Hondo Enterprise, in partnership with Adjaye Associates are pleased to host this first consultation event where the local community can give their thoughts on the proposals for redevelopment of Pope’s Road, Brixton.

Our intention is to redevelop the site and provide a new mixed-use building with markets on the ground floor and offices above.

YOUR FEEDBACK IS HIGHLY IMPORTANT TO US

This event is an opportunity to give your views as we begin the design process. We want to equip Brixton for the present day, providing jobs through the retail and commercial space that will attract people from across London. These plans will celebrate the identity, history and culture of Brixton. Members of the development team are on hand to answer any questions you may have.

The site is located underneath the raised railway lines opposite Brixton Market. To the north of the site is Brixton Station Road and Pop Brixton.
Hondo Enterprises have been part of the Brixton community since March 2018. From the outset we have worked to protect the market’s unique character while ensuring the vibrant culture can continue to thrive for generations to come. With traders and our partners we are working to make sure Brixton Market remains a vibrant hub for the community and continues to attract thousands of people from across the globe.

Hondo have invested significantly in the infrastructure, maintenance and improvement of Brixton Market. This includes repairing the roofing, drainage and restoring existing façades as well as introducing heating and ventilation in the near future. As a priority we introduced free toilets and WiFi to the market. We will also be launching improved signage, as well as a city-wide marketing campaign in the near future.

From the traditional fishmongers and greengrocers, to the new restaurants and retailers, Hondo are committed to ensuring there is a balanced mix within the market. For the first time in the market’s history we have introduced a transparent and independently verified service charge system. Traders will also benefit from advisory boards that will help with marketing and supporting their business. In addition Hondo have looked to find new talent from the local community, offering two free six month residencies through our Brixton Kitchen initiative.

For the last 12 months Hondo has actively built relationships with community groups in Brixton, such as Sleepless Brixton, and has provided space for community activities and events. As we look to develop our Pope’s Road site we will continue to invest in the local community in order to help the whole area continue to grow for generations to come. As employment continues to grow within Brixton, see table below, Hondo also believe we can help build a commercial hub within the local area.

### Comparator Ranking

<table>
<thead>
<tr>
<th>Rank</th>
<th>Comparator</th>
<th>Employment Growth (2012 - 17)</th>
<th>Business Growth (2012 - 17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brixton TC</td>
<td>28%</td>
<td>Hackney TC 51%</td>
</tr>
<tr>
<td>2</td>
<td>Camden TC</td>
<td>19%</td>
<td>Lewisham TC 38%</td>
</tr>
<tr>
<td>3</td>
<td>Tooting TC</td>
<td>17%</td>
<td>Brixton TC 41%</td>
</tr>
<tr>
<td>4</td>
<td>Peckham TC</td>
<td>15%</td>
<td>Peckham TC 40%</td>
</tr>
<tr>
<td>5</td>
<td>LB Lambeth</td>
<td>12%</td>
<td>Greenwich 39%</td>
</tr>
<tr>
<td>6</td>
<td>London 12%</td>
<td>12%</td>
<td>Croydon TC 34%</td>
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<td>7</td>
<td>Hackney TC</td>
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<td>Greenwich 39%</td>
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<td>8</td>
<td>Greenwich TC</td>
<td>7%</td>
<td>LB Lambeth 32%</td>
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<tr>
<td>9</td>
<td>Croydon TC</td>
<td>6%</td>
<td>London 29%</td>
</tr>
<tr>
<td>10</td>
<td>Lewisham TC</td>
<td>-4%</td>
<td>Camden TC 28%</td>
</tr>
<tr>
<td>11</td>
<td>Fulham TC</td>
<td>-10%</td>
<td>Fulham 21%</td>
</tr>
</tbody>
</table>

*Hondo with the winners of Brixton Kitchen*
ADJAYE ASSOCIATES

Adjaye Associates believes that architecture presents opportunities for transformation – materially, conceptually and sociologically.

Driven by the desire to enrich and improve daily life, the practice’s buildings are designed to meet the diverse needs of the communities they serve.

Adjaye’s vision is one that promotes multiple interpretations of the civic experience. The approach to urban development is driven by the human-scaled complexities of urban living in parallel with the driving forces of topography, geography and climate.

The celebration of difference that lies at the heart of the practice’s architecture feeds into all its projects – whether school and university campuses, re-developed urban quarters or entirely new cities.

“This project fits into a narrative that is incredibly important to me, making civic and social spaces that are about bringing in diverse constituents both locally and from the city and its visitors. A socially constructed architecture that can edify the community. When taking on this project, I could see the incredible opportunity it had to elevate the experience and give back to the community.”

- Sir David Adjaye, OBE, on Pope’s Road
UNDERSTANDING BRIXTON’S HISTORY

BRIXTON ORIGINS

Historic Anchors in the neighbourhood
Brixton has long been a hive of activity and is an important part of the history and culture of our city. The 19th century creation of Vauxhall Bridge provided Brixton a direct connection to London’s centre.

INDUSTRIAL TRANSITION

From railway lines to coal depots
The advent of the railways transformed Brixton, and brought the industrial revolution to the area. The new rail infrastructure led to the creation of a number of warehouses and factories.

RETAIL & ARCADE BEGINNINGS

Brixton Illuminated
Brixton became a middle-class suburb at the end of the 19th century, largely due to the combination of the railways and commerce. In 1880, Electric Avenue was given its name as the first street in London with electric lighting.

Vauxhall Bridge
1817

St. Matthew’s Church
1825

Brixton Park Hill
1820

Pope’s Road was a wide oval-shaped street/square within crisscrossing train lines

Coal Depot sign in Ordnance Survey map
1894

Paple’s Road - Carriage with coachman and coal staithes
C.1900

The site was a depot - and thoroughfare - for local coal distribution by horse and cart

Paple’s Road - Carriage with coachman and coal staithes
C.1900

The meeting point between railway infrastructure and local street market

Brixton and South Stockwell railway station opens
1862

Brixton Railway Station overhead electrics
C.1927

Brixton Park Hill
1820

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Brixton Park Hill
1820
BRIXTON MARKET
Social anchor of diverse communities
Since the Windrush Generation started to arrive in the 1950s, Brixton has historically been the spiritual home of Britain’s diverse Afro-Caribbean community, which coalesces around Brixton Market.

BRIXTON IDENTITY
Social developments and contexts
Brixton has often celebrated its migrant links and is the home of Britain’s Black Cultural Archives, established by Len Garrison in 1981.

PRESENT DAY
Local communities
Nelson Mandela’s visit to Brixton Rec in 1996 further cemented Brixton’s reputation as the centre of UK black social movement and culture.

UNDERSTANDING BRIXTON’S HISTORY
MARKET EXTENTION & PERMEABILITY

The site is incredibly well-connected. It is situated in close proximity to 25 bus routes, as well as the Victoria Line on the London Underground, the Overground and the Chatham Main Line.

However, central Brixton can be difficult to navigate. This site will increase permeability in Brixton, opening up the markets to Brixton Station Road. This development will improve access for both the people of Brixton and its visitors, with a new route from Pop Brixton, through the arcades to Brixton Road and the Station.

The site does not sit in a conservation area. This will therefore allow for the opportunity to provide new employment and retail space in the heart of Brixton.
MARKET TRADERS

We believe there is a unique opportunity to extend the Market, opening it up into a wider publicly accessible space for the benefit of traders and visitors. This is supported by the Lambeth Local Plan. Brixton Village and Market Row would continue to be for those traditional users to preserve the Market’s character, mingled with the bars and restaurants which have made them so popular over recent years. The opening up of Pope’s Road will also help local street market traders as it will increase footfall. The addition of more retail space will add to the vibrancy of the town centre and enhance Brixton as a destination.
OPEN PUBLIC SPACE

At Brixton Market we are committed to engaging with the local community and want to provide spaces and opportunities for local residents. From the summer, neighbourhood groups such as Brixton Impact Hub and the Black Cultural Archives will be using our community and event space at the back of Brixton Village. By developing additional community space in Pope’s Road we believe there is an opportunity to work with groups such as these to do even more.

Adjaye Associates have distinct pedigree in creating cultural and historic spaces. The Smithsonian National Museum of African American History and Culture in Washington D.C., created by Adjaye Associates was named Design of the Year 2017.
LOCAL CONSIDERATIONS

The Lambeth Local Plan designated the Pope’s Road site as appropriate for commercial development.

Last year Hondo commissioned Hatch Regneris, an economic research consultancy to produce a report in order to better understand Brixton, it’s people and the local economy. As part of this research we found that Brixton was a growing commercial hub, however, the appetite for new businesses to move here was being restrained by a lack of employment space. The report found that despite employment growth in Brixton being more than twice as fast as Lambeth, with a 28% increase per year, vacancy rates within the town centre are virtually at zero.

This scheme will address the need for office space and job growth in the area by providing additional commercial space above the market. The increase in office space will be predominantly delivered on the west of the site.

Adjaye Associates are considering local and London-wide views to ensure the design respects the location and does not adversely impact its surroundings. This includes views from Loughborough Park conservation area and the Brixton Conservation Area.

Hondo Enterprises and Adjaye Associates are also considering the possibility of incorporating a hotel to the east of the Pope’s Road Development. This will look to accommodate the increased demand of visitors in Brixton as we aim to promote Brixton including its historic and vibrant market to the world.
Thank you for attending this public consultation on the proposals for the redevelopment of Pope’s Road.

We will consult on our plans again in Autumn 2019 before submitting our application.

Please let us know your thoughts by filling out a feedback form.

If you would like to be notified when the planning application has been submitted, please include your contact details and tick the consent box.

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