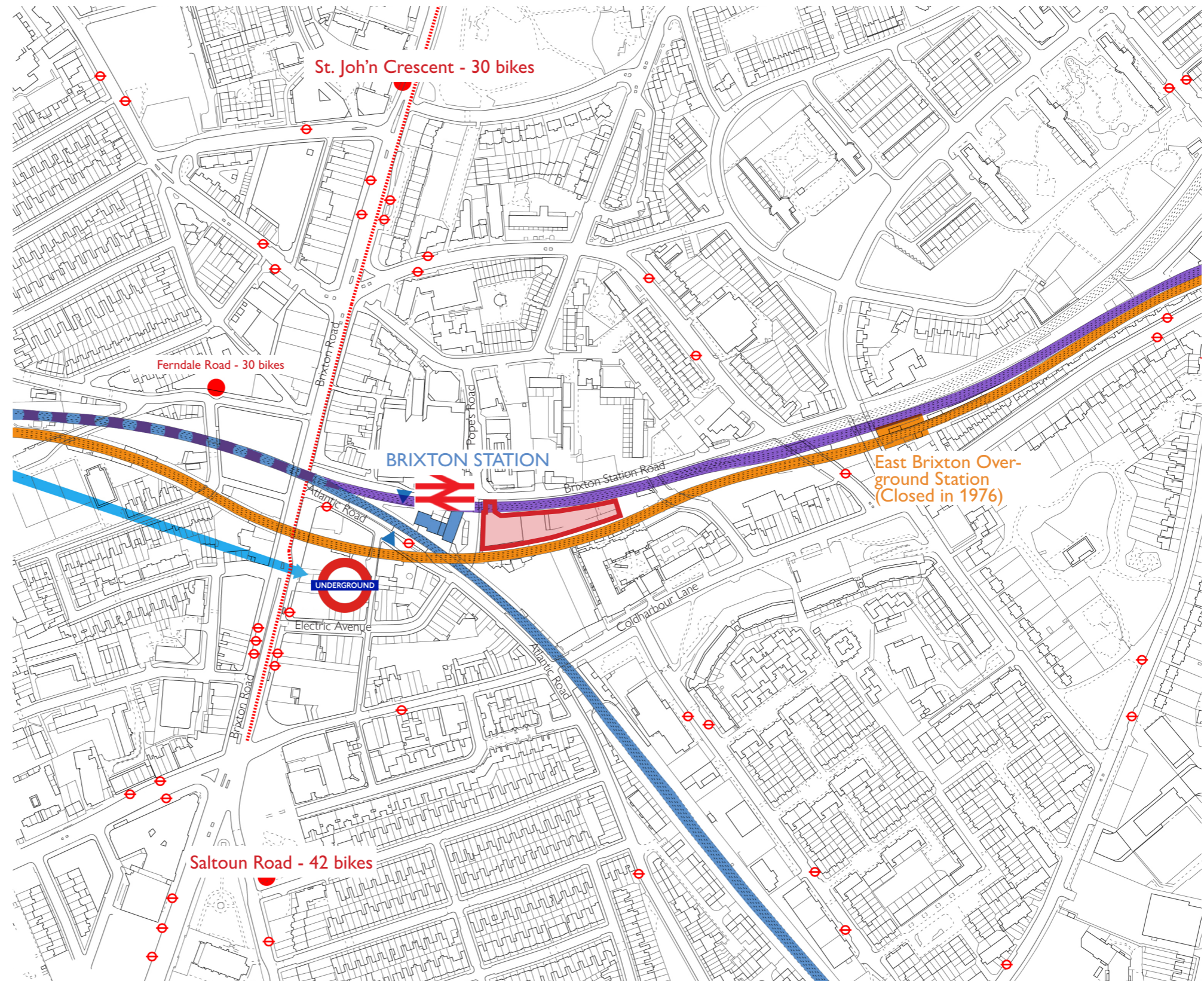


Fig. 2.6.2 Transport Links Map

2.7 CONSERVATION AREAS

The Pope's Road site and wider Brixton Area is characterised by a wealth of 19th Century developments and 20th century purpose built arcades. It is closely surrounded by a number of distinctive Grade II listed buildings including the Brixton Recreation centre to the North and Brixton Village and Market Row to the South.

The Loughborough Park Conservation Area is located to the east of the site with Brixton Conservation Areas spread throughout the centre from Wyck Gardens on Brixton Road leading up to the Grade II listed Church of St Matthew.

Key

- | | |
|------------------------------|--------------------------------------|
| 1. 44-46 Stockwell Road | 18. 20-22-24-26-28 Loughborough Park |
| 2. O2 Academy Brixton | 19. 63-73 Loughborough Park |
| 3. 201-209 Stockwell Road | 20. 5-23 Moorland Road |
| 4. 337-339 Brixton Road | 21. Ritzy Cinema |
| 5. 341 Brixton Road | 22. Trinity homes |
| 6. 363-365 Brixton Road | 23. 24-26 Acre Lane |
| 7. St John Gate | 24. Lambeth Town Hall |
| 8. St John Building | 25. Bust of Sir Henry Tate |
| 9. Brixton Recreation Centre | 26. Mausoleum of Richard Budd |
| 10. Platform Piece | 27. Effra House |
| 11. Brixton Lodge | 28. Churchyard Gate Piers |
| 12. Reliance Arcade | 29. Church of St Matthew |
| 13. Market Row | 30. Pillar Box |
| 14. Brixton Village | |
| 15. Brixton Fire Station | |
| 16. 297-299 Coldharbour Lane | |
| 17. 289-291 Coldharbour Lane | |

Key

- Listed Buildings
- CA26 - Brixton Conservation Area
- CA27 - Loughborough Park Conservation Area
- Site Boundary

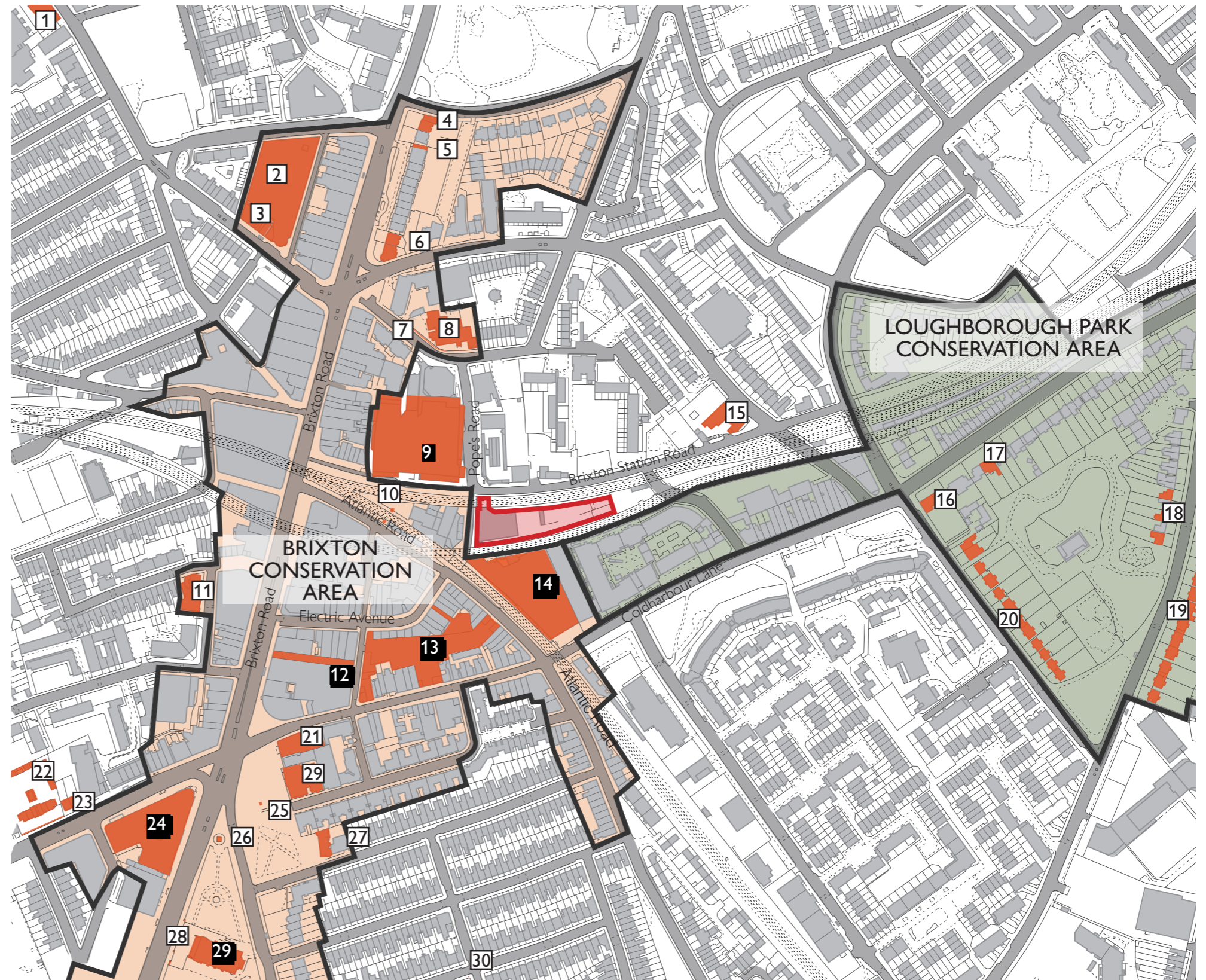


Fig. 2.7 Conservation Areas & Listed Buildings Plan

2.8 TOWNCENTRE & USES

2.8.1 TOWNCENTRE AND USE - DAY

The site between Pope's Road, Brixton Station and Valentia Place comprises residential and commercial mixed-use, including street markets, independent café, bars and entertainment venues. The narrow thoroughfare of Pope's Road is lined on each side with demountable market stalls selling fresh produce and clothing.

Brixton Station Road has a daily street market, with pitches located in front of the railway arches. The street is pedestrianised during market trading periods: Monday - Saturday from 10am-4pm except Wednesday from 10am-2am.

This current distribution of uses set the base for the creation of a potential commercial centre revolving around Pope's Road and the markets as opposed to a more civic centre located around Windrush Square.

Brixton currently benefits from a number of advantages such as high transport connectivity and access, as well as a strong and local workforce. The Brixton Economic Action plan outlines current opportunities and challenges that face the area in regards to local businesses, residents and investors.

The necessity for increased affordable office and work space that ensures economy retention alongside growth and development is yet to be realised to its full potential. Our proposal offers a flexible scheme that accommodates an improved working and public environment as well as space for growth. This ultimately allows Brixton to secure economic opportunities as well as diversify and support future job creation.

The delivery of enhanced amenity and additional retail and leisure space will help capture both new and emerging populations and consolidate and strengthen Brixton's daytime economy and position. This will also be crucial in attracting new commercial operators into the area whilst allowing current businesses to operate with secured longevity.

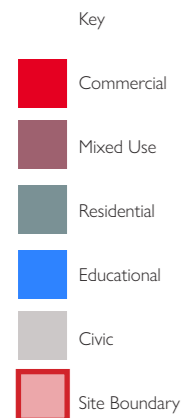
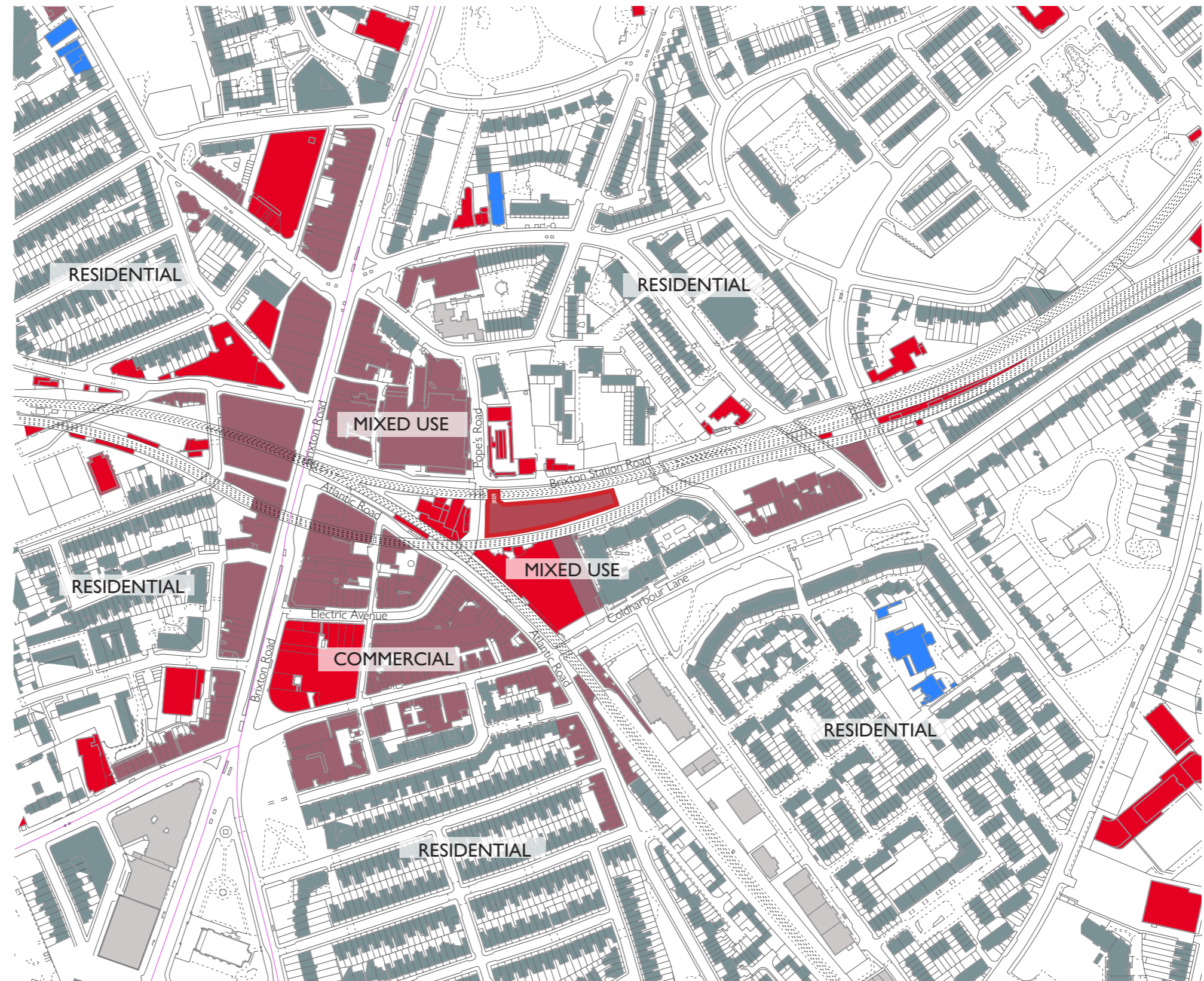


Fig. 2.8.1 Towncentre & Uses Day Plan

2.8.2 TOWNCENTRE AND USE - NIGHT

Brixton's night and evening economy is well known and attracts numerous visitors both in and outside the local community.

Medium sized cultural and entertainment venues such as Brixton Academy, Brixton Windmill, The Ritzy Cinema Café and bar alongside the introduction of Night Tube services on the Victoria Line, have marked the area as a leading visitor destination.

This is balanced by the food and drink offer in Brixton Market Village, Pop Brixton and beyond that further adds to the inviting community creating a vibrant nightlife atmosphere.

Building on the existing conviviality of Brixton and in response to its regional growth, our design aims to support the evening increase in visitor footfall. By activating the underused and neglected site in Pope's Road our proposal creates safer neighbourhoods through natural surveillance.

The introduction of an improved pedestrianised network route that opens up the front of Brixton Station and Pope's Road towards the East, will help to reduce the impact of congested areas during peak times.

In response to deterioration of certain parts of the Brixton and the lack of public toilet provisions, our proposal will also replace and increase the number of public toilets, making them free and maintained.

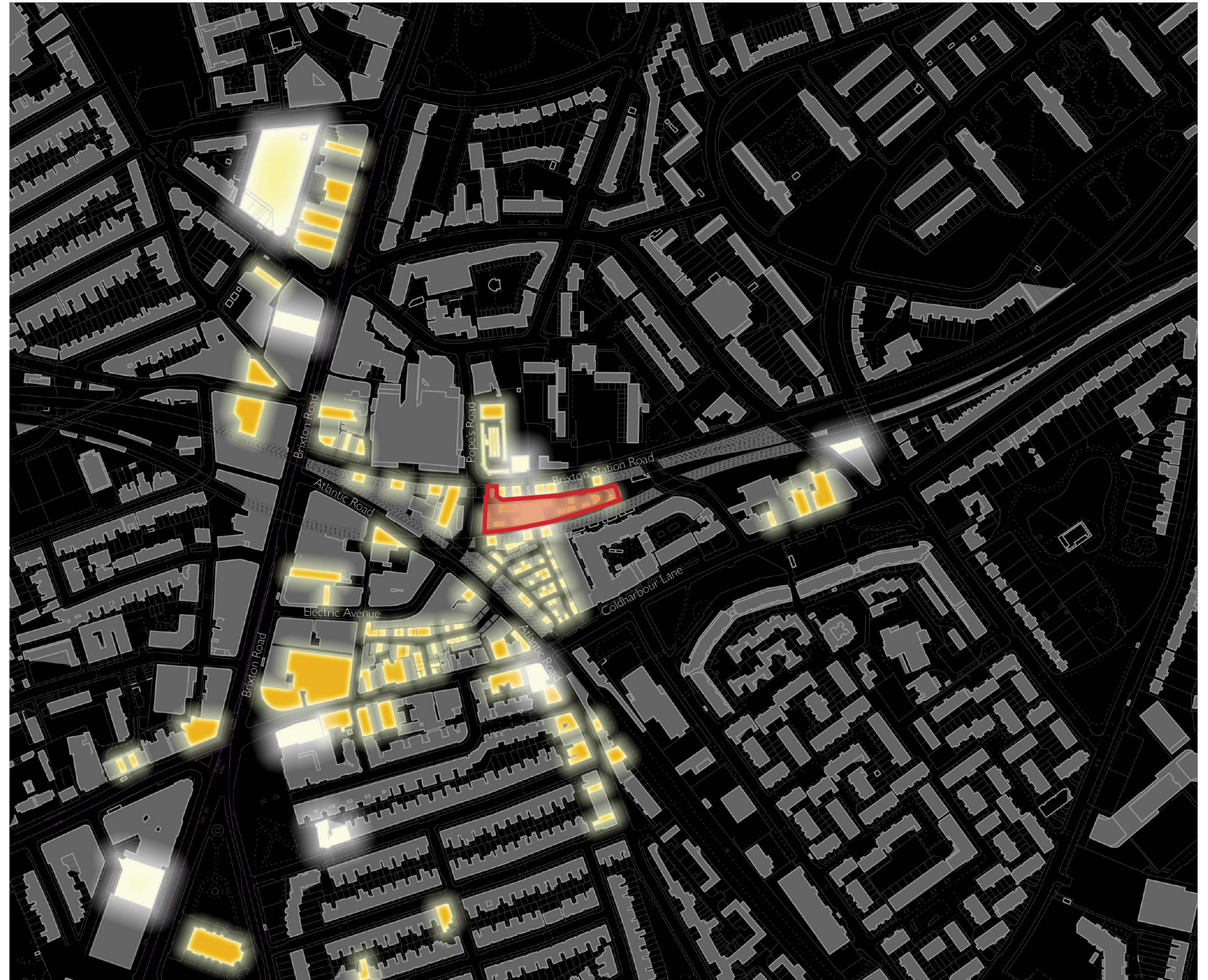
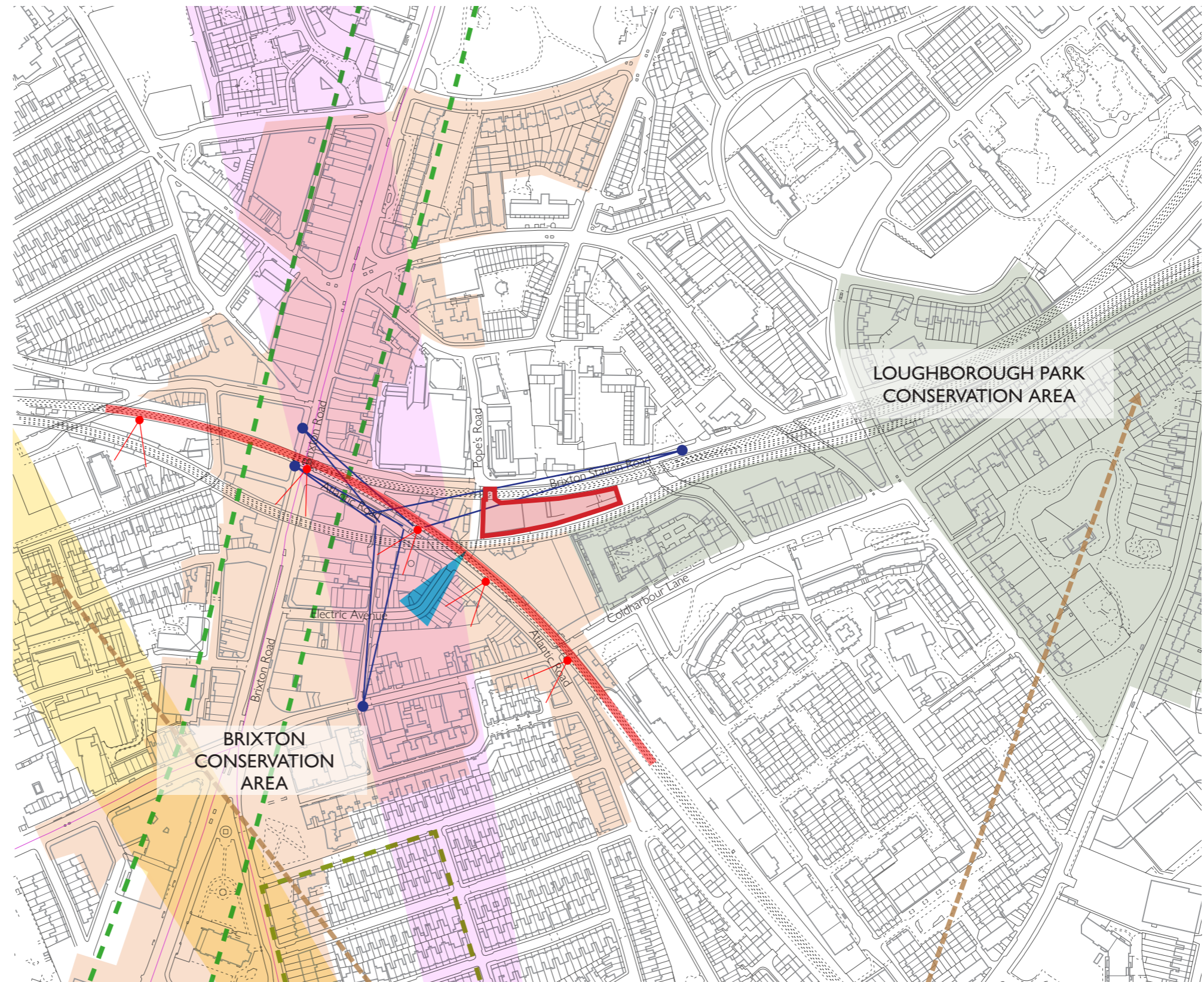


Fig. 2.8.2 Towncentre & Uses Night Plan

2.9 PROTECTED VISTAS & AREAS

During the early design stages and after an extensive analysis of the Brixton and Loughborough Park Conservation Areas and surroundings, all the relevant views are considered in the THVIA report.

The site is located outside of the viewing corridors defined on the map but would nonetheless be visible in views from Brockwell Park and Electric Avenue and other points mentioned in the Brixton Tall Building Study, and these views have informed the design development.



- Key
- Archaeological Priority Areas
 - CA26 - Brixton Conservation Area
 - CA27 - Loughborough Park Conservation Area
- Brixton Views of note (from Brixton Conservation Area Statement)
- ↙ Views from Brixton Railway Station
 - ↘ Views to Railway Hotel
- Local Views
- Local Panoramic View from Brockwell Park
 - Local View to Electric Avenue
 - Local View - Brixton Historic Towers
 - Local View - Brixton Rooftop
 - Site Boundary

Fig. 2.9 Protected Vistas & Areas Plan. Source -Brixton Tall Building Study 2014

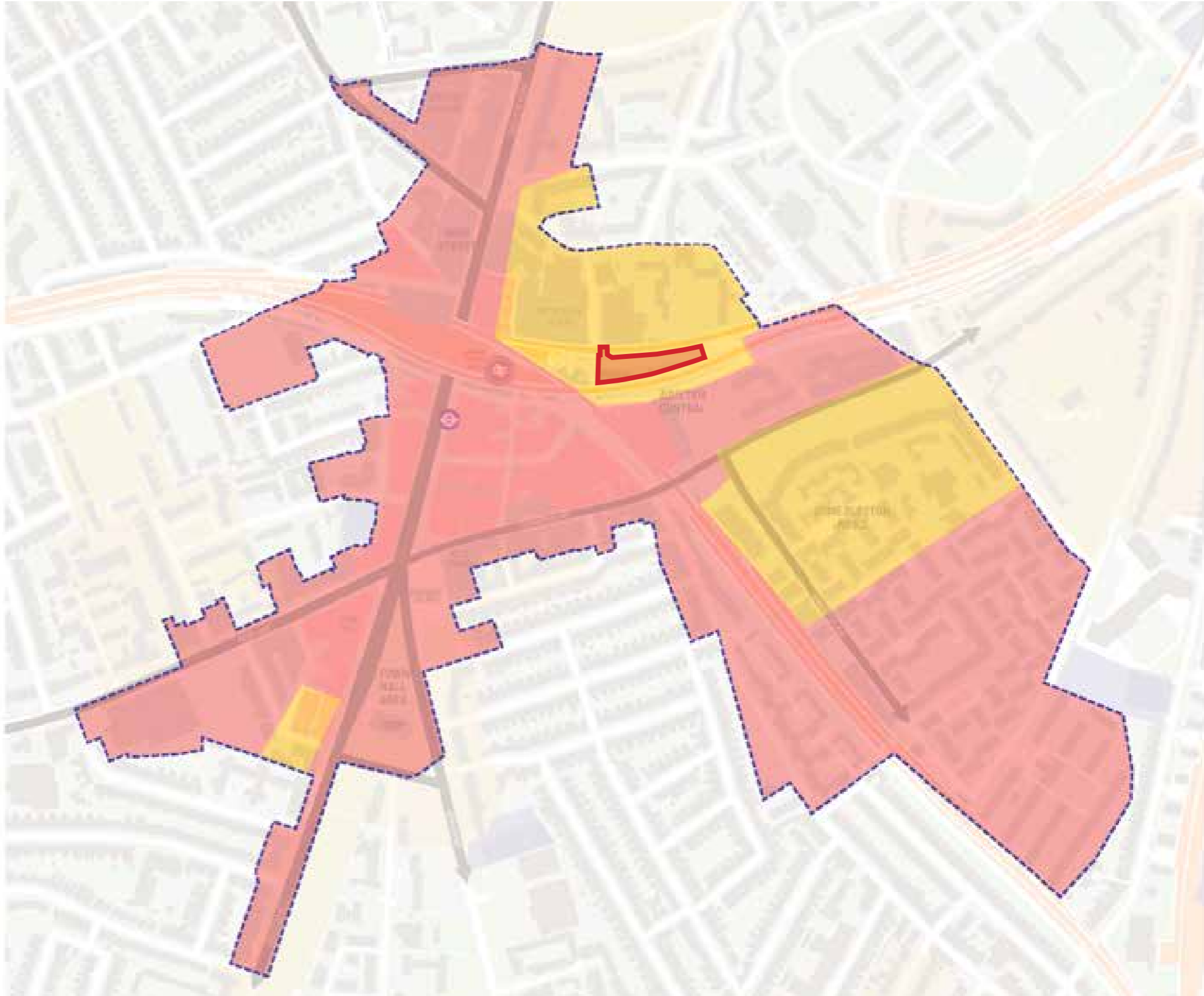
2.10 POLICY CONTEXT

2.10.1 POLICY Q26

This policy is from the adopted Local Plan. Policy Q26 outlines:

Proposals for tall buildings will be supported where:

- They are not located within areas identified as inappropriate for tall buildings in Annex 11;
- The site is not located within an area deemed "Inappropriate to Tall Buildings" but within an area identified as "Sensitive to Tall Buildings"



Key

- Brixton SPD Area Boundary
- Sensitive to Tall Buildings
- Inappropriate to Tall Buildings
- Site Boundary

Area outside dotted line has not been assessed

Fig. 2.10.1 Brixton SPD Area, Lambeth local plan. Source: Lambeth Tall Buildings Study, 2014

2.10 POLICY CONTEXT

2.10.2 SITE ALLOCATION

Lambeth Local Plan September 2015 identifies this site as Site 16-Brixton Central between the viaducts SW9.

The preferred use highlighted in the document outlines

Improvements to Brixton Station to include a new station entrance and pedestrian links. Mixed-use development including retail, new workspace, food and drink, community, educational, leisure and recreation uses, possible market extension and associated uses. Development to include revitalised railway arches with options to provide links through to improve north-south routes.

Large site bounded by railway viaducts with considerable development potential subject to improving access and permeability through the site.

Key design considerations outlined in the document

- (i) provides opportunities to improve the station entrance and station facilities generally, including lift access and cycle parking;
- (ii) provides public realm improvements to Brixton Station Road to include links to both the mainline and underground stations, the opening up of arches to provide links to north-south routes east of Popes Road and potential links to Brixton Village;
- (iii) enhances the arches to provide active uses and routes through;
- (iv) opens up Popes Road to provide a wider public space with the potential to provide improved and/or additional market spaces;
- (v) includes market facilities;

- (vi) includes environmental improvements to the viaduct arches serving the Orpington Line;
- (vii) integrates and complements development on the Popes Road site (Site 15);
- (viii) includes the re-provision of the redundant 1950s building;
- (ix) avoids creating a canyon on either side of the railway viaducts;
- (x) proposes low buildings to protect the amenity of new residential development on Coldharbour Lane adjoining the site.

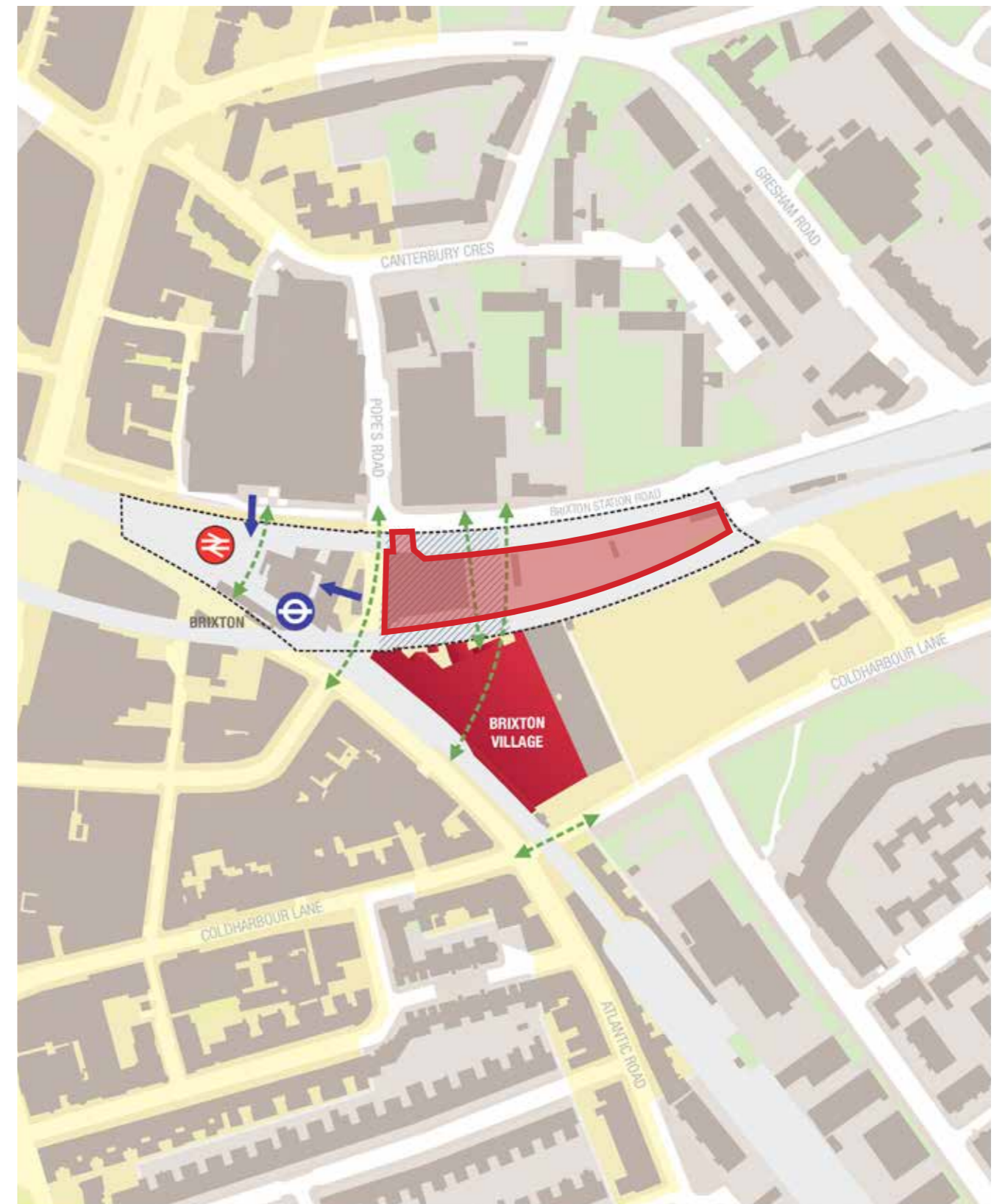
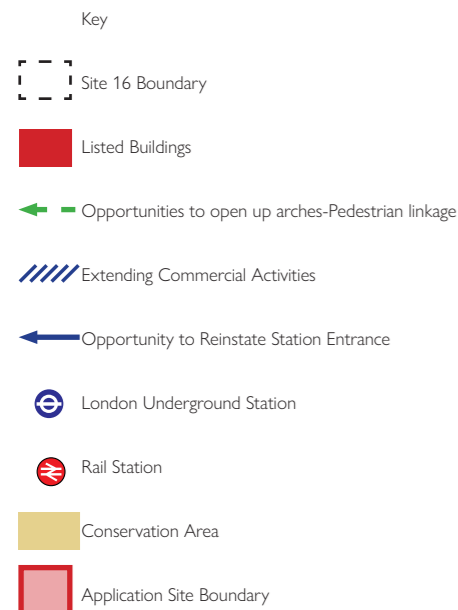


Fig. 2.10.2 Site 16-Brixton Central_between viaducts_SW9. Source: Lambeth Local Plan, 2015

2.11 STREETScape

2.11.1 STREETScape

The site is enclosed on the North and South by railway viaducts which effectively constitute the main internal street elevation of the site. However on Brixton Station Road and Atlantic Road, a consistent number of the viaduct arches are populated with retail units that create an active street frontage along with the street market.

The only street facing façade of the site is the west which overlooks Pope's Road where the only building present is the derelict one storey timber clad volume occupied by a public toilet.

The west end of the site however represents on the south the visual termination of Electric Avenue with its high quality architectural heritage. The building on Electric Avenue show a clear tripartite structure of the façade characterized by an active ground floor a rigorous middle and a top part.

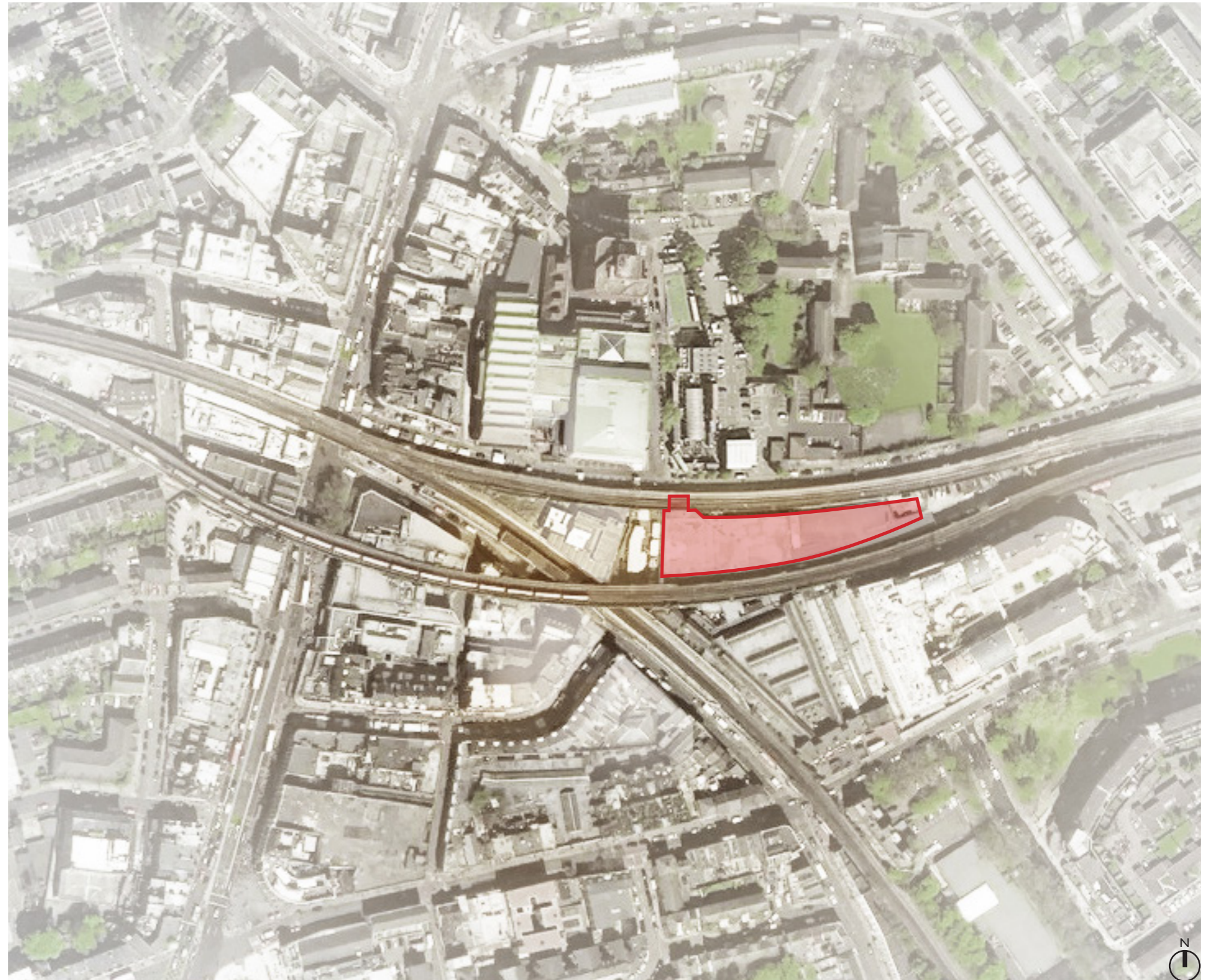


Fig. 2.11.1 Map of relevant streetscape surveyed

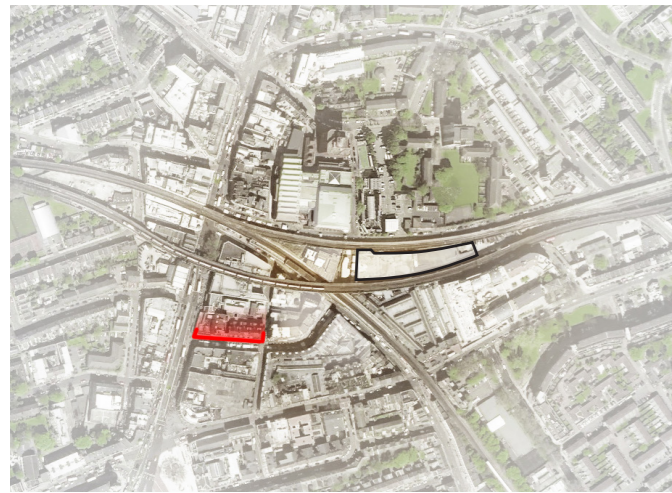
2.11 STREETScape

2.11.2 ELECTRIC AVENUE NORTH

The north side of Electric Avenue is characterized by mostly Victorian buildings with more modern addition on the west end of the street. Brick is the main material used in a orange yellow tone.

The buildings along Electric Avenue are generally defined by two main parts: the base of the building, public realm interface, and a second part which corresponds to the main volume of the building and its upper levels.

The top of the buildings have created a third part which, following a tripartite stance, often corresponds to the roof, mansard or set back storey.



20-20A Pope's Road



Key:

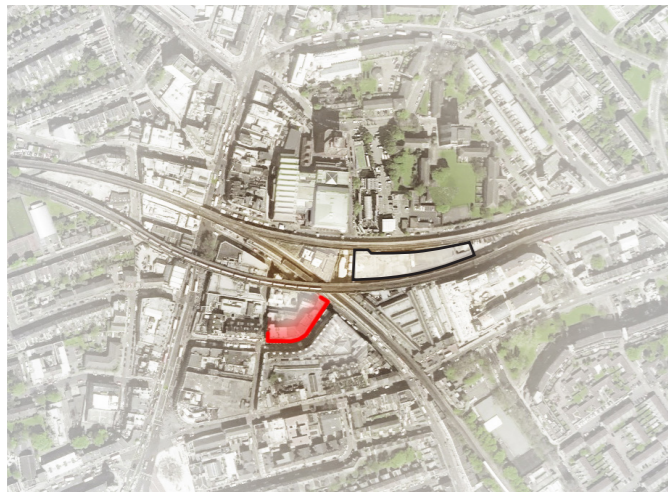
C	Top of the building, often a roof, mansard or set back storey(s)
B	Main volume of the building
A	Base of the building, interface with the public realm



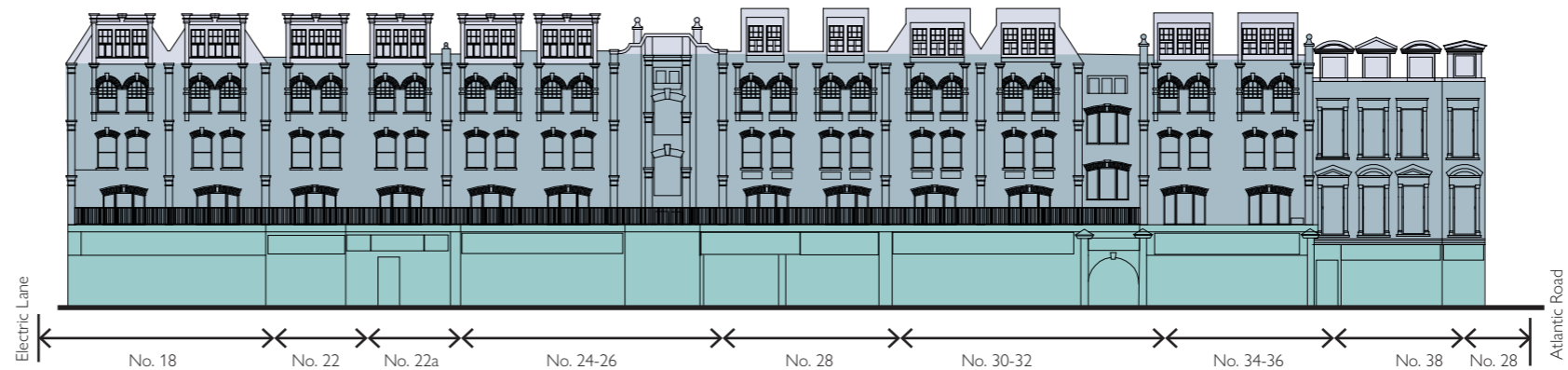
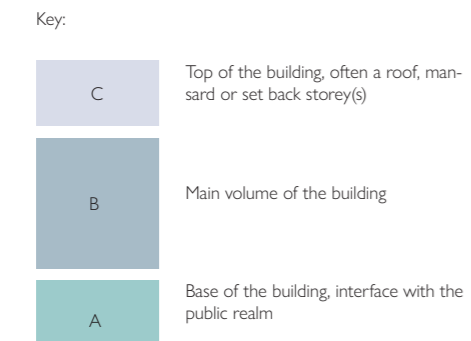
2.11.3 ELECTRIC AVENUE WEST

The west side of Electric Avenue is characterized by hybrid Victorian and Georgian buildings which shows a similar organization as the one in the north side. This part of the street is characterized by a red brow tonality.

In all the buildings present on this street the base are always very porous and active and in a way the market stalls of the street market almost blend in with the base of the buildings.



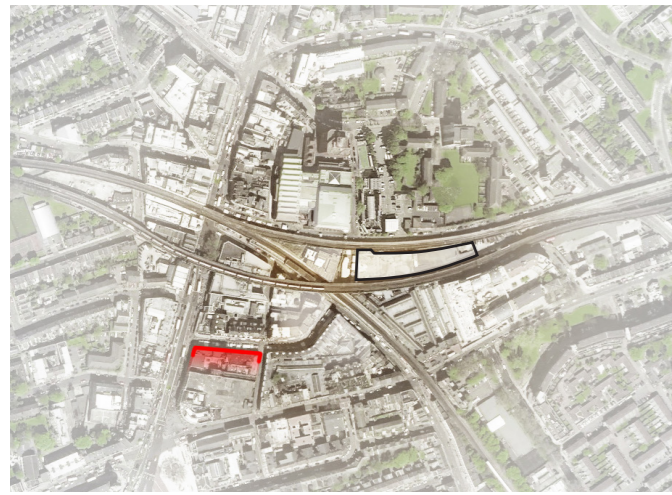
20-20A Pope's Road



2.11 STREETScape

2.11.4 ELECTRIC AVENUE SOUTH

On the south side of Electric Avenue All the buildings retain a very active and porous ground floor. Despite the stark differences in style all buildings have a more or less marked tripartite organization.

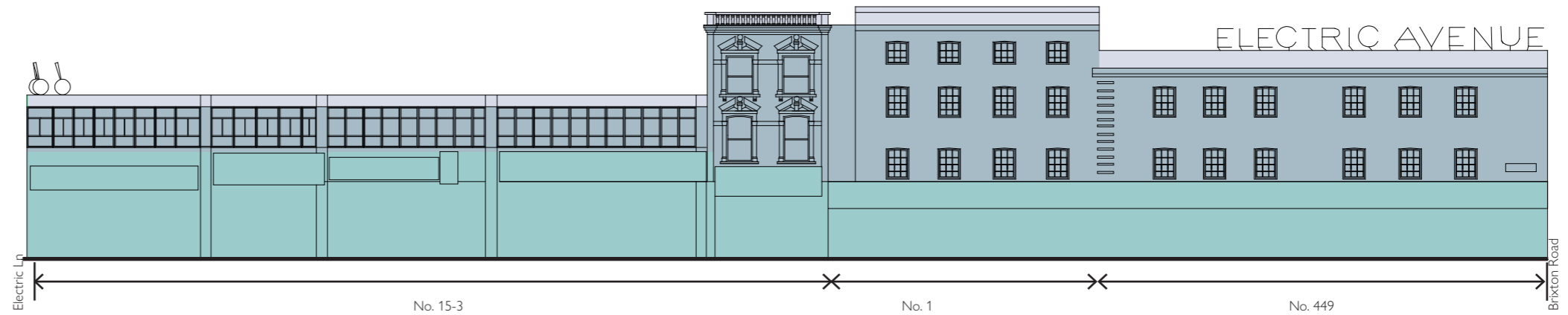


20-20A Pope's Road



Key:

- C Top of the building, often a roof, mansard or set back storey(s)
- B Main volume of the building
- A Base of the building, interface with the public realm



2.11.5 ELECTRIC AVENUE EAST

The east side of Electric Avenue presents a more typical set of Victorian buildings which display tripartite façades with porous base.

The tonality of these façades is defined by the orange brown load bearing brick used. A more modern addition can be found on the intersection with Electric Lane.

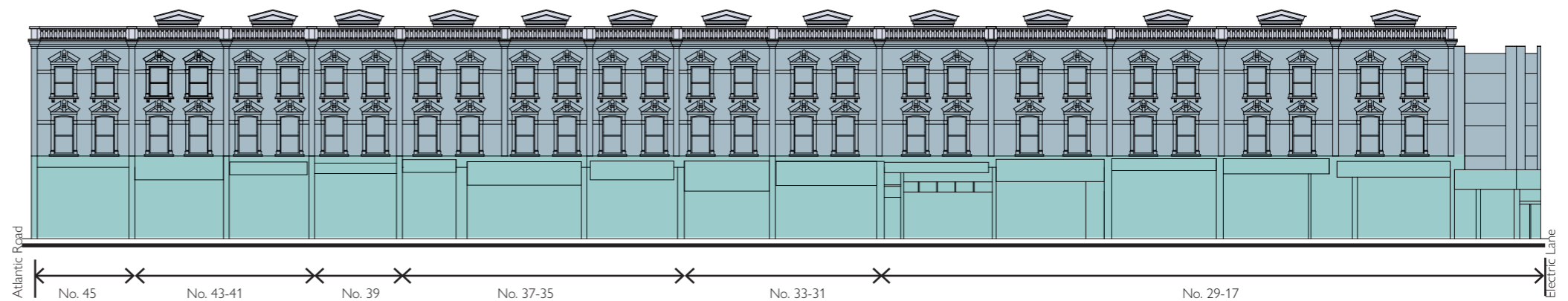


20-20A Pope's Road



Key:

- C Top of the building, often a roof, mansard or set back storey(s)
- B Main volume of the building
- A Base of the building, interface with the public realm

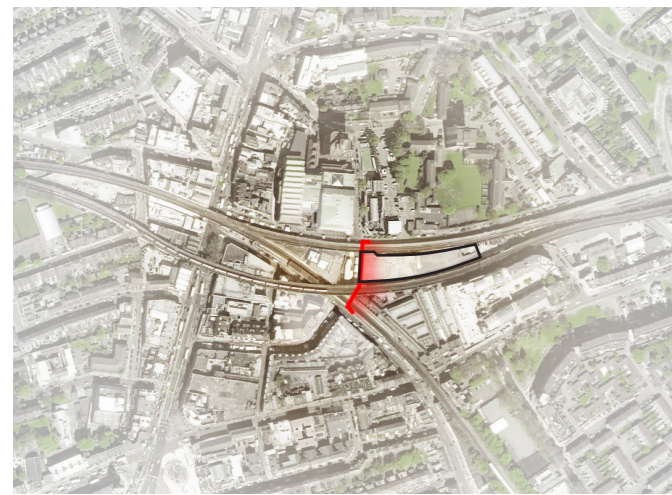


2.11 STREETScape

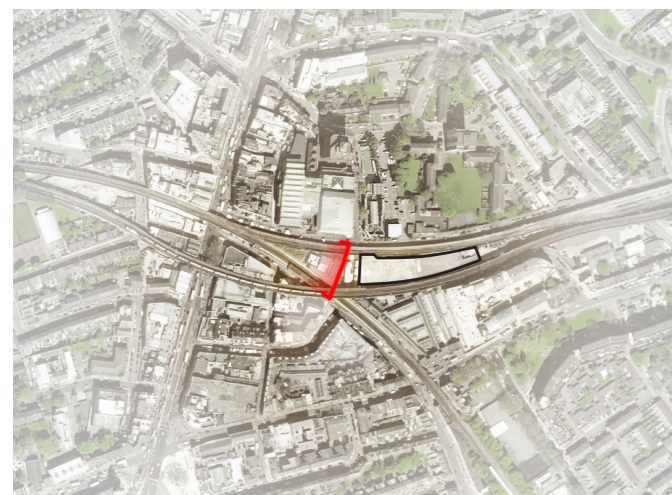
2.11.6 POPE'S ROAD EAST - WEST

Popes Road represents the only street facing side of the site. In the current condition on the west side where the site is located, the street façade is occupied by a single storey building containing two large retailers which have glazed front and big signage on an horizontal spandrel.

On the east side the foreground is occupied by a semi derelict building containing the public toilet and a metal fence which blocks the access to the station building in the background. On the sides below the viaducts on both east and west market stalls effectively constitute the street elevation.



□ 20-20A Pope's Road



□ 20-20A Pope's Road

