

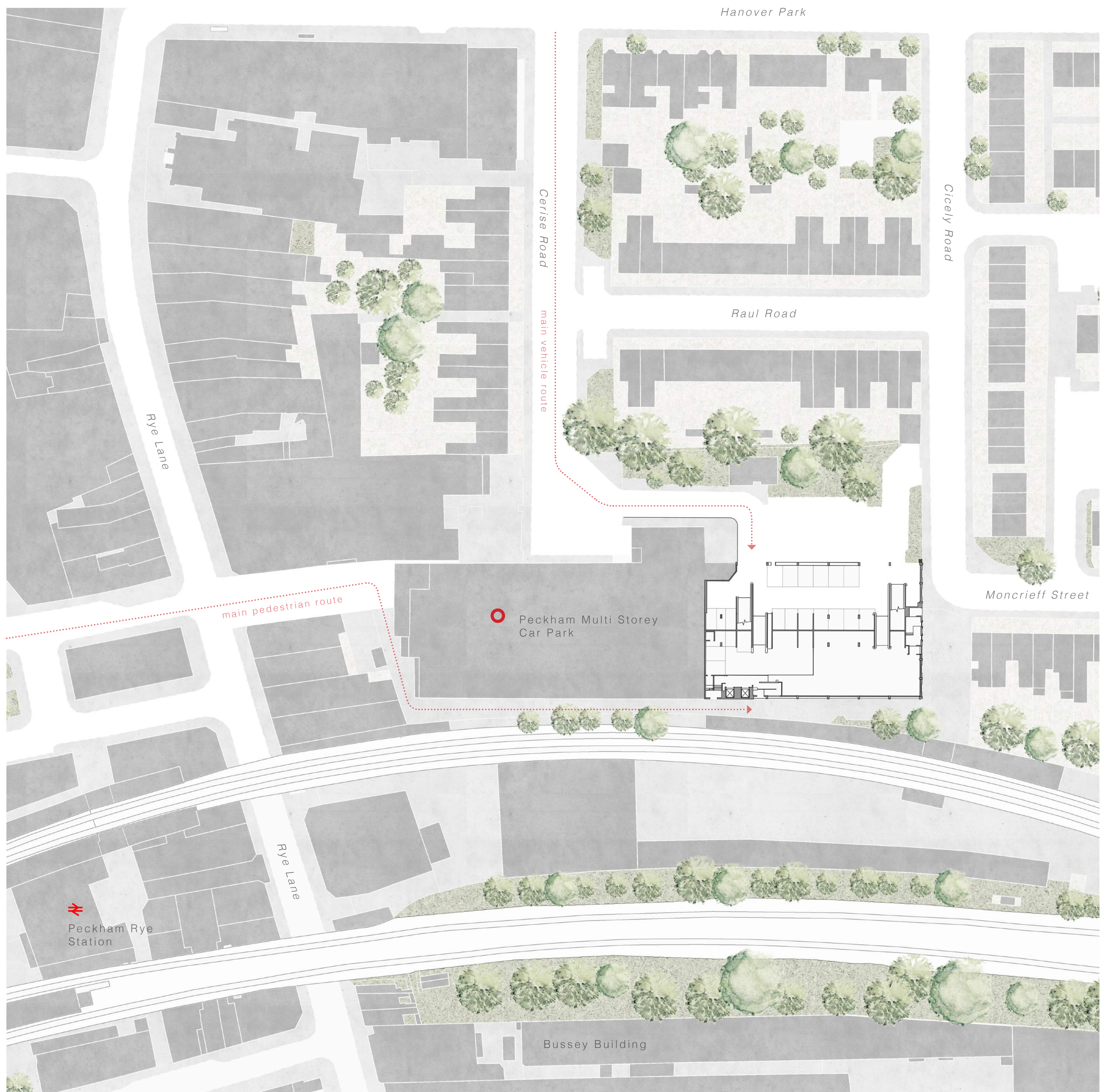
THE PROJECT

On Friday 6th November, Southwark Council announced that the team behind the innovative project Pop Brixton will be transforming Peckham Town Centre Car Park into Peckham Levels; a new creative community for local artists and entrepreneurs.

The project shares Pop Brixton's ambition to support local, independent talent but is taking an entirely new approach to reflect Peckham's unique identity. The winning proposal has been designed to offer over 20,000 sq ft of artist's studios, workshops and shared creative workspace.



LOCATION

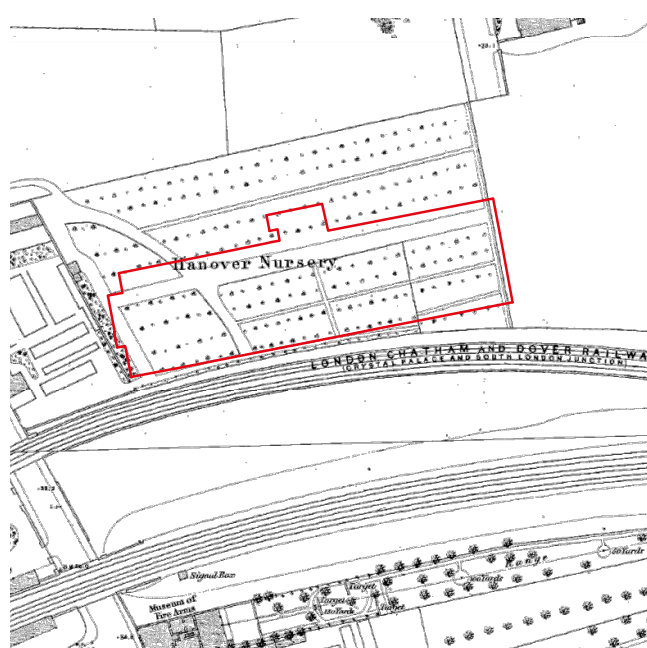
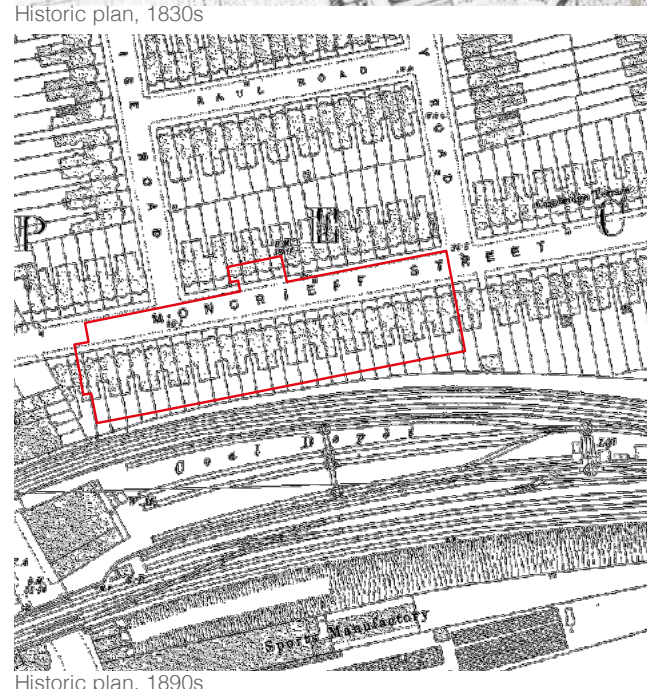
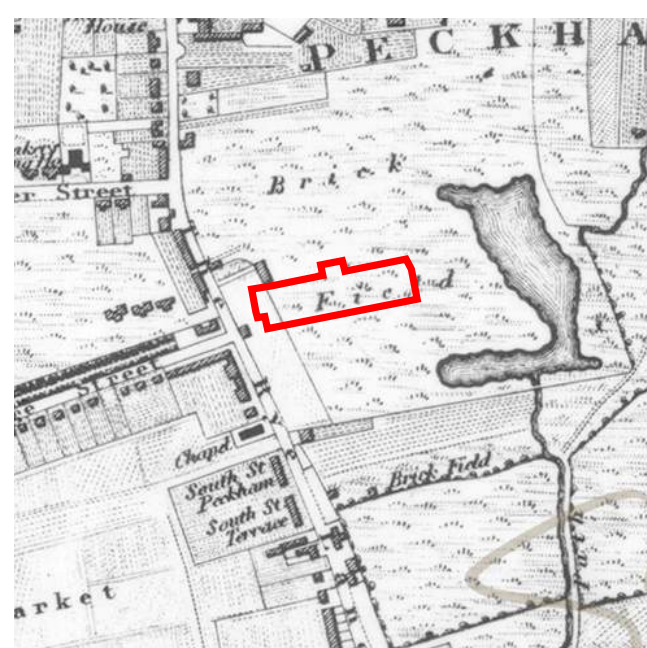


Site History

The site was occupied in the late 1800s by a plant nursery. London's rapid expansion during the industrial revolution led to the increased urbanisation of Peckham, and in particular the development of Moncrieff Street.

In 1983 the multi-storey car park was built as part of a Sainsbury's supermarket. Its construction involved the demolition of part of the terrace along Moncrieff Street.

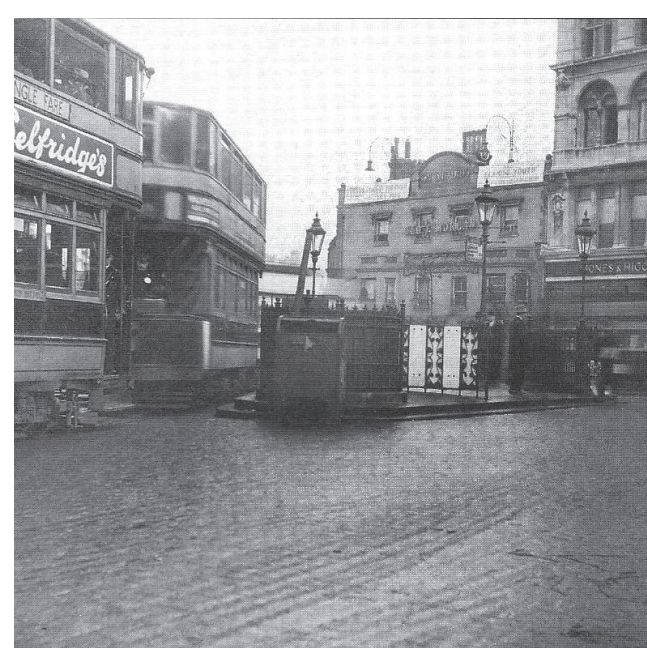
The supermarket, which occupied part of the ground floor, closed and was converted into Peckham Plex cinema. The car park became a council-run public car park, but is largely under-utilised. In recent years its upper floors have hosted popular seasonal cultural and arts programmes.



Peckham's History

For most of its history, Peckham has existed as a small rural settlement within Surrey. The settlement expanded as transport links between Peckham and London were improved. Grand Surrey Canal and the extension of the tram line in 1869 from Camberwell along Peckham High Street were introduced before the completion of Vauxhall Bridge in 1906, Southwark Bridge in 1921 and Waterloo Bridge in 1945.

These improvements led to Peckham becoming a hot spot for affluent Londoners who wished to remain within the proximity of London but wanted to escape city life. The village quickly transformed from a small satellite town into a suburb and officially became part of London in 1889.



Lavatories on Rye Lane, 1930



Rye Lane, circa 1955



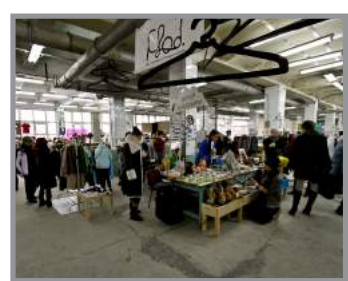
Jones and Higgins on Rye Lane, 1963



Peckham High Street, 1979

OUR VISION

Layout & uses



/ Event Space
A large multifunctional space used for a wide variety of events such as exhibitions, performances, craft fairs, community gatherings etc.



/ Dance Studios
A series of spaces suited for yoga and pilates classes, dance and drama rehearsals and similar activities.

/ Recording Studios

/ Cocktail Bar

/ Winter Gardens
Planted indoor/outdoor terraces, forming a green belt along the facade.

/ Amphitheatre
A space used for smaller events and performances framed against the backdrop of the London skyline.



/ Auditorium
The ramped section of the floor plate is used as an auditorium by the buildings community and could host an inspiring programme of talks and events for the public. The small businesses on the floors below could use this for presentations.

/ Community Cafe

/ Indoor Market
A flexible market place of local food vendors catering to the tenants & visitors to the site. A meeting point for the local community, whilst offering opportunities to independent traders.



/ Gallery
A public gallery/exhibition space for the tenants and local artists to showcase their work.

Levels 03 & 04: Artists & Makers



/ Ceramics Studios



/ Kiln Room

/ Meeting Rooms

/ Shared Studios
Co-working spaces focused on communal work space especially for artists and artist groups. A creative environment that may foster joint projects and collaboration.



/ Laser Cutting + 3D Printing
Having access to high end industrial services is becoming increasingly more important in the realm of art and design, but is equally expensive. By offering public use of these services, young inspiring creatives may foster their ideas in an economically sustainable way.



/ Artist Studios
Individual studio space arranged around the perimeter of building, where the translucent front wall will provide light into the core of the building.

Levels 01 & 02: Digital Media & Print



/ Co-Working
A hub for enterprise and innovation, these spaces will provide 'hot desking' and affordable work space for start-up businesses and individuals in an exciting and dynamic environment.

/ Editing Suite



/ Print Press
One of several workshop facilities, which tenants will be able to access, whilst the general public will gain the opportunity to use facilities upon booking.



/ Photography Studio



/ Meeting Rooms
Meeting rooms will be available on each floor, making it easy for in-house tenants and outside clients to hold workshops, seminars, meetings and small lectures.

/ Artist Studios

Levels -01 & 0: Work & Deliver

/ Parking



/ Workshops
A large ground floor area dedicated to more heavy workshop facilities, such as wood working and metal workshop. With easy vehicle access and proximity to the street, this space is perfect for artists and makers who work with larger and heavy materials.

/ Storage

- | | |
|--------------------|----------------------------|
| Studio Space | Event Space |
| Co-Working | Gallery / Exhibition Space |
| Shared Work Space | WC |
| Performances Space | Storage |
| Food & Beverage | |

TRANSFORMATION

Interior view



Existing interior



Proposed interior

OUR VISION

Reference projects

Peckham Town Center Car Park has a robust, industrial nature allied with an almost post-modern, decorative brick and concrete exterior. Internally the spaces are characterised by its raw structure, and long horizontal strip openings to the exterior. We like all of this, and our aspiration is to work with this interior to create raw, industrial spaces that function well and are appropriate for the uses we propose. One might call it an art school aesthetic. For a space to foster creativity it must be able to act as a blank canvas and allow its users to feel free to experiment without worrying about damaging or altering the space of the room. Tough buildings allow this to happen, and the car park is a perfect vessel.

Our approach will be to create a 'toolkit' of components that

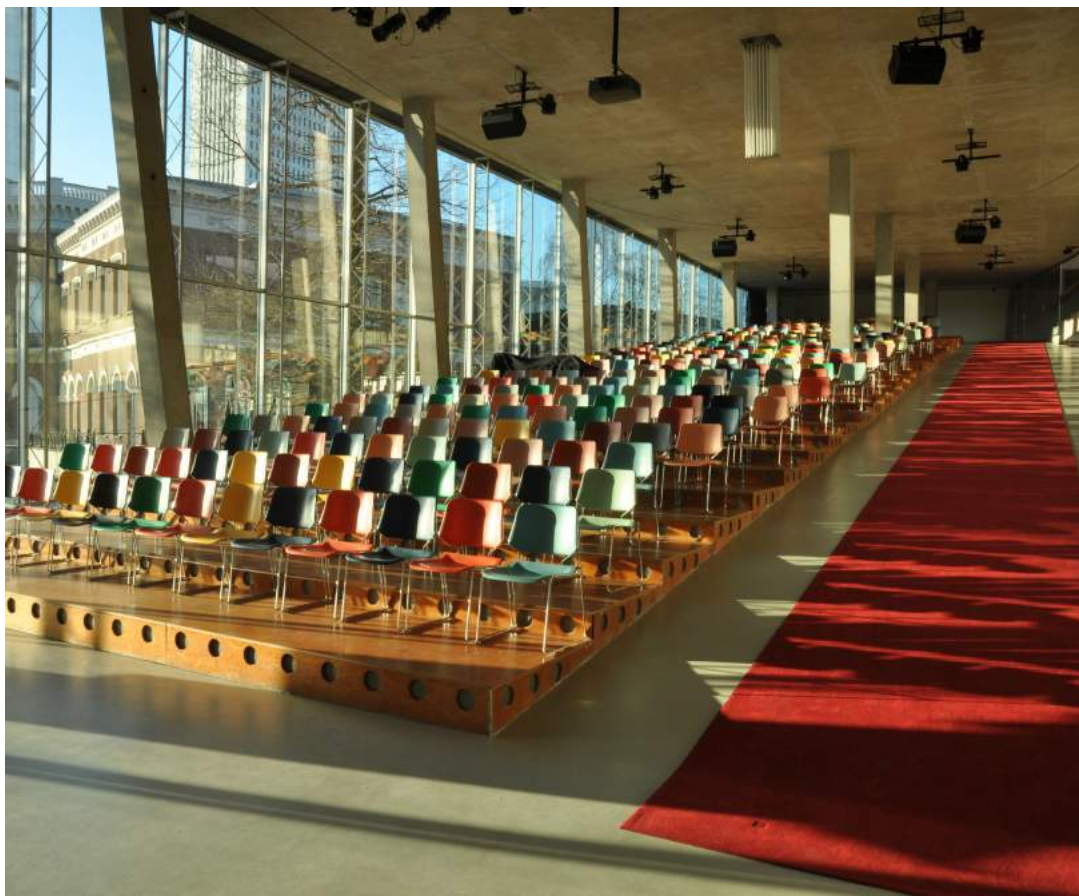
can transform the building from windswept multi-storey car park into a thriving creative hub. These will range from a variety of partitions and screens to subdivide space where necessary (from a block or plasterboard partition to a curtain), glazing and polycarbonate screens to the exterior, to bold graphics and signage combined with appropriate lighting strategies. Buildings will be created within buildings; streets and squares will be defined, treating the interior as exterior.

Our approach will also be one of creating a backdrop against which the work of the artists, makers and creatives can take centre stage. We are also aware that as a temporary project our investment in materials should be minimal, bearing in mind the impact on the environment. Hence we will look to create systems

capable of future re-use.

Our proposal will celebrate the material qualities of the car park's existing concrete structure. A light-touch, low-tech approach and material palette will express the meanwhile nature of the project, as a complimentary yet contrasting addition to the existing fabric. Performative elements such as curtains, screens and movable partitions will lend a responsive, almost theatrical atmosphere to the car park's rejuvenated floors.

These images illustrate references to other relevant local arts workshops and buildings that have been successfully re-purposed from their original industrial uses.



Kunsthall, Rotterdam — OMA

This is a new cultural centre (in a new building). It is based around a ramped floor, leading people into the building, in places creating a natural auditorium, and creating dynamism and movement. The relevance for the conversion of a car park is apparent.



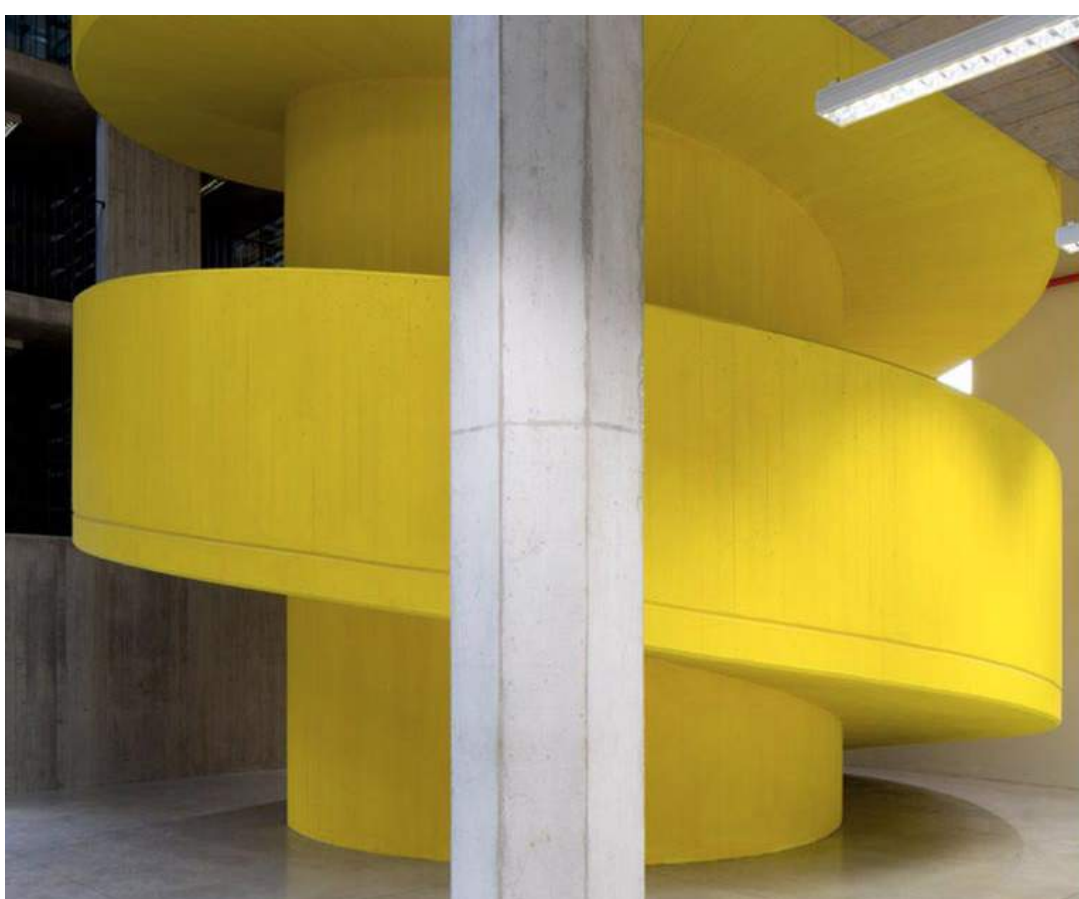
Palais de Tokyo, Paris — Lacaton & Vassal

An existing building was stripped back to expose its structure and converted into a successful arts venue using minimal intervention and a palette of robust and industrial materials to create a utilitarian appearance.



Librairie Avant-Garde, Nanjing, China

A disused carpark converted into a bookshop and library, using the existing vehicle routes as pedestrian circulation through the building.



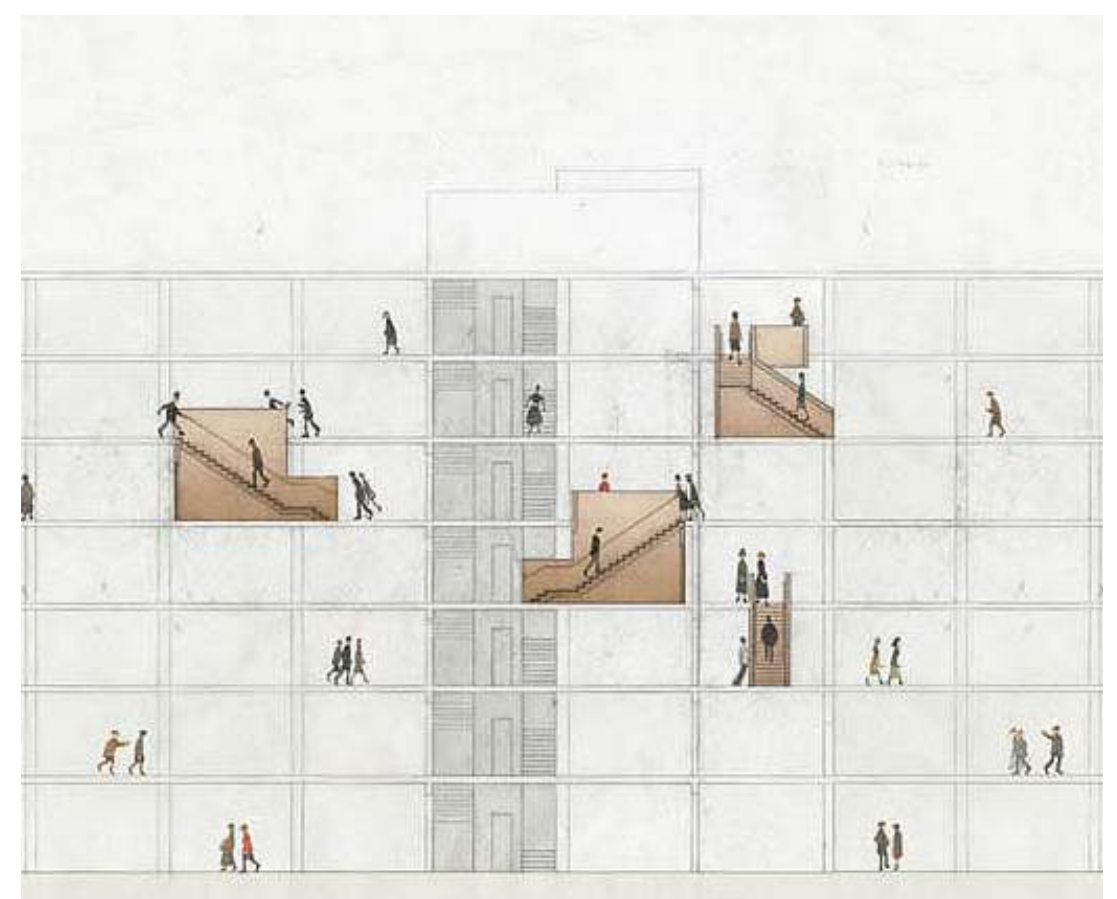
House of Memory, Milan — Baukuh

A new building containing cultural facilities and an archive is connected by a large concrete spiral staircase, painted bright yellow. The stair is as both a circulation device and a focal element. The simple act of painting the stair sets it in contrast to the rest of the building, and offers a possible technique to rehabilitate pedestrian access ramps in the car park.



Pullens Yard, London

Victorian live/work units in Kennington with shared yards owned by Southwark and fully occupied by artists and makers. Twice yearly it holds an Open Studios event where the community get to share their work with the public.



Cass School of Architecture, Aldgate — ARU

A former textile warehouse was converted into the new campus building for the Cass, which is part of London Metropolitan University. New 'domestic' staircases were inserted, creating informal routes between levels. A central 'boulevard' acts as the major circulation space and doubles as an informal extension to studio spaces.

TEAM



Stealth Barn, Norfolk



Slip House Brixton, South West London
Winner of the RIBA Manser Medal, 2013



Ochre Barn, Norfolk

PREVIOUS COLLABORATION

Pop Brixton

Pop Brixton is Pop Community Ltd.'s flagship project, transforming a disused area of space earmarked for development, into a community asset providing a home for 60 independent businesses and social enterprises, and creating a new destination for the local community.

Pop Brixton uses up-cycled shipping containers to house the next generation of local food and drinks entrepreneurs, retail outlets, workspace for local businesses and artists and a community event space. Pop offers subsidised space for start-ups and small businesses, with 10 units available at 20-50% of market rate, whilst every tenant donates a minimum of one hour a week to training and support for local residents.

At the heart of Pop Brixton, and Pop Community Ltd. as a whole, there is a sharp focus on community and social purpose. Pop Brixton has become an important platform for local businesses, and a source of employment and opportunity for a large number of local residents.

Since its launch in May 2015, Pop Brixton has created over 70 Full Time jobs, delivered over 60 apprentice and trainee positions and hosted training events for over 1,000 participants.

With a strong focus on localisation, over 75% of the businesses operating at Pop Brixton are from Lambeth, with over 70% of jobs and training opportunities provided to Lambeth residents.

Tenants have been selected based on strict selection criteria considering:

- Strength of their business plan
- Locality to the Brixton area
- Community ethos
- Training and give-back commitment

As a result of this community focus, Pop Brixton's projected impact is significant. Over the course of the project, it is expected to deliver:

- Premises and support for over 100 businesses
- 70% of which are start-ups or early stage ventures
- More than 200 new jobs
- More than 3,000 training opportunities

CARL TURNER ARCHITECTS

Carl Turner Architects (CTA) was formed in 2006, and has established a reputation for high impact, considered architecture.

A key concept and driver for the practice is the idea of 'thinking through making'; physically testing and developing ideas through the process of construction. To facilitate this, the practice often acts as contractor to deliver its built work. This is allied with a strong ideas led approach.

CTA projects are informed through public consultation and they are now working with Southwark Council on the re-planning of Peckham Library Square through a series of co-design workshops with local residents and stakeholders. The practice is also working with Southwark and a major arts organisation on the design of a circa 100,000 sq ft drama and performing arts academy in Peckham.

Collaboration is key to what CTA do. The practice has worked with The Architecture Foundation and British Council to design and make an installation for MUDE, Museum of Design & Fashion called Home from Home. CTA have also worked with The RIBA on both their Regent Street Windows program (with men's brand Jack Spade) and more recently in Shanghai with Moleskine and The RIBA.

CTA have developed their thinking around public space through competitions such as the AF Ameliorating Amelia Street (shortlisted entry) and Royal Academy exhibited AF Rivers Project. This idea about active (not passive) public space is now being tested on a live project called Pop Brixton. CTA won an open competition and have designed, constructed and will manage the project for three years in partnership with Lambeth Council. This project has been made possible through active engagement with the local community.

Awards

The practice has won numerous awards for its work, including a RIBA Award and the RIBA Manser Medal in 2013 for Slip House, which was also shortlisted for the RIBA Stephen Lawrence Prize. The making of Slip House was featured on Channel 4's Grand Designs. The practice was highly commended in the 2012 Architect of the Year Awards in the Small Projects category, and was the only UK practice to be highly commended in the 2013 AR House Awards. CTA went on to win the 2013 AYA Award for the Best One Off House Architects.



THE COLLECTIVE

The Collective is a property company with a different perspective, developing and operating a wide variety of projects across London. Our focus is on providing better places for young people to live and work in London.

With our Co-Living concept, we are a pioneering a new way of living, designed around the changing lifestyles of young renters in London, offering shared living communities that provide community, flexibility and convenience.

We also develop and operate Co-working spaces for start-ups, entrepreneurs and freelancers. Our aim is to create the perfect ecosystem for the next generation of innovators to transform their ideas into reality, offering the spaces, support and community they need.

In addition, we have instigated The Collective Growth Fund, backing entrepreneurs who are committed to building smart city technology to disrupt the property, retail, design, social and food & beverage sectors.

Through our charitable fund, The Collective Foundation, we provide proactive support to outstanding students, aspiring entrepreneurs and industry leaders. From work experience and apprenticeship programmes, through to subsidised living and working space, The Collective Foundation is a launch pad for turning dreams into reality.

Using our insight into community building, the power of physical places, and the importance of creating positive change, we also work on unique community-led property projects. Our partnership with Carl Turner Architects has led to the delivery of Pop Brixton, one of London's most exciting new regeneration projects. Our joint venture, Pop Community Ltd., now aims to build on the success of Pop Brixton with further projects throughout London.

POP COMMUNITY LTD

Pop Community Ltd. is a joint venture between award-winning architect Carl Turner Architects and The Collective, one of London's most innovative property developers and operators. The partnership was formed to create Pop Brixton, a pioneering new space created in collaboration with Lambeth Council, designed to showcase the best and most exciting independent start-ups and businesses from Brixton and Lambeth, transforming under used meanwhile space into a vibrant temporary community where they can share space, skills and ideas.

Pop Community Ltd has been established in order to build on the success of Pop Brixton, and expand the delivery of this unique community concept into further locations around London. By encouraging resident businesses to actively contribute to the local community, Pop Brixton has demonstrated that the concept has the potential to drive sustainable and locally focussed regeneration in a new way.

Our ambition is to create amazing spaces for communities to come together, and pioneer a new form of independent regeneration, empowering local entrepreneurs to drive positive social change within the communities of which they are a part.



EXISTING CONDITION

Uses & appearance

Current condition

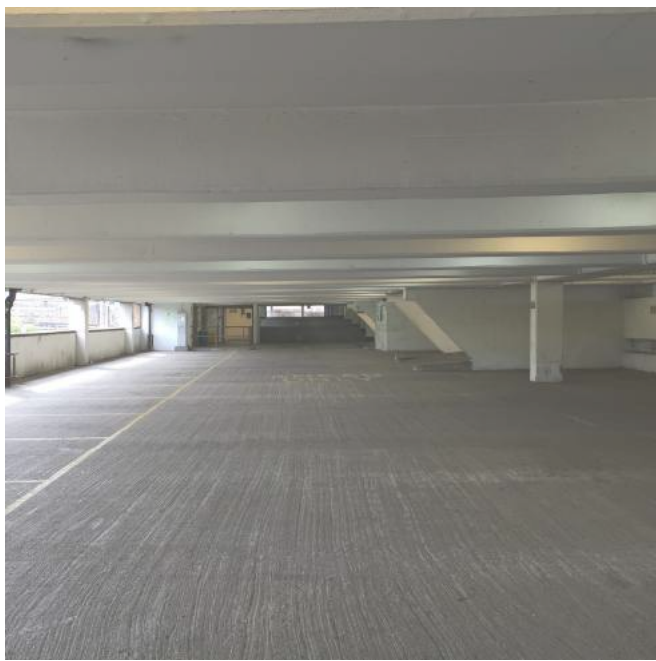
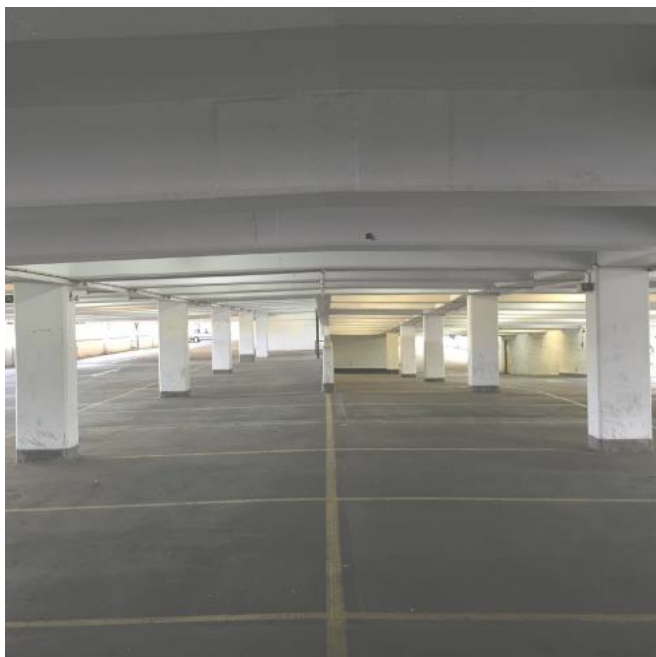
The car park is an expressive, robust concrete structure with brick infill, dating back to 1981. A range of diagonal patterns and curved details forms this car park's unique facade, whilst a regular grid of columns and beams sets up long, rhythmic views through the deep plan of the building. The split level floors and vehicle ramps create a range of spatial experiences when moving through the building.

Existing uses

Peckham multi-storey car park has become a well-known summer destination for both visitors and locals alike. It is perhaps best known for the rooftop venue (Frank's Campari Bar) offering spectacular views looking north towards the City, but has also become an established arts venue curated by Bold Tendencies.

The first visit is especially memorable, wandering up through what seems to be a redundant (if not a little scary) car park, past strange and intriguing objects, or maybe a book fair, to be confronted with an open rooftop suddenly teeming with people, the sky and a huge panorama of the City.

Our proposal will have to work with this sequence, and seek to enhance the experience. Thus, access arrangements, noise and other issues will be considered in our strategy for the lower levels. Peckham Plex will also remain at lower levels and form part of the overall building offer.



Franks Cafe



Peckham Plex



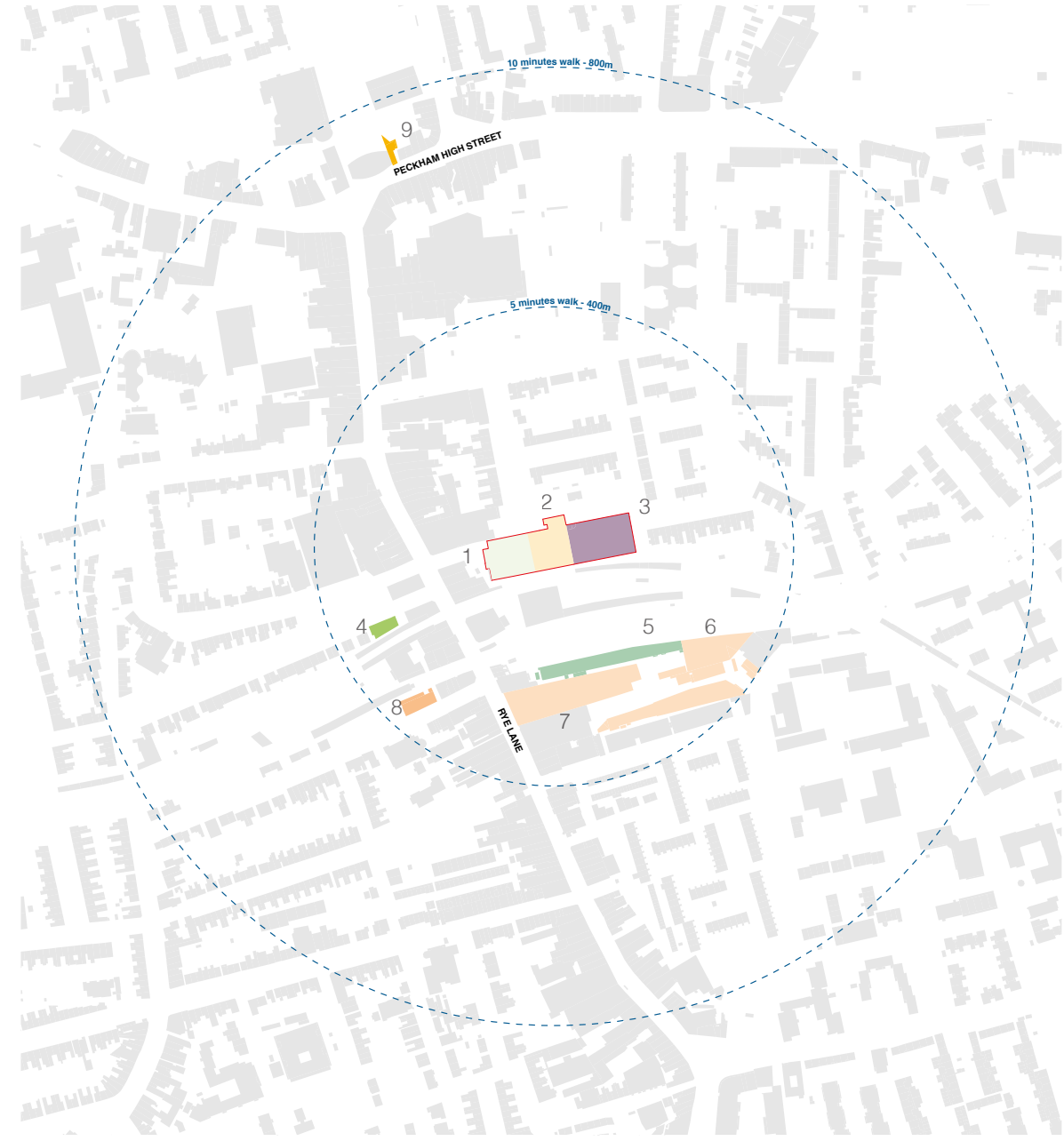
Bold Tendencies

Neighbouring destinations

There is an established ensemble of arts institutions across South East London, which includes the academic hotbeds of Goldsmiths and Camberwell, the internationally acclaimed South London Gallery and the multi-functional Bussey Building. The car park is well situated to link into this network of creative endeavour.

Furthermore, the immediate surroundings of Rye Lane and Peckham High Street are home to a number of creative and cultural venues and organisations.

- 1 Peckhamplex Cinema
- 2 Bold Tendencies
- 3 Frank's Cafe
- 4 Hannah Barry Gallery
- 5 Bussey Building/CLF Art Cafe
- 6 Copeland Park
- 7 The Sunday Painter
- 8 The Sassoon Gallery
- 9 Peckham Platform



Peckham Platform



Copeland Park



Bussey Building

SOCIAL INVESTMENT & COMMUNITY BENEFITS



Key objectives

Peckham Levels intends on offering much needed creative workspace as well as providing benefits to the wider community. With the aim of integrating its members with local people, community groups and schools, the scheme includes a series of community initiatives offering free events space, training, education and employment opportunities:

- **All members will be independent artists and businesses, drawn primarily from the local area.**
- **Members will be selected based not only on their artistic or entrepreneurial merit, but also on their commitment to contributing positively to the community around them.**
- **The multi-purpose event space will be available for free use by local community groups for at least 25% of the time.**
- **600 jobs will be created throughout the course of the project.**
- **10% of the profits will be used to create a community fund, for reinvestment into local businesses, community groups and projects.**
- **All tenants will participate in the Peckham Levels community investment scheme, dedicating at least 1 hour a week of volunteer time to giving back to the community.**
- **Subsidised rents are available on 10-20% of artist studios**

Our plan

The project answers the high demand for artistic space and addresses the need of Peckham's celebrated creative community. Creative workspace is in high demand throughout the city, a recent study by the Greater London Authority found that as waiting lists grow around the capital, nearly a third of the current provision of studio spaces are at risk of closure in the next 5 years.

Our innovative proposal will be spread over the 6 levels with:

- **Over 20, 000 sq ft of artist's studios, maker workshops and shared workspace for young creative businesses, comprising 47% of the entire project (levels 1, 2, 3 and 4)**
- **Over 20, 000 sq ft (46%) will provide gallery, performance and multipurpose events space (Levels 5 and 6)**

In addition, there will be some retail space (1,900 sq ft and 4%) where the artistic community can promote and sell their work and food and beverage units for independent traders from the local area (1,000 sq ft and 3%)

The celebrated arts organisation Bold Tendencies and the famous rooftop bar Frank's Café will continue to operate from the upper floors of the car park while the popular Peckham Plex cinema will remain on the lower levels.

Proposed uses

Workshop space

9,723 sq ft of shared workshop space across 13 units including:
Digital print press, workshops, photo editing suite, recording studio.
156 – 4,690 sq ft
£247-£5,863 pcm
£15-25+ per sq ft

Studio Spaces

8,919 sq ft, split into 64 individual studio spaces
126 – 275 sq ft per studio, all with natural light
£50 - £600+ pcm
£5 - £25+ per sq ft – majority below the local market average of £22 per sq ft
Studios are available at a 20-50% discount on market rent in exchange for a larger commitment to community investment scheme by the tenant

Co-Work

10,500 sq ft, split across 3 co-work spaces
Total of 263 desks (40sqft per person)
248 desks charged at £195 per desk
15 provided free to member hosts

Meeting/Training Room Hire

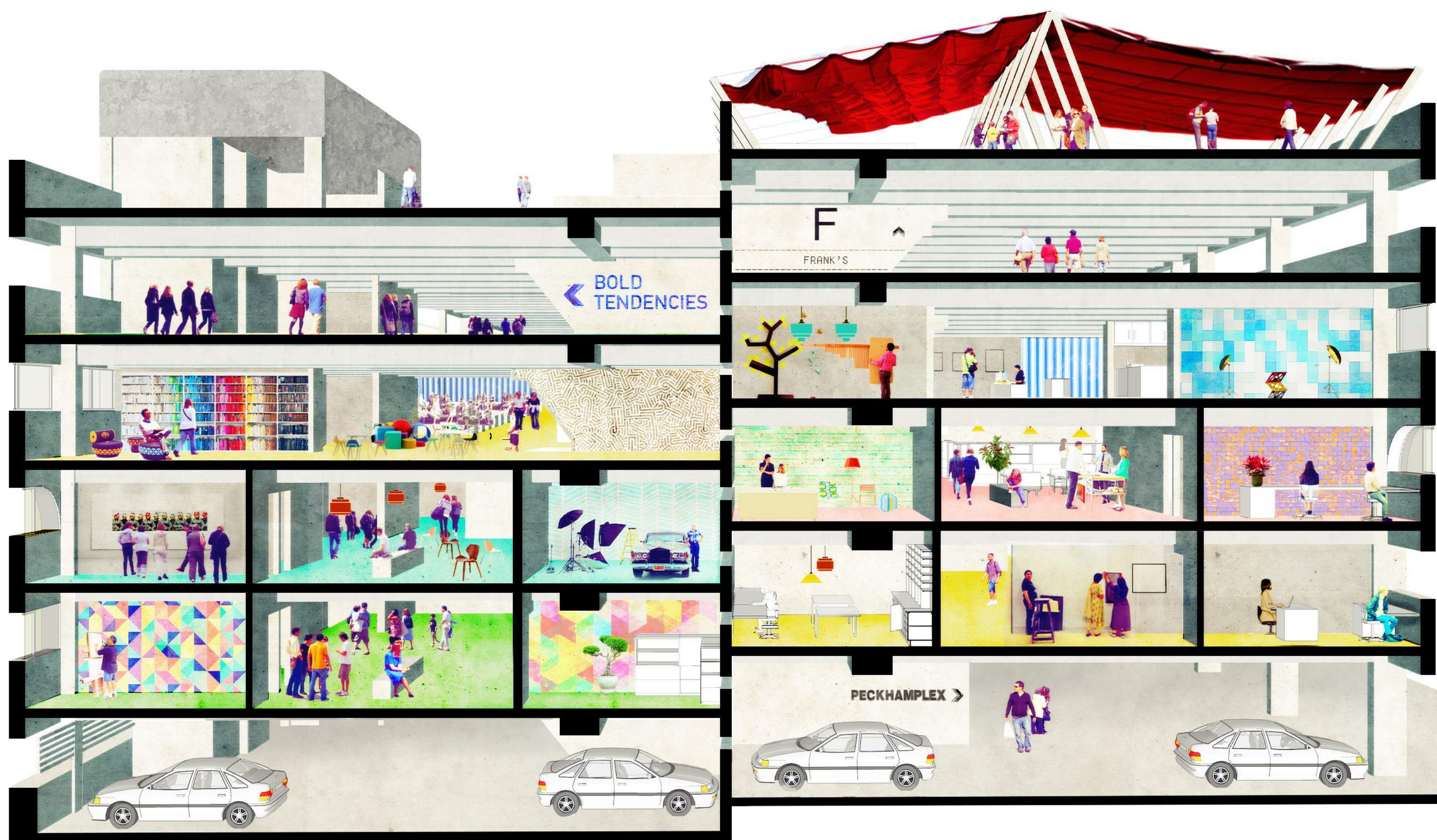
2,637 sq ft space split across 10 rooms
156 – 377 sq ft
£39 - £94 per half day

Rehearsal Room Hire
o2,250 sq ft of rehearsal studio space across 9 studios
86 – 527 sq ft
£8 - £46 per hour

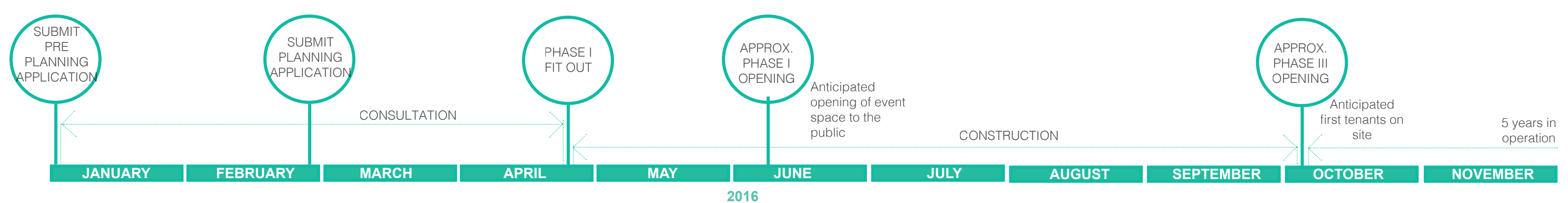
Food & Events Space

1 community café
2 bars
1 restaurant
5 street food/retail kiosks (weekend only)
1 gallery
3 event space

NEXT STEPS



Programme



Future events

1st follow up consultation: **18th February @ 18.30-20.30**

2nd follow up consultation: **20th February @ 10.00-12.00**

Creative focus group: **3rd March @ 18.30-20.30**

Enterprise focus group: **17th March @ 18.30-20.30**

Community focus group: **31st March @ 18.30-20.30**

Find out more

www.peckhamlevels.org | www.ct-architects.co.uk | www.thecollective.co.uk | www.popbrixton.org