**WELCOME**

Hondo Enterprises, the owners of Brixton Village and Market Row, in partnership with award-winning architects, Adjaye Associates are pleased to host our second round of consultation events, giving the local community the opportunity to contribute to our detailed proposals for the regeneration of our Pope’s Road site.

The site is currently occupied by a Sports Direct shop and the fashion outlet, Flannels. The site sits in the middle of Brixton, perfectly positioned to be integral to the wider regeneration of the town centre.

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

Since acquiring them two years ago, Hondo have been committed to protecting and enhancing the markets, while also equipping Brixton for the present day. This scheme will improve permeability in Brixton, boost the local economy and create a new attraction within the town centre.

Members of the development team are on hand to answer any questions you may have.
HONDO

Hondo Enterprises have been part of the Brixton community since March 2018. From the outset we have worked to protect the unique character of the markets, while ensuring the diverse culture of Brixton can continue to thrive for generations to come.

Hondo have invested significantly in the infrastructure, improvement and maintenance of the markets. This includes the repairing of roofing, drainage, and restoring existing facades. Hondo is also introducing heating and ventilation in the coming months. As a priority, we introduced WiFi and free toilets, which are currently being refurbished. We are also in the process of launching a new city-wide marketing campaign, with improved signage.

Hondo understand their responsibility is to continue to ensure the markets feel open to the community. That is why they have invested heavily in reaching out to the local community to build relationships, financially support local projects and offer space to help groups operate.

We are currently working closely with Impact Brixton, a local social enterprise organisation to help programme our new Lost in Brixton terrace in Brixton Village so that it may be used by local groups who do not have a space of their own in the area. In addition we currently use various empty units and spaces for the Compliments of the House food exchange within the market to help provide for vulnerable people in the area.

ADJAYE ASSOCIATES

Established by principal architect Sir David Adjaye OBE in June 2000, Adjaye Associates believes that architecture presents opportunities for transformation – materially, conceptually and sociologically. The team has a proven track record in creating spaces that are layered with meaning, strengthened by rigorous historical research, and expressed through bold form, materiality and light.

The approach to urban development is driven by the human-scaled complexities of urban living in conjunction with topography, geography and climate. Driven by the desire to enrich and improve daily life, the practice’s buildings are designed to meet the diverse needs of clients. Inspiration is drawn from many influences around the world and the work clearly articulates this enthusiasm for issues of place and identity.
HONDO is pleased to bring forward proposals that will activate a underutilised site in the town centre. Our vision for Pope’s Road will help deliver:

- An extension of the world famous Brixton Market.
- Increased permeability and linkages through the heart of Brixton.
- Facilitating the provision of a new public square in front of Brixton Station.
- Replacing and doubling the number of public toilets (free to use).
- New office eco-system with new flexible spaces for large and SME businesses and creative industries.
- 20,000sq ft (10%) affordable workspace.
- Supporting local employment opportunities.
- Publicly accessible rooftop experience for Brixton.
- Creation of a new publicly accessible central Market Space which can be used by community groups.
- Circa 2,000 new jobs in the creative, tech and cultural sectors.
- £2,000,000 in business rates available for investment by the local authority.
- £3,400,000 of extra spend in local area per year enhancing local businesses.
- Creating safer neighbourhoods and natural surveillance.
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.

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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

Pope's Road - Carriage with coachman and coal staithes c.1890

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

Pope's Road street market with row of coal merchants 1927

Brixton and South Stockwell railway station opens 1862

Brixton Railway Station overhead electrics c.1927

Bon Marche department store c.1877

Electric Avenue 1895

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1800's
UNDERSTANDING BRIXTON’S HISTORY

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.
We believe there is a unique opportunity to extend Brixton Market, opening it up into a wider publicly accessible space for the benefit of traders and visitors. Further retail and leisure with the potential for creative industries will help enhance Brixton’s reputation as a key town centre within London. Brixton Village and Market Row would continue to be for those traditional retail traders to preserve the market’s character, in addition to food and beverage offers which have become incredibly popular over recent years. The new units will be of a similar small size, with the layout ensuring that bustling corridors of trade will be created.

While these traditional uses will be expanded into the new Market, having listened to feedback from the initial consultation, we also believe there is an opportunity to offer a bigger variety of uses on the first floor. This could include affordable workspace units, design studios or spaces for creative uses and leisure/wellness activities.

Finally we believe the opening up of Pope’s Road will also help local street market traders as it will increase footfall through the original markets. In addition, increased employment in the area will help boost day time trading across central Brixton.
Brixton can be difficult to navigate; however, we believe this scheme will increase permeability in the town centre, opening up the markets to Brixton Station. This new route will make it far easier to travel from Pop Brixton to Brixton Road and the Underground Station, through the arcades of the market.

Urban planners Space Syntax’s research has found that there is a large amount of pedestrian congestion in central Brixton at peak times. Outside Brixton Underground more than 2,000 people per hour try to navigate Brixton Road, while between 1,000 and 2,000 people per hour try to pass through the Electric Avenue street market. This can lead to uncomfortable overcrowding.

Our scheme would address this by formulating the creation of a new public realm with a new network of routes towards the east, improving the wider accessibility of the area as a whole.

In addition, we plan to further open up the public space on Pope’s Road, while improving the existing public space. We will setback the proposed building by five metres, allowing up to 8,000sqft of open space. To help further tackle public urination, which can often be an issue for local residents, we will re-provide the free public toilets, within the ground floor of the site.
Last year Hondo commissioned Hatch Regeneris to produce a report into Brixton’s local economy. The report found that Brixton has become an ever growing commercial hub; however this potential for business growth is severely restricted due to the lack of available space.

The report stated that the amount of office space in Brixton is six times lower than the London average. Our scheme will address this by delivering new commercial space that will bring jobs to central Brixton.

Volterra, the property development economic consultants have estimated that these proposals will create around 2,000 jobs, through the construction period, and the operations of the proposed market extension and the office space. This could lead to around £3.5m spend in the local area per annum. This will not only be for local traders but also help smaller businesses across the central Brixton area.

As part of this development we want to ensure there is also space for new local businesses to grow within their community. That is why we will be offering a significant amount of workspace at affordable rents to local entrepreneurs and residents. We envisage this affordable workspace being managed in partnership with a local provider to ensure it is people from our own community who are benefiting.

In order to create a sustainable and recognisable office eco-system destination, it is essential that a critical mass is achieved, that facilitates a wide range of tenant types and sizes, from businesses at every stage of their life cycle, to local start-ups who hopefully can build and grow within the borough.

### Comparator Ranking

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<td>1</td>
<td>Brixton TC 28%</td>
<td>Hackney TC 51%</td>
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<tr>
<td>2</td>
<td>Camden TC 19%</td>
<td>Lewisham TC 48%</td>
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<td>3</td>
<td>Tooting TC 17%</td>
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<td>4</td>
<td>Peckham TC 15%</td>
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<td>5</td>
<td>LB Lambeth 12%</td>
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<td>Fulham TC -10%</td>
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MATERIALITY
Having listened to feedback from the previous consultation, and from talking to key stakeholders, we have designed a building where the material and form reflects the character of Brixton.

Our Pope’s Road site will now include a dark brick on the outer façade, complimenting similar designs on the neighbouring Electric Avenue. Similarly we plan to use concrete with a soft finish and on the window lintel, vaults and bracing, evoking a somewhat similar design as the Brixton Rec. Finally we will be using a brass finish metalwork on all window frames and railings.

LOCAL REFERENCE

BRASS FINISH METALWORK
Window frames; Railings.

CONCRETE - SOFT FINISH
Window lintel; Vaults; Bracing.

BRICK
Outer façade.

Electric Avenue
Existing façade of Brixton Station Road
Coldharbour Lane
Brixton Station Road - as proposed (visualisation by Adjaye Associates)
In order to accommodate the required office space that is needed within Brixton, including the affordable workspace, the proposed height of the development will be 21 storeys, plus ground floor. There has been a 28% increase in employment in Brixton between 2012 and 2017, more than double the rate of the London Borough of Lambeth. This scheme will help meet some of that need for space.

This site has been designated as suitable as a site for tall buildings in the Lambeth Local Plan, and as a result, Adjaye Associates have given careful consideration to local and London-wide views. This is to ensure the design is sympathetic to the location and does not adversely impact its surroundings. This includes views from Loughborough Park conservation area and the Brixton conservation area.
FLEXIBLE MARKET SPACE

Hondo also plan to include a central space in the middle of the two storey market that could be utilised for events, art exhibitions and for community groups that do not currently have their own venue to host activities.

In September, Hondo held a workshop in Brixton Village with local community groups to discuss what sort of activities they would like to use the space for. There was a wide ranging discussion that looked at young people and how to build their skills for the workplace and beyond. Creating enterprise opportunities was also a key topic, as well as activities for elderly people to learn new skills. The various groups also discussed how they could grow relationships between themselves to best serve the community, particularly intergenerational connections.

This was the first stage in what we hope is an ongoing discussion as to how this central space can be best used by the local community.

Hondo already gives access to local groups that need it, such as the terrace at Lost in Brixton and Granville Court. We are currently planning to host yoga sessions, children’s reading classes, as well as food exchanges and community networking events in the current spaces we have to offer. We have also given space to Compliments of the House, a food exchange programme for vulnerable local people in Brixton.
YOUR FEEDBACK IS IMPORTANT TO US

Thank you for attending this second round of public consultations on the proposals for the redevelopment of Pope’s Road.

We plan to submit our planning application in the coming months.

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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