



BRIXTON CENTRAL MASTERPLAN DEVELOPMENT BRIEF

CO-PRODUCTION UPDATE

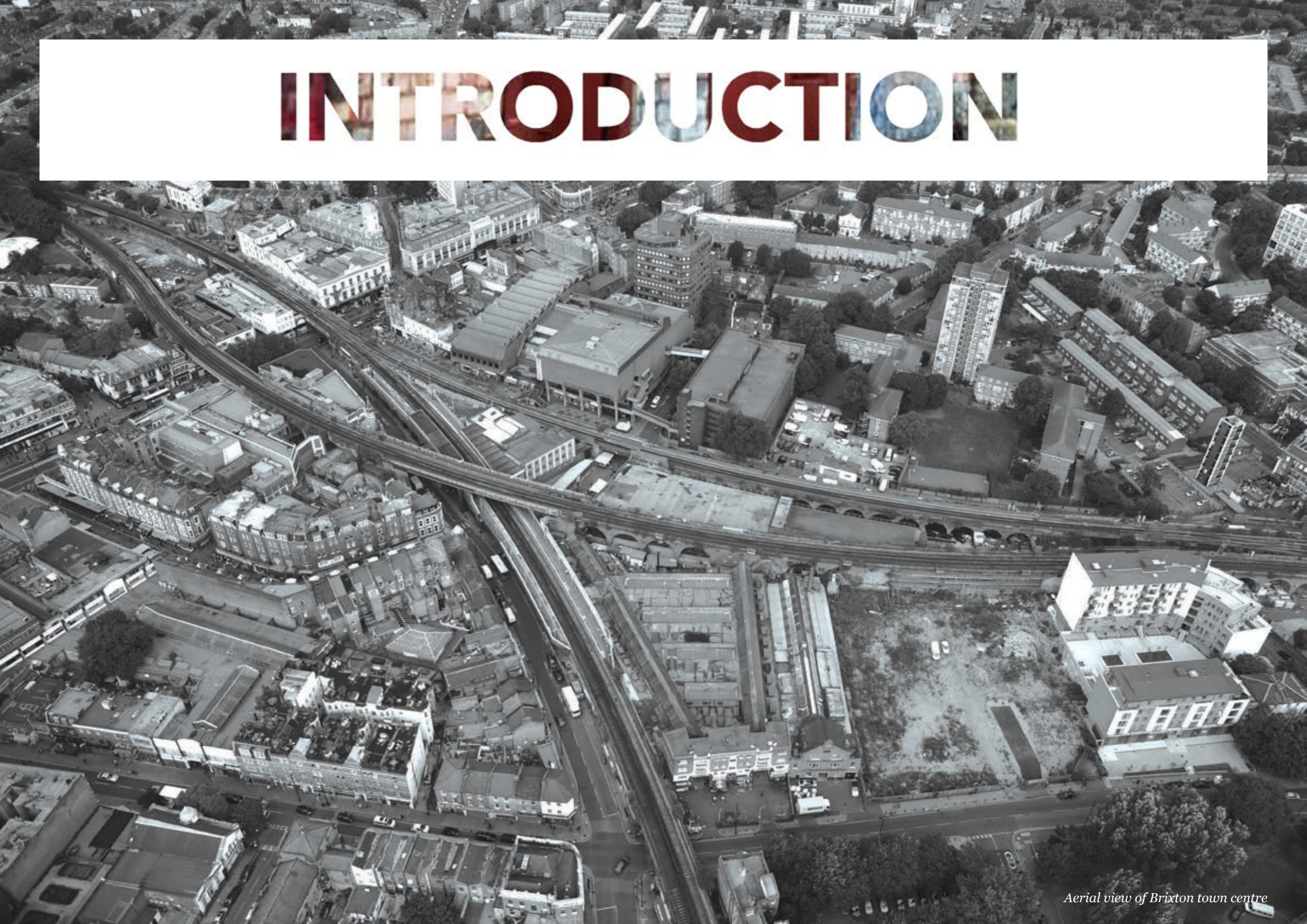
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INTRODUCTION



Aerial view of Brixton town centre

OVERVIEW OF CO-PRODUCTION

The architecture and urban design studio Fluid have been jointly appointed alongside AECOM by Lambeth Council and Network Rail to work with local people to help produce a 'masterplan development brief' for Brixton Central. This document will help guide growth and change in this important part of the town centre.

As the major landowners in the town centre, Lambeth Council and Network Rail are keen to work with local people to generate ideas for the area, working together to shape the proposals for the area's long-term future. The masterplan development brief will be co-produced with local people and therefore subject to public engagement and community consultation, coordinated by Fluid.

As part of the first stage of co-production and consultation, a local Reference Group has been established comprising key local stakeholders, alongside passionate individuals from the local community.

The local Reference Group is a sounding board for the development of the Brixton Central Masterplan Development Brief, drawing together local representatives to meet regularly with the design team and landowners to discuss and inform the scheme evolution over the period of the commission, which is due to be concluded in the autumn of 2014.

As a parallel process and working closely with the Brixton Rec User Group (BRUG), the council is commissioning additional survey and capacity work for Brixton Rec, to understand the nature and scale of improvements that could be made to the centre. Other related studies include a station refurbishment and London Overground feasibility study, and a Brixton Public Realm Strategy. The outcomes of these parallel studies will help to inform the town centre masterplan and development brief.

THE CO-PRODUCTION PROCESS

To date, we have:

- completed 22 key stakeholder meetings
- collected community narratives
- compiled key questions and responses to the landowners and design team
- held two Reference Group meetings (27/03/14 & 03/04/14), with 36 key stakeholders and individuals from the local community attending Workshop 1, and 24 people in attendance at Workshop 2
- grown and continue to expand our project contacts of local groups/organisations and individuals (currently over 200) through social infrastructure mapping

REFERENCE GROUP MEETING: WORKSHOP 1



WORKSHOP 1: POTENTIAL LAND USES, VIABILITY CONSIDERATIONS & COMMUNITY BENEFITS

For the first Reference Group meeting, a "card exercise" was developed as a tool to stimulate and provoke discussions about the potential mix of uses on the Brixton Central site, their viability and thoughts about community benefits.

Each card represented a particular land use within the established 'use classes order' stipulated by the government as part of the planning process. Against each land use, indicative commercial and community values were displayed on each card, ranging from +10 to -10. The scoring was indicative rather than scientific and intended to promote and focus discussions on development economics and community priorities.

Working in groups round tables the idea of the exercise was to select a mix of cards across all use classes representing each group's preferred mix for the site. The values were then totalled up, and as long as the scores were both positive, and of a similar order, it was considered that the mix of land uses should be both commercially and socially viable.

If the scores were badly mismatched (by more than 10 or 15 points), or if either of the total values was negative, cards were removed and added to balance the figures. It was common for this take two or three "hands" to get right. During the 'trading/exchange' session, when cards were being added and omitted, discussions were at their most intense. These were recorded, as this was considered as much part of the process as is achieving a viable mix.

Most tables ended up with a differential exceeding 15 points.

WORKSHOP 1: FINDINGS & ANALYSIS

Findings were analysed, both as to the outputs of the five individual tables within the workshop, as well as collectively, across the whole workshop, combining the aspirations of all attendees.

All tables were given a "starting hand" of a mix of residential and retail uses.

It is worth noting that five land uses were selected by the community on the "blank/other" card, available for anyone to suggest a land use that was not available in the given deck of the "use classes orders".

These land uses were "Light Industrial Units/Local Production", "Youth Community Space/Youth Hub", "Theatre", "Rail Station Improvements" and "Student Accommodation".

In summary, the following key messages were expressed by the participants,

- **"Creative Industry/Tech Companies"**

The most popular land use chosen (7 cards) - demand for places to support creativity and the provision of creative business space.

- **"Business Start-ups/Incubators/Live & Work"**

The second most popular land use (5 cards), with suggestions made for business models for new start-ups.

- **"Learning/Knowledge", "Public Toilets", "Bicycle Parking", "Market Storage"**

Four of the five tables in the workshop chose the above land uses.

- **"Public Realm/Street Improvement", "Street Markets", "Car Parking", "Light Industrial Units/Local Production"**

Three of the five tables in the workshop chose the above land uses.

- **"Hotel", "Health (clinic/dentist/wellbeing/practitioner)", "Art Gallery", additional "Residential Block (Market)", additional "Residential Block (Affordable)", "Shops (Affordable)", "Youth Community Space/Youth Hub"**

Two of the five tables in the workshop chose the above land uses.

- **"Shops (Market)", "Bars", "Performance Space", "Restaurant/Café", "Theatre", "Rail Station Improvements", "Student Accommodation"**

These land uses were selected by one table at the workshop.

- **"Food Store", "Hot food take away", "Music Venue/ Night Club", "Cinema", "Gym (Private)"**

These land uses were not selected by any of the attendees.



REFERENCE GROUP MEETING: WORKSHOP 2



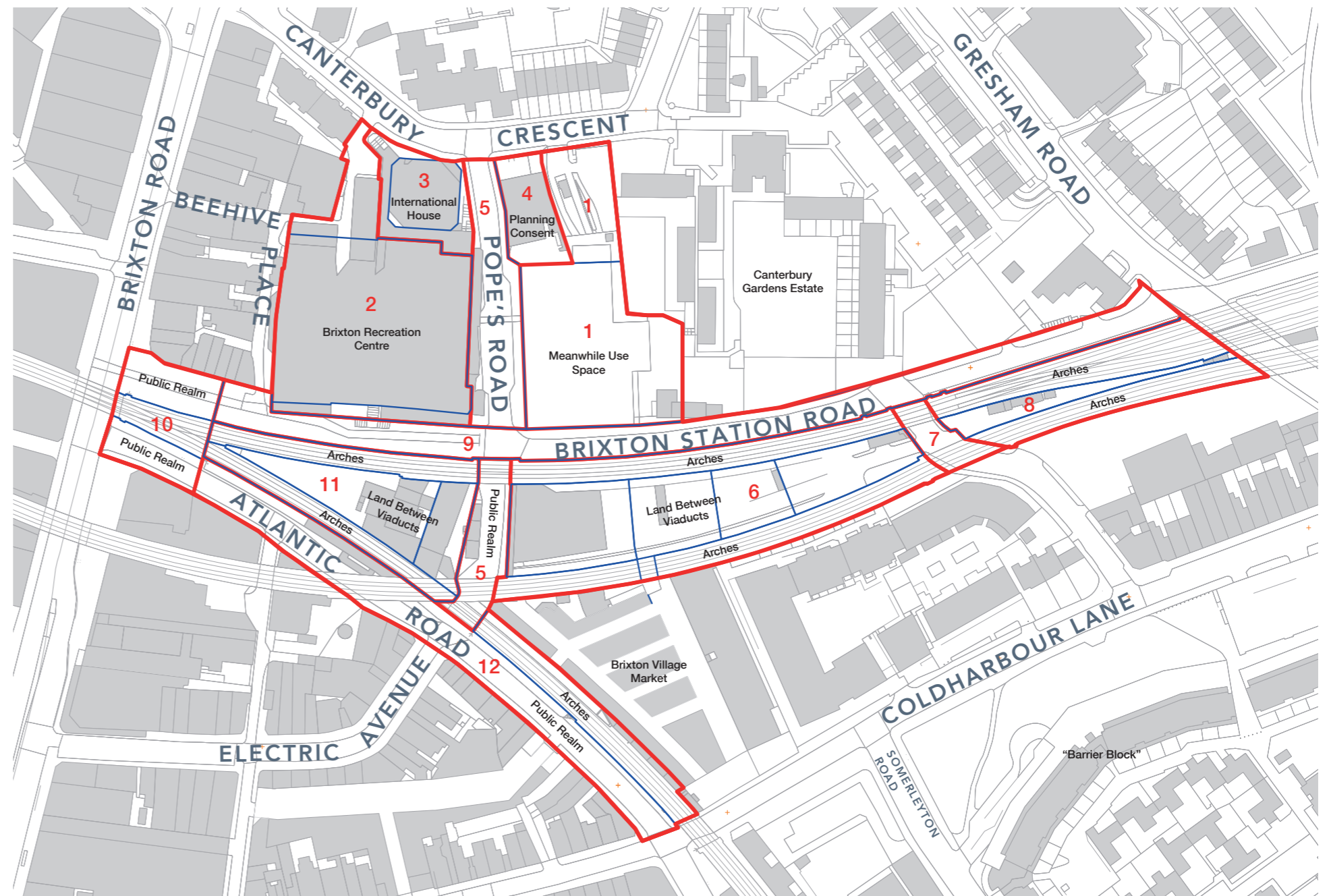
WORKSHOP 2: POTENTIAL LOCATIONS FOR DIFFERENT ACTIVITIES ACROSS BRIXTON CENTRAL

Continuing on from the first Reference Group meeting, the findings from the "card exercise" in workshop 1 were rendered as proportionally scaled discs for use on a scaled map for workshop 2.

The overall idea of the exercise was to map locations for each land use on the site, with discs being arranged on top of a site plan illustrating individual areas of land (numbered 1-12).

Attendees from the community were encouraged to attend both workshops to provide continuity and consistency. Those who attended workshop 2 were encouraged to locate themselves at the same table as before.

The package of discs given to each table provided their point of departure, and this was purely generated by individual table outcomes from the first workshop.



Site Plan

WORKSHOP 2: FINDINGS & ANALYSIS

The findings were analysed, both for the five individual tables within the workshop, as well as collectively across the whole workshop, combining all attendees.

Land uses have been grouped in terms of their selected locations.

Overall findings from all participants have been combined into a table, shown on the following page.

In summary,

- **“Area 1” (Meanwhile Use site / Land adjacent to Canterbury Arms)**

Alongside area 6, this was the area of the site with the greatest mix of land uses desired. All of the tables that selected car parking as a use located it here, suggesting that basement parking was preferable. Mixes of civic institutions (learning/knowledge, health, art gallery) also were located here, alongside both market and affordable retail. A mix of market and affordable housing was desired for the mid-upper level on this area, with a hotel mentioned by one table.

- **“Area 2” (Brixton Rec Centre)**

There was interest for ground level uses here, including a desire for creative, education and community spaces, and potentially an art gallery and shop. Supported by the Brixton Rec Users Group, there was a view that the Rec has capacity to accommodate more uses.

- **“Area 3” (International House)**

Ground, or “lower level” uses chosen for this site suggested creative industry and bars. A mix of market and affordable housing was desired for the mid-upper level in this existing building.

- **“Area 4” (Canterbury Arms Pub)**

It was acknowledged that planning consent had already been permitted for this site.

- **“Area 5” (Pope’s Road)**

It was concluded by everyone that this area should be a site for major public realm improvements, with the area south of Brixton Station Road suggested as a place that could be a special focal point within the scheme.

- **“Area 6” (Land between the viaducts and arches East of Pope’s Road)**

Alongside area 1, this was the area of the site with the greatest mix of land uses desired. It was concluded by all participants that this area should be a site for extended markets, creative industry, with business start-ups being very popular. There was mention of creating new public realm within this area. A mix of market and affordable housing was desired for the mid-upper level on this area.

- **“Area 7” (Valentia Place)**

Public realm improvements supporting enhanced activity along this end of Brixton Station Road were sought by some tables.

- **“Area 8” (Land between the viaducts and arches East of Valentia place)**

There was interest for business start-ups and creative industry here, including a desire for light industrial units/ local production and market storage.

- **“Area 9” (Brixton Station Road)**

It was concluded that this area be a site for public realm improvements, with bicycle parking included.

- **“Area 10” (Public realm and arches at the junction of Brixton Road)**

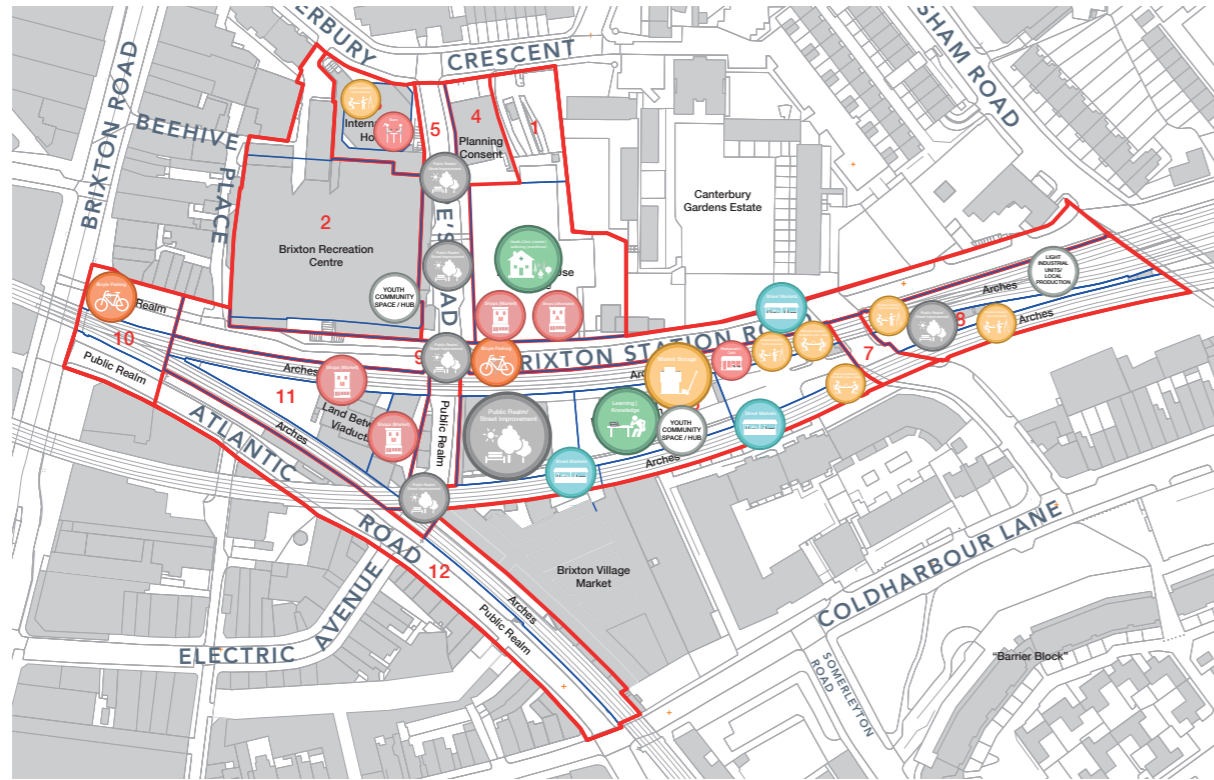
It was suggested that this was a gateway site for the scheme, described by some as the “face of Brixton”, with land uses including information centres and screens, bicycle parking and public realm improvements.

- **“Area 11” (Land between the viaducts and arches West of Pope’s Road)**

A mix of land uses were desired for this area, including public toilets, market storage and market retail alongside rail station improvements. Some tables thought this was an appropriate location for a mix of market and affordable housing at the mid-upper level.

- **“Area 12” (Atlantic Road)**

It was concluded that this area be a site for public realm improvements, with bicycle parking included.



Findings: Table showing overall combined findings by Area and Land Use



CO-PRODUCTION TARGET DATES

Next steps:

In July, we will take the findings of the co-production process to-date and the town centre masterplan options derived from this to the wider public, through a combination of public drop-in exhibitions and pop-ups.

- June: Further Outreach - Youth Engagement
- July: "Masterplan Options"
Reference Group Meeting (Public Workshop),
Pop-Ups & Drop-in Exhibition
- August: Report

Following feedback a final draft masterplan development brief will be drawn up and presented back to the community for review.

- September: "Final Masterplan / Draft Development Brief"
Reference Group Meeting (Public Workshop), Drop-in Exhibition
- October: Final Report

GET IN TOUCH



brixton@fluidoffice.com
www.futurebrixton.org/brixton-central



Fluid, 148 Curtain Road, London EC2A 3AT



020 7729 0770

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