

Creatively Connected

Five Streets, One Place

Strategy Document
220429

THE JUNCTION

OFFICE
S&N

McCloy + Muchemwa



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Executive Summary

To produce this document, we have reviewed the brief for this report, the HSFA bid documentation to date, and other relevant documents. Alongside this, we have reviewed relevant projects that are happening in parallel. Following this we conducted a mapping process, starting from an overall view of the borough, then zooming in to the area and then the town centre. This was developed during a walkabout, and further digital mapping was backed up with photographic documentation.

Once this process of review and mapping had been carried out, a vision was developed by initially using a series of strategies to provide outcomes from the mapping. Based on these strategies and mapping, a vision has been presented. This vision has then been used to propose a series of non-physical and physical interventions which deliver the strategies proposed over the area mapped. and are based on the work to date. These proposals have then been costed and audited against the work to date and the aims of the HSFA Challenge Playbook.

Our vision is for an innovative high street strategy with asset-based proposals that will boost economic, cultural, and public activity, which fits with the GLA’s High Streets for All Challenge goals. We believe this proposal will deliver enhanced public spaces and exciting new uses for underused high street buildings and assist in delivering the London Recovery Board’s mission.

Chapter 1. Introduction



Introduction

This document contains a high-level vision that reflects on the engagement outcomes from HSFA Stage 1 Bid and The Junction: Placemaking and Wayfinding Report and proposes a way forward to secure further capital funding for a series of mapped proposals. This clear vision is realised through a set of interventions that are deliverable, at a variety of scales, and support the stakeholders present at the junction. These are:

- Battersea Arts Centre
- The Battersea Society
- Katherine Low Settlement
- Wandsworth Council
- What Next? Wandsworth

The vision is based on project aims set by The Junction BID:

- Create social value and promote social integration
- Support businesses to recover through innovative projects
- Bring together the disparate streets of the Junction
- Maximise the creative economy present
- Build on the existing night-time economy
- Respond to the climate emergency

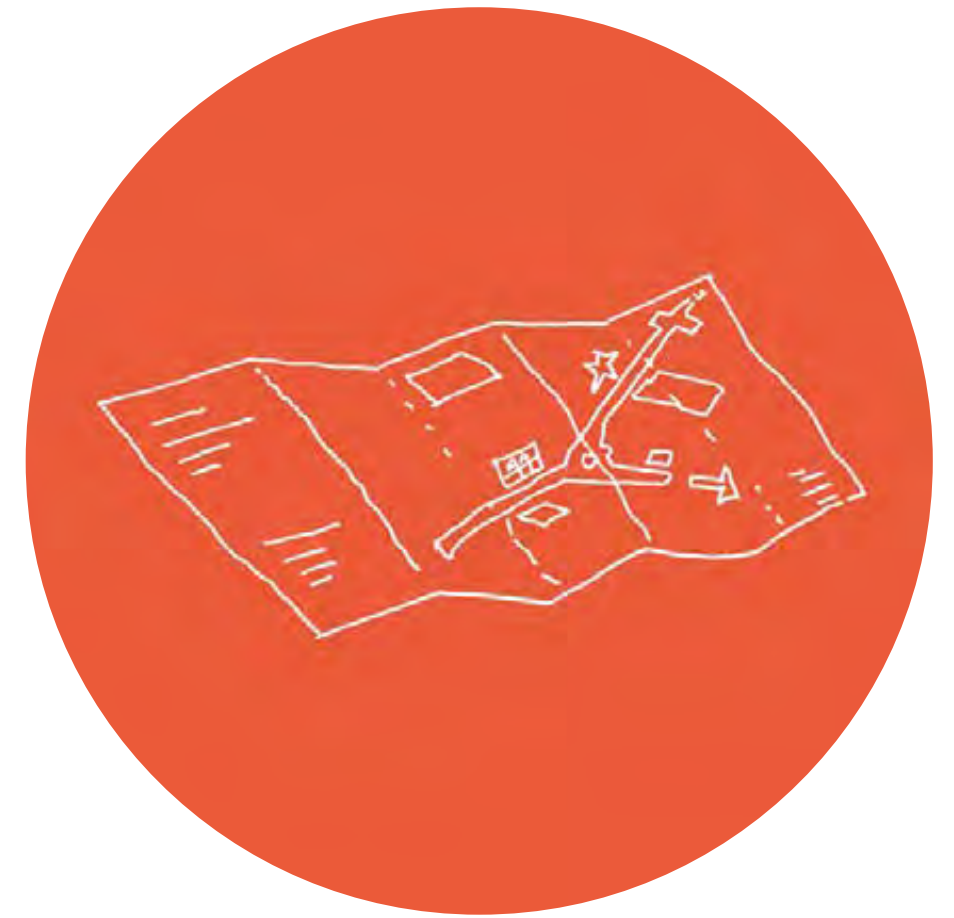
Our map will show what interventions can be delivered to achieve these aims and will form the basis of a High Streets for All Stage 3 application for revenue funding to develop these ideas.

This document has been prepared by bringing together local authorities, community and business groups, and cultural and third sector organisations, to join forces and develop the capacity to support a high street partnership.

The vision and interventions have been designed collaboratively by McCloy+Muchemwa and Office S&M.

We commissioned and paid for a local photographer to photograph the high streets around the town centre, as an additional outcome from this strategy document. While this was not a requirement of the brief, taking this innovative approach has delivered on funding creativity, creating community wealth building and building local connections through the process of the creation of this strategy itself. These are themes that the strategy will then deliver in future phases, but we know that every stage of the process can be tuned to create public benefit, and have used this stage to demonstrate this. This commission has also created documentary evidence of the current town centre, which we feel has incredible value as a record of the area as well as being clear reference material for this strategy document.

Similarly, the collaboration between Office S&M and McCloy + Muchemwa was not a requirement of the brief. However, forming a collaborative team has allowed us to bring a variety of expertise to enrich the final proposals. We have worked in a clearly structured, but completely intermingled way, where ideas have fed between the offices in a seamless and collaborative way. We operated collaborative document sharing and reviews to develop the proposals, and have mutually developed each others work through feedback and addition in order to further the proposals.



"Making it Happen" - Stage 3 from the High Streets For All Challenge - Possibilities Playbook

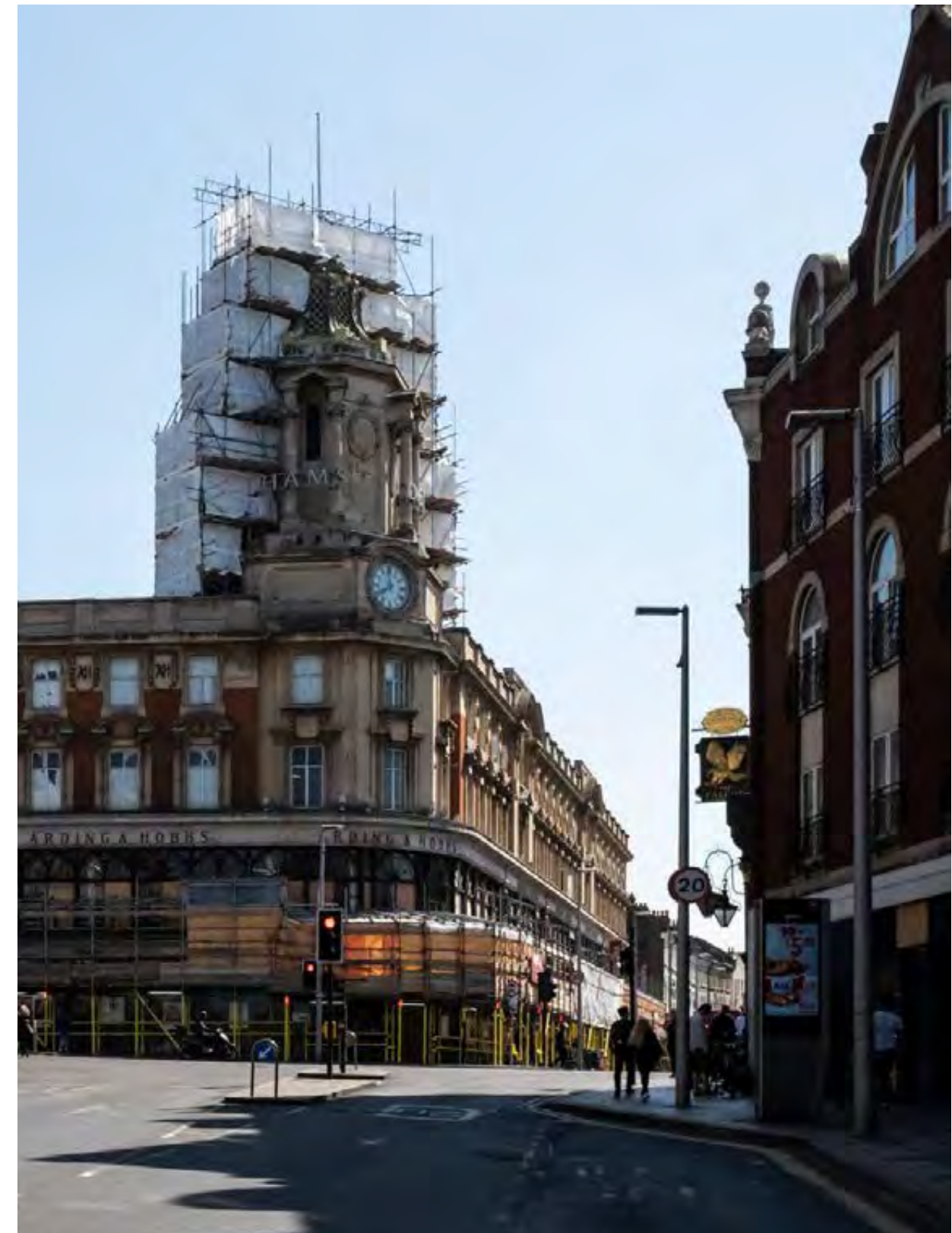
Clapham Junction

“Clapham Junction lies at the heart of Battersea. Immediately to its north are areas among the most deprived in London; to its south are areas among the most prosperous in the country. It is a transport hub where people from different communities congregate but do not meet. The Junction thus lacks a clear identity: even its name is misleading. From the crossroads near the station, shops, bars and restaurants spread far to the east, west and south, along streets each with their own identity, disconnected from each other.” (The Junction: Placemaking and Wayfinding. p. 1)

The Junction BID has supported the town centre since 2018 to create joined-up initiatives that deliver key themes of marketing and promotion, safety and welcome and events and festivals.

To support these aims and more, the BID has made a successful application to the Stage 1 HSFA challenge. Following this, to support the Stage 3 application, a round of engagement was carried out and is presented in The Junction: Placemaking and Wayfinding. The document you are reading builds on this part of the Stage 2 work in order to present a spatial brief for the project.

This document presents a strategy accompanied by physical and non-physical interventions. These interventions engage a range of stakeholders and timelines, some more current and others to be carried out in the future. A selection of these proposals is included in the HSFA Bid application and has been indicated with a green sticker, presented below.



The Junction - View of the Arding and Hobbs building

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Document Review

Our vision is based on studies already undertaken at Clapham Junction and takes the findings of each study into careful consideration. These include:

The Junction: Placemaking and Wayfinding

This report was produced by The Glass-House in November 2021 to capture the key discoveries and recommendations which have emerged through The Junction: Placemaking and Wayfinding Project. These key findings have been captured in the Main Report, and then a detailed capture of each workshop and activity has been included in the Project Activities and Evidence Report, ending with a list of key recommendations outlining potential interventions. An audit of how we have incorporated these is included on page 51.

Clapham Junction Signage Proposal

The At The Junction signage package from 2012 was developed to increase public awareness of the range of shops, bars, restaurants and entertainment venues available in Clapham Junction. Careful attention was paid to making the installation of the signage package as flexible as possible to minimise cost and allow easy updates for any future changes.

Wandsworth Night-Time Strategy

Wandsworth Council is developing a Night-Time Strategy to help understand how the night-time can be made a better experience for everyone living, working, and visiting the borough. The strategy will look at issues like conditions for night workers as well as the economic and cultural development of night-time activities. It will include planning for safety, design, lighting and transport at night. The findings will be used to support the town and local centres to ensure they are vibrant, resilient, and safe, and to support businesses to continue to recover from the pandemic and beyond.



The Junction: Placemaking and Wayfinding



Extract from Clapham Junction Signage Proposal



Wandsworth Night Time Strategy

Project Review

In addition to completed studies, our vision builds on existing ecological and creative initiatives within the local area. These include:

Clapham Junction Living Pillars

Around 20 'Living Pillars' are being installed in Clapham Junction. This combines nature and technology to enable sustainable planting around lamp posts. They look attractive and encourage biodiversity. The pillars are self-irrigating and self-sustainable, watered by rainwater that is recycled using solar power.

Clapham Junction FRAMED

FRAMED is a project by Wandsworth Council which transformed the borough's streets into outdoor art galleries, with works by local artists displayed on banners.

As well as livening up high streets and encouraging people to discover the work of artists living in their neighbourhoods, FRAMED has also provided a platform for artists to exhibit their work safely during the pandemic.

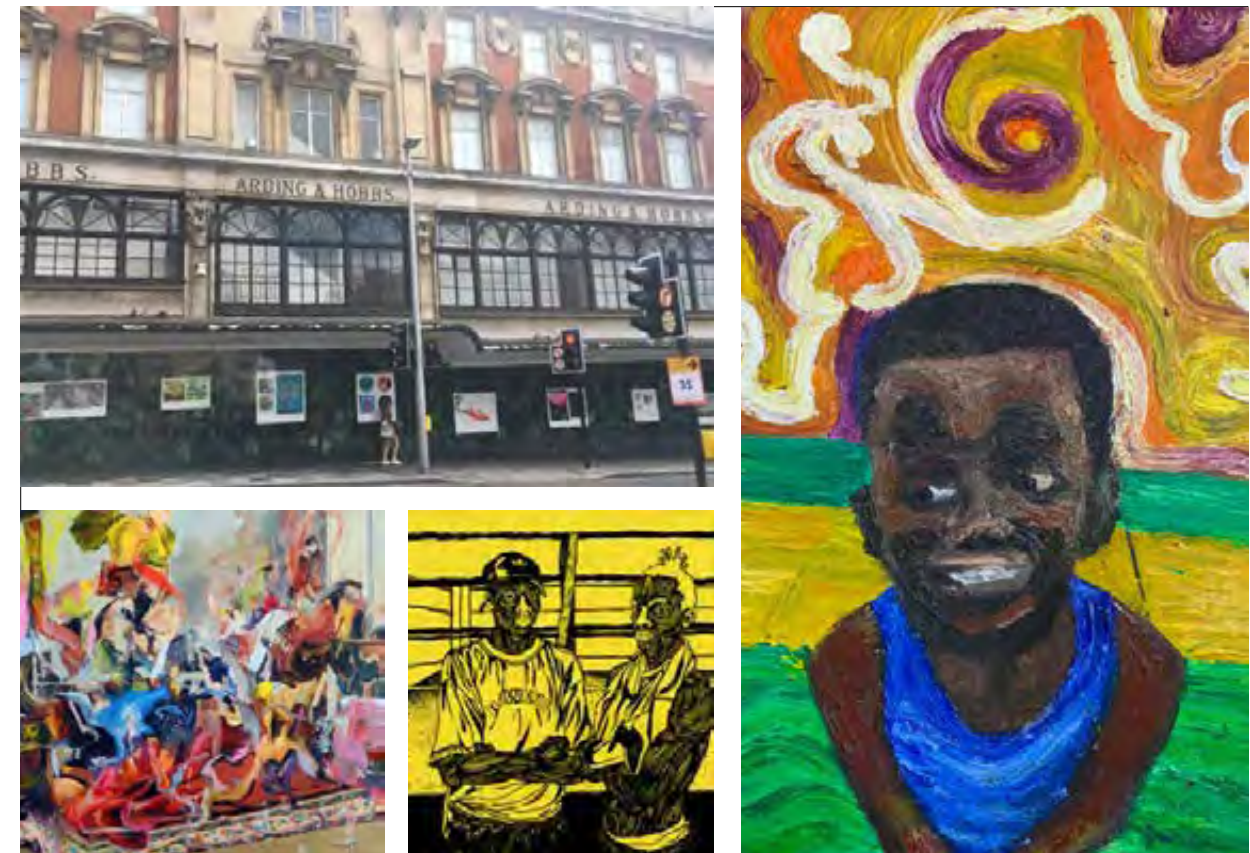
FRAMED is led by the council's arts team and funded as part of the council's £5m public realm renewal project which is funding a series of refurbishments and improvements to Wandsworth streets, green spaces and infrastructure this financial year.

For 2022, FRAMED presents a new set of 32 artworks in Falcon Road and Grant Road in Clapham Junction, featuring 14 new artists as well as displaying 18 who took part in 2021.

Although a welcomed initiative in the area, it has been noted that the scale of the banners is too small to achieve the wanted impact.



Examples of Living Pillars



Artworks from FRAMED

Chapter 2. Vision



Vision: Creatively Connected

Our vision is called Creatively Connected, which will combine artistic wayfinding which joins the disconnected high streets while linking the arts organisations in the area with creative infrastructure, and creative night-time uses to improve safety.

This vision is focused on uplifting Lavender Hill and joining up Battersea Arts Centre, the Station and Clapham Grand along a new Creative Corridor. Secondly, we propose to stitch Northcote Road and St John's Hill back to the junction in order to spread its prosperity with improved wayfinding, greening and night-time safety, leading to the other 4 streets.

Our vision will:

- support the creative economy
- enhance wayfinding for the disconnected streets of the town centre
- increase urban greening
- support the night-time economy and the safety of the town centre

Creativity means many things to many people, while culture has the possibility to be both inclusive and exclusive. While cooking, music and clothes can be culture, it is sometimes art that people feel is "culture" which can be exclusive.

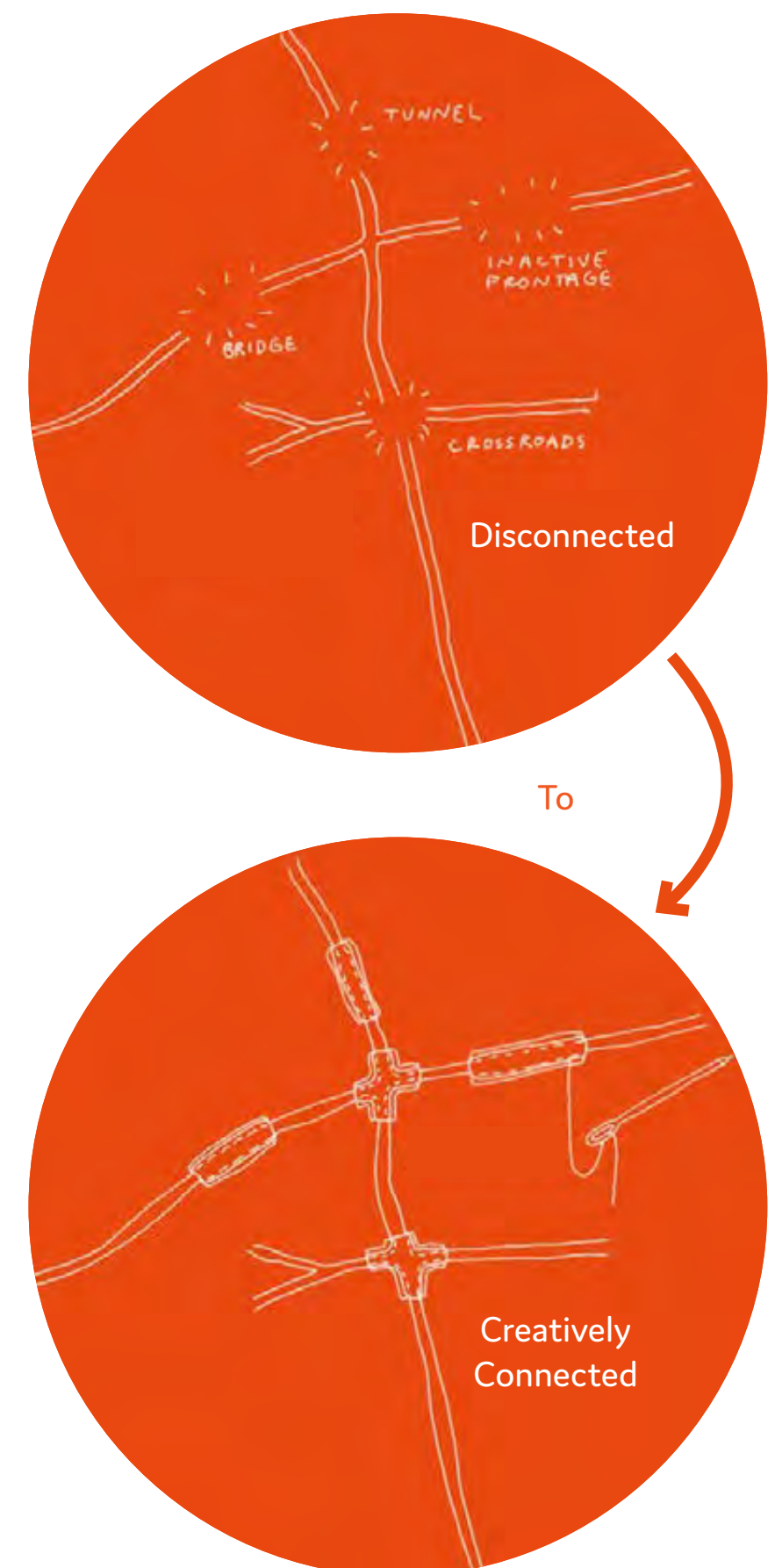
This vision has been carefully developed from a review of past projects, a thorough mapping of the high streets, which is interrogated through a series of strategies that suggest the mapped proposals.

Through walkabouts of the high streets, discussions with key partners, review of engagement outcomes, analysis of previous bids, and our own strategic understanding we know that this is a tenable vision that will make a difference while being able to deliver multiple aspects of change.

As mapped later in this document, the area is peppered with

creative and cultural uses and institutions, however, these are not celebrated on the high street and are not joined up. Meanwhile, while the area no doubt has trading challenges, in general businesses in the area are doing well as exhibited by a few vacant units, which are quickly filled. Because the businesses are a strength of the high street, there is the opportunity to use this strength to support the creation of social value through this creative vision, rather than purely using this vision to support commercial business. At the same time, those existing businesses that are not doing as well should be supported, in order to compete with incoming chains with significant capital behind them. This is an opportunity to support renovation as opposed to gentrification. Nevertheless, both approaches will lead to increased commercial revenues for the businesses involved, due to greater footfall, a wider variety of shoppers, and increased events and marketing. Local shop owners will be more likely to agree that local creative institutions are worth celebrating, rather than disagreeing about investment in private locations.

We know that projects can do many things at once, but a clear vision makes all aspects easier to deliver. For this reason, while greening and lighting will make a huge difference during the day and night, these are re-presented as "creative" greening and "creative" lighting. Conversely, we do not think greening or lighting is a lens through which all other aspects can be bound together in a cohesive way.



The Vision - Disconnected to Creatively Connected

High Streets For All

This vision supports the aspirations of the HSFA challenge and forms the basis of the Stage 3 bid to the GLA. Our vision directly addresses two challenges from the High Streets For All Challenge Possibilities Playbook which is audited on page 50. These are:

Creating a Public Welcome

It is defined in the HSFA Challenges possibilities playbook as:

“A public welcome is about more than just the pavement between retail fronts – it includes spaces behind, on top of, adjacent to or within the buildings and shops of the parades. This network of public spaces also provides connections to our nearby green spaces and wider neighbourhoods. As shared spaces, they should provide a welcome to the diverse local communities that visit London’s high streets as well as meet the shared demands of pedestrians, cyclists and vehicles.

Sustainable management, place-based knowledge and design quality are all key to the success of these changes and require inclusive engagement with local communities. Understanding the unique and shared opportunities across London’s high street spaces can help the public realm to adapt in both the immediate and long term.” (Greater London Authority 2021, p.25-26)

Connected Communities

It is defined in the HSFA Challenges possibilities playbook as:

“High streets are London’s social glue. They are the setting for public life, conviviality and face-to-face contact. They provide cultural footholds and offer opportunities for Londoners to meet and build meaningful and lasting relationships with each other. They also provide access to vital information and support, especially for vulnerable groups.

A key focus of the Challenge will be to safeguard existing vital social assets and to create more resilient networks by testing new technologies, design strategies and approaches to the organisation of social infrastructure.” (Greater London Authority 2021, p.34-35)

CREATING A PUBLIC WELCOME

How can we create streets and public spaces that encourage walking, cycling, cultural activity and boost visitor confidence, generating a thriving mix of high street activity within easy reach of all Londoners and at all times of day and night?

CONNECTED COMMUNITIES

How can we promote social integration and active citizenship by strengthening local collaboration and securing vital social, civic and cultural infrastructure?

We encourage responses to the challenge which:

- **Capitalise on Transport for London / borough programmes** of temporary interventions made in response to the public health issues arising from the pandemic to promote walking, cycling and wider accessibility and to reduce car dependence, enhanced public spaces, parks, urban greening and cultural engagement.
- **Pilot well designed short term ‘tactical urbanism’ interventions** led by local stakeholders drawing on new temporary licensing powers, experimental traffic orders and activation of under-utilised publicly owned land (e.g. in forecourts, school grounds, car parks) to create civic amenity.
- **Establish partnerships with academic institutions** to evaluate the performance of proposals to inform long term changes and future investment propositions.
- **Take action to promote diversity** in the public realm.
- **Support cultural institutions and producers** to activate streets and spaces safely, promote events to re-activate the public realm and celebrate the diverse cultures of London.
- **Expand the high streets public realm** over building thresholds into interior spaces to trial new uses to diversify the retail, civic, and social offer on the high street.

We encourage responses to the challenge which:

- **Pilot approaches** to the delivery and operation of social and cultural infrastructure that secure and improve social integration outcomes, including innovative partnerships.
- **Place local organisations and community groups at the centre** of the recovery planning process, as well as in the co-design and governance of new facilities.
- **Develop and test design principles** to improve social integration outcomes and encourage civic participation.
- **Safeguard existing cultural and community assets**, in particular those which are valued by underrepresented communities and are important to social integration.
- **Understand locally specific social infrastructure needs** by developing innovative ways to collect and map information on social integration, working alongside communities and civil society. Use and add to the GLA's Cultural Infrastructure Map which already includes community centres and libraries.
- **Include locally specific social integration aims and actions.**

Extracts from the High Streets for All Challenge Possibilities Playbook

Chapter 3. Site



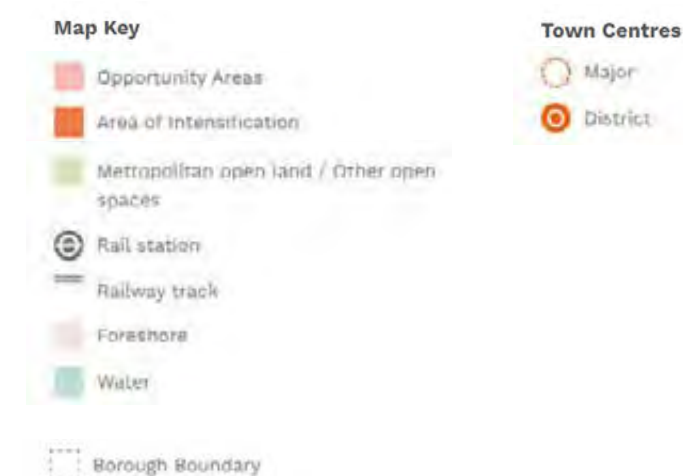
Mapping Wandsworth

Located in South West London, Wandsworth is home to several major town centres such as Putney, Wandsworth and Clapham Junction. To the Northern end of the borough, is the new town centre of Nine Elms which is currently being developed with an emphasis on cultural and arts provision which represents a potential challenge for Clapham Junction.

Wandsworth is well connected by bus, tube rail and river. Major railway connections link to the core transport node of Clapham Junction, which is the busiest UK station for interchanges between services. Clapham Junction has been identified as a nascent Opportunity Area in the London Plan, with the potential for 2500 new jobs by 2041.



Location of Wandsworth Council in the Greater London Area



Wandsworth Borough and its town centres

Mapping Clapham Junction Now

Clapham Junction is on the way home for the South of England as travellers pass through the transport node. Its surrounding town centre wraps around Clapham Junction Station and stretches from St John's Hill in the West, along with Lavender Hill up to Battersea Arts Centre in the East, to the end of Northcote Road in the South.

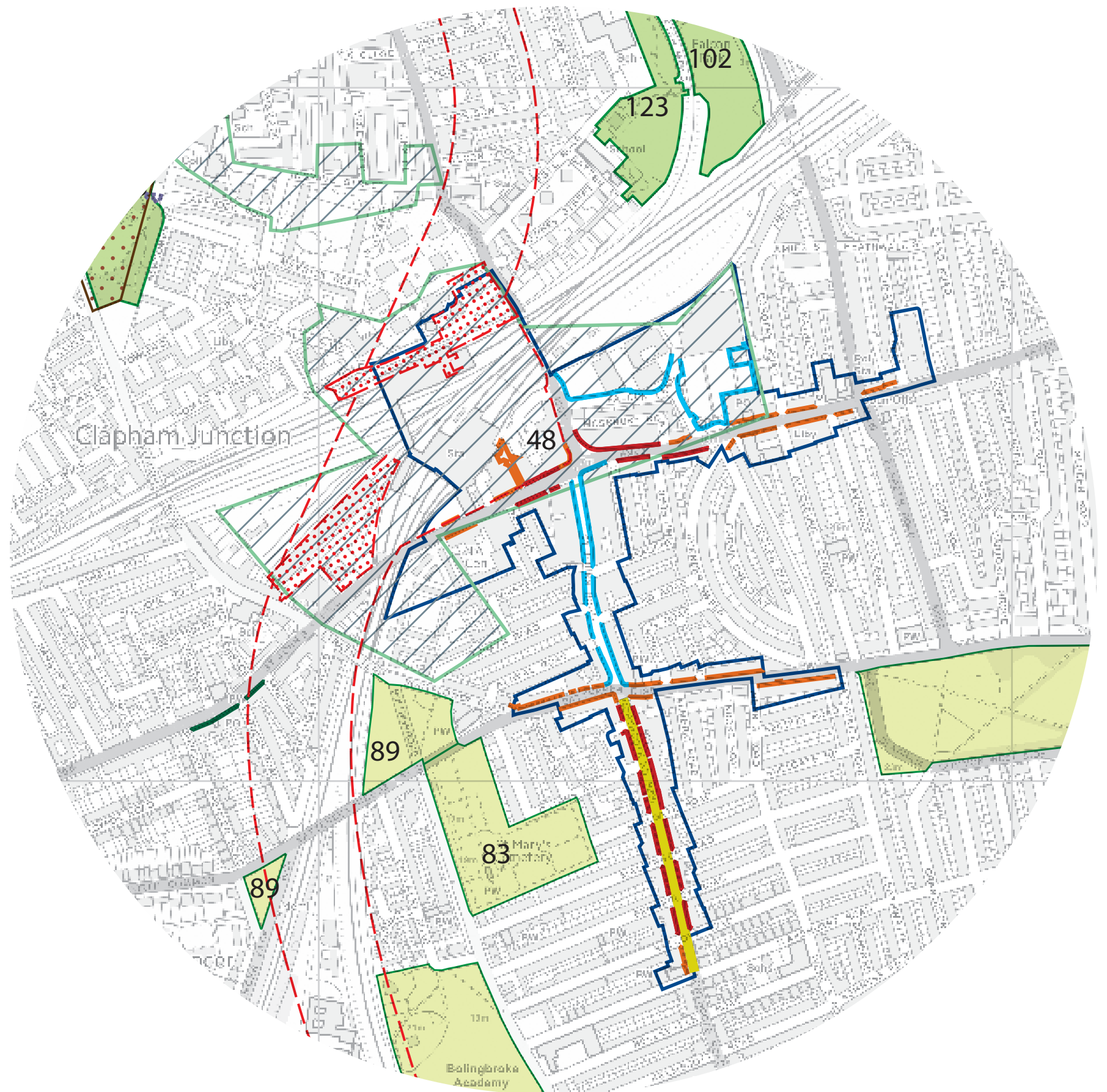
As a major town centre, the area is lined by shop fronts, partially allocated as either core or secondary frontages by the local planning policy. Northcote Road to the South of the centre has by the local plan been identified as an area of special shopping character.

KEY

CS = Core Strategy

DMPD = Development Management Policies Document

- Town Centres
- see CS Policy PL8; DMPD Policies DMTS1-5, 8-9 and 11-14
- Protected Core Shopping Frontages
- see CS Policy PL8; DMPD Policy DMTS3
- Protected Secondary Shopping Frontages
- see CS Policy PL8; DMPD Policy DMTS4
- Other frontages - See CS Policy PL8; DMPD Policy DMTS5
- Important Local Parades
- see CS Policy PL8; DMPD Policy DMTS6
- Northcote Road Area of Special Shopping Character
- see DMPD Policy DMTS10
- Metropolitan Open Land
- see CS Policy PL4; DMPD Policy DMO1
- Other Large Protected Open Spaces
- see CS Policy PL4; DMPD Policy DMO1
- Crossrail 2 Safeguarding Limits
- Crossrail 2 Safeguarding Surface Interest
- Decentralised Energy Opportunity Areas – see CS Policy IS2; DMPD Policy DMS3



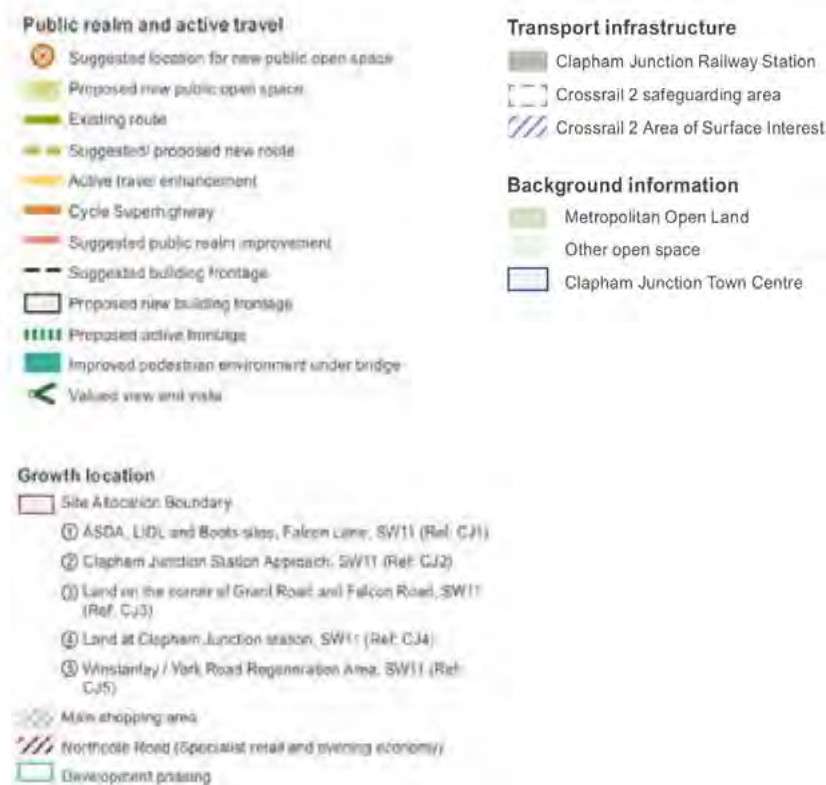
Local Policy Plan Map

Mapping Clapham Junction Future

The Area Strategy sets out a holistic approach that directs future developments in the area in order to strengthen Clapham Junction as a core town centre. The aim is to create an enhanced urban heart through new housing, jobs and an improved station and public transport in addition to social and infrastructural additions whilst maintaining the character of the area. The strategy seeks to enhance the existing sense of place and celebrate the key characteristics which contribute to this – notably the existing Victorian and Edwardian shop terraces and residential streets; landmark heritage buildings; cultural venues such as Battersea Arts Centre and the small scale and independent retail and food and drink offer on Northcote Road; St John's Hill; Lavender Hill and Battersea Rise – through high-quality development that is respectful of character and scale and well-integrated with the existing townscape. It should be noted that this strategy will not be delivered in full for decades, if at all.



Clapham Junction Area Strategy Plan



Mapping Clapham Junction

The Clapham Junction area is set by both the local plan high street boundary and the Junction BID boundary. These high streets are the following:

- Lavender Hill (to Battersea Arts Centre)
- Falcon Road
- St John's Hill
- St John's Road
- Battersea Rise (from Hawkins & Forge to Clapham Common)
- Northcote Road

This section sets out the analysis of these five high streets from a walkabout day coordinated by Office S&M and McCloy+Muchemwa. Further mapping of specific themes follows this, and strategies then explain how the proposals have been developed.

The mapping has been collated through an interactive online map, allowing the user to further explore and overlay the theme-specific findings from the mapping that follows. The online map can be accessed by copying the link, clicking on the icon below or scanning the QR code.

<https://www.google.com/maps/d/edit?mid=1E9M-5W4rZXq9InqbFZHXkcDEFI3woGY9&usp=sharing>

Click here to
view online
map



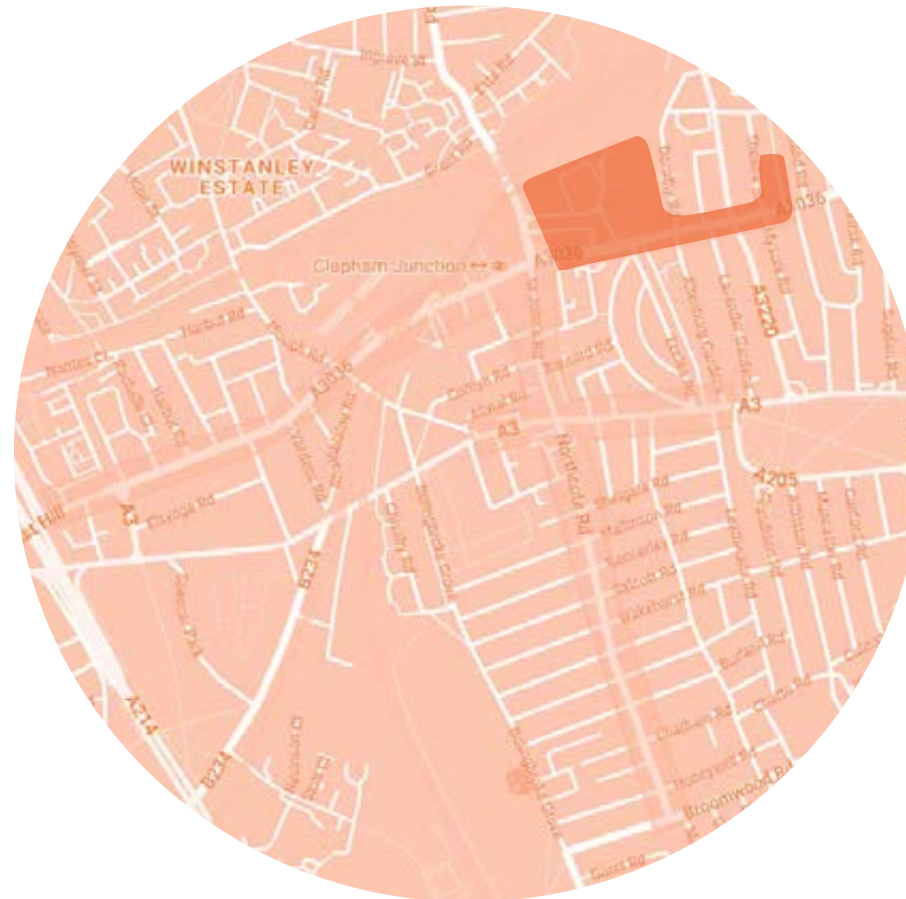
Map of the Clapham Junction Area

Mapping Lavender Hill

Lavender Hill presents a mix of retail and hospitality, but it is mainly populated by business services, estate agents and larger institutions such as the local Post Office, the Battersea Library, the Lavender Hill Magistrates Court and Police Station. These institutions, no doubt of importance to the local community, break up the streetscape and create blank frontage along with Lavender Hill.

Midway along Lavender Hill is one of the largest open spaces, in front of ASDA. The space is a result of the development of the ASDA retail unit as the building was placed to the rear of the site, positioning the carpark to the front which generated a gap in the streetscape. This paved open space is underutilised. It previously accommodated seating but due to anti-social behaviour, this has been removed. Adjacent to the square is a generous planter that is currently maintained, however poorly, by ASDA. The ASDA carpark has occasionally and lightly been used for creative events such as the Wandsworth Arts Festival.

To the end of the area is Battersea Arts Centre. It houses a generous theatre and events space. Due to its location far from the station, the footfall for the centre is quite low and signage from the station directing people to Battersea Arts Centre is missing. To the rear of the Battersea Arts Centre is Scratch Hub, a coworking space for creatives and start-ups. Leading to the entrance of the Scratch Hub is a recently pedestrianised space lined with planters that commemorate the community efforts after the Battersea Arts centre fire in the mid-2010s.



Lavender Hill



Shopfronts along Lavender Hill



Battersea Arts Centre and its main entrance



The Post Office, creating a gap in the commercial shopfronts

Mapping Falcon Road

Falcon Road is located to the North of the Clapham Junction town centre and is the shortest stretch of all the high streets in the area. The street has few shopfronts and is mainly dominated by the office building for the Public and Commercial Services Union (PCS) which also houses an NHS centre. Opposite the PCS building is the Travelodge hotel which has its main entrance facing Falcon Road.

Falcon Road acts as the gateway to Clapham Junction for visitors coming from the North as they enter the town centre beneath the Falcon Road railway bridge. The passage beneath the bridge is currently in a poor condition. Just as visitors enter the town centre, there are gaps in the streetscape that has been generated by the carpark entrance to the Clapham Junction Station and the raised ASDA carpark, creating a blank wall along Falcon Road.

Despite its poor condition, works on the Falcon Road railway bridge are not included in this project since it does not meet the brief of connecting the existing town centre together internally. Any works of improvement would however aid in connecting Clapham Junction to its surrounding neighbourhoods. However, such works would require a significant capital budget larger than the scope of this project and would have a large project risk due to its ownership. Finally, the works would be temporary as there already is a future comprehensive redevelopment proposed.



Falcon Road



Open space where Falcon Road meets Lavender Hill



The PCS building along Falcon Road



Falcon Road railway bridge

Mapping St John's Hill

St John's Hill begins at the crossroads with Falcon Road and St John's Road. The street is home to Clapham Junction Station. The main access to the station is through the ShopStop shopping centre which currently is heavily decked with marketing signage for ShopStop but lacks signage for the businesses housed in the shopping centre as well as general wayfinding for the local area.

In front of the ShopStop entrance is a generous flower stall which is the first thing people leaving the station will meet when arriving. Currently, it blocks the view of the street and hinders an easy overview of the immediate streetscape. Near the station is the Clapham Grand, a local events institution. In addition to its current program, the business has been opened to renting out its spaces to house events by external initiatives.

The remainder of St John's Hill is currently separated from the station by St John's Bridge and is significantly different from Lavender Hill with its mainly independent and family-run businesses and hospitality venues. The general scale of the architecture is gentler, with its three-story buildings, and widened pavements lined with trees.

Although fairly quiet during the daytime, it has a lot of footfall during the evenings as people arrive from Clapham Junction Station. Therefore, the area benefits from its closeness to the station as it simultaneously enjoys the qualities of being slightly tucked away. However, there is a lack of wayfinding for visitors arriving at Clapham Junction from the Brighton Yard Entrance. In addition to the hospitality venues, the streets are inhabited by some creative businesses and workspaces.



St John's Hill and Clapham Junction Station



St John's Bridge - overlooking Clapham Junction Station



Western End of St John's Hill, lined with independent restaurants and cafés



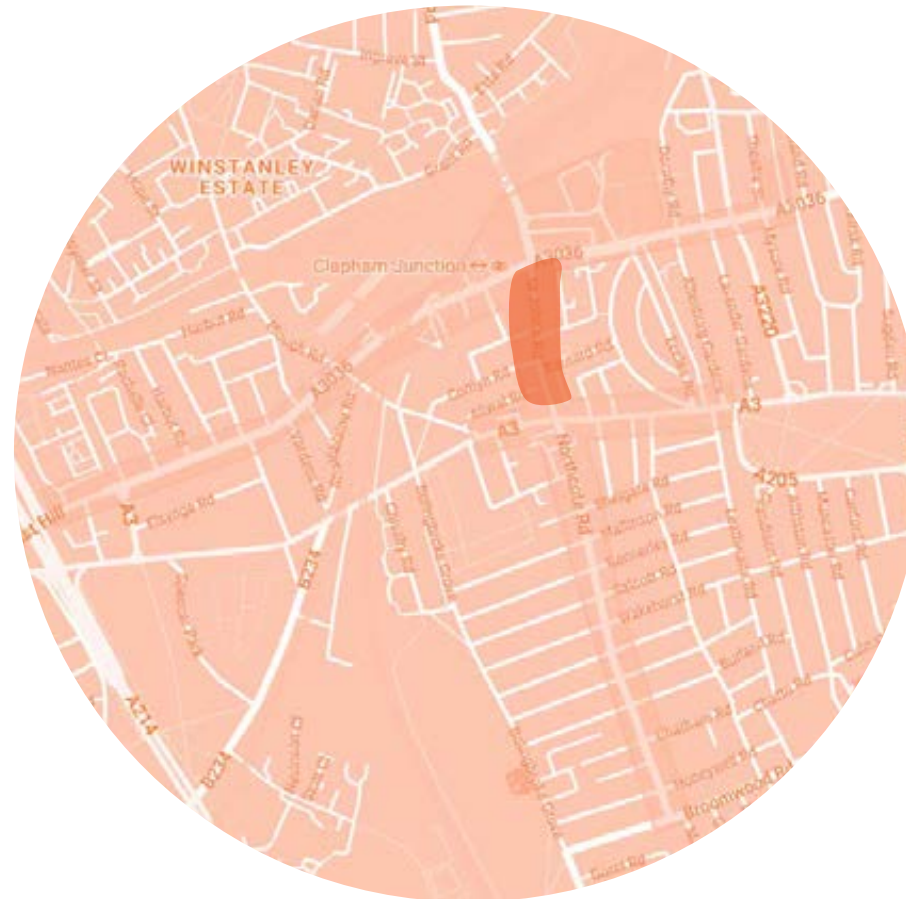
Main entrance from Clapham Junction Station, facing the flower stall

Mapping St John's Road

St John's Road connects to the main junction next to the Clapham Junction Station and is characterised as the main retail road of the town centre lined with commercial businesses. Recently, it has lost its retail anchor as Debenhams closed which generated a temporary gap in the streetscape, which will be filled by flexible leisure, retail and office spaces.

In order to populate the gap created by the closing of Debenhams in the Arding and Hobb's building, the council initiated a temporary art installation called FRAMED featuring works by local artists.

Along the road, there are two open spaces. Firstly, there is Eckstein Road Square which currently houses a bakery stall along with some seating. The bakery stall is seemingly popular but currently blocks most of the seating of the square and the space is thus unwelcoming and little used, in contrast to the one at the foot of Aliwal Road. Secondly, there is Aliwal Road Square, which is a frequently used open space with seating where people sit down to enjoy a meal outdoors from one of the cafes or restaurants surrounding it. Lastly, there is the crossing with Beauchamp Road which has the potential for the introduction of open space.



St John's Road



St John's Road and its retail shopfronts



Food stall at open space along St John's Road



Pocket park along St John's Road

Mapping Battersea Rise

Battersea Rise stretches from East to West and connects to both St John's Road and Northcote Road. It is mainly hospitality-driven apart from a few local services, such as a pharmacy and a GP surgery to the East.

Along its Western end, businesses are described to come and go at a quicker pace in comparison to the surrounding high streets. In addition, Battersea Rise is heavily trafficked by the A3 road which is a major traffic connection between London and Southwest England. This has led to most of the hospitality venues operating without outdoor seating due to the busy nature of the road, apart from a few units along its Eastern end.

Battersea Rise also features a series of solely residential facades along the Southwestern stretch of the road. As these facades lack shopfronts, it creates a gap in the streetscape as pedestrians come off the more vibrant highstreets of Northcote Road and St John's Road.



Battersea Rise



Battersea Rise with a view of St Mark's Church



Shopfronts on Battersea Rise

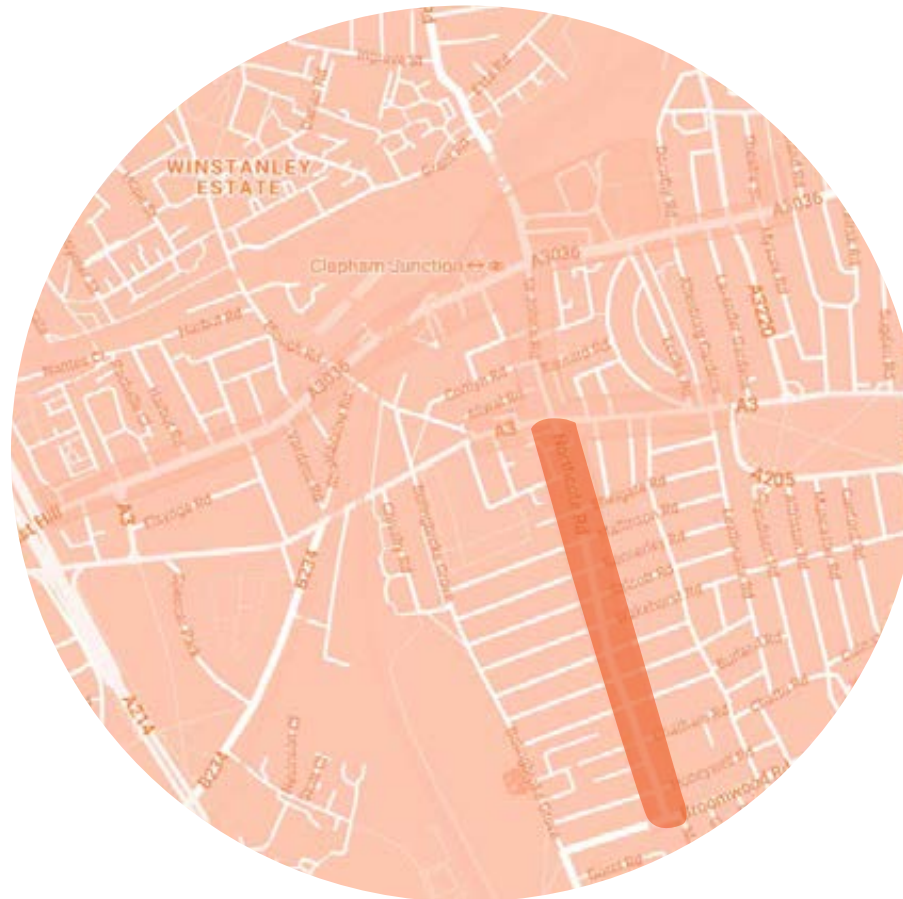


Residential buildings and vacant shop on Battersea Rise

Mapping Northcote Road

Northcote Road is to the South of the town centre as is one of its most populated areas. The road is a mix of both commercial and independent retail and hospitality venues. It is described as the most affluent of the five high streets where a significant amount of funding has been allocated and it borders one of the wealthiest areas of the borough.

As a result of the pandemic, Northcote Road was temporarily pedestrianised during weekends, allowing the hospitality venues to claim the streets for outdoor seating. Although a temporary initiative, this has turned out to be successful for both hospitality and retail and has now become a permanent feature on weekends. In addition, the residential parts of Northcote Road also benefit from this as families can utilise the streets for play.



Northcote Road



Market stalls at Northcote Road



Shopfronts on Northcote Road



Outdoor seating and hospitality businesses along Northcote Road

Creative Mapping

Clapham Junction houses a range of cultural institutions and venues both along the five high streets and around the immediate area. Neighbouring Clapham Junction, is the new town centre of Nine Elms, currently undergoing development with a focus on an arts and culture program. With this in mind, our vision aims to support the existing creative initiatives within Clapham Junction in order to strengthen its role as a longstanding creative hub in the heart of Wandsworth.

Along with Lavender Hill, lies Battersea Library which apart from its generous collection of books, newspapers and magazines also participates in creative events and festivals arranged by the local council. Opposite the library, is the ASDA car park. Although mainly used for parking purposes, it has occasionally been used to stage cultural events.

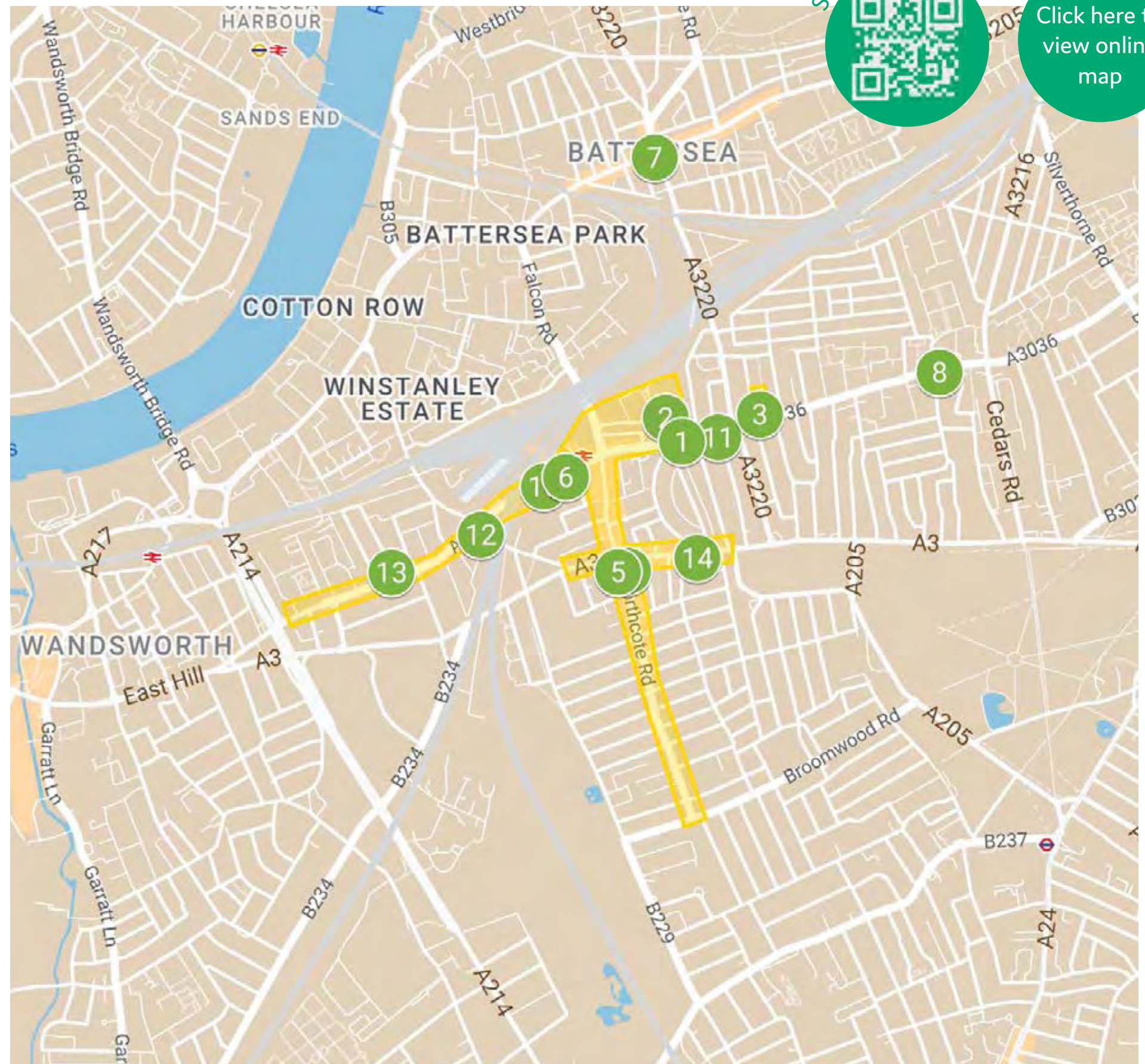
Further up Lavender Hill is Battersea Arts Centre. It is based in an iconic building with a radical history. By hosting a welcoming and inclusive space, they allow communities, artists and audiences to connect, be creative and develop artistic ideas.

On St John's Hill lies Clapham Grand, one of the core music and events venues of Clapham Junction. Present for over a century in the local area, it today hosts a nightclub, live music venue, theatre and event space.

The live music tradition of the area spreads down to Northcote Road and to Northcote Records which hosts live music sessions several nights a week.

Key

- 1 Battersea Library
- 2 ASDA Carpark
- 3 Battersea Arts Centre
- 4 RCA Battersea
- 5 Northcote Records
- 6 The Clapham Grand
- 7 Theatre503
- 8 Room 43 bar Clapham
- 9 Archer Street SW11
- 10 Project Orange
- 11 The Four Thieves
- 12 The Plough Clapham Junction
- 13 Cheeky Chicos Clapham
- 14 The Merchant of Battersea



Makers Mapping

The Makers Map analyses Clapham Junction through a creative lens. It is a map for makers, outlining both creative businesses along with supporting services and suppliers.

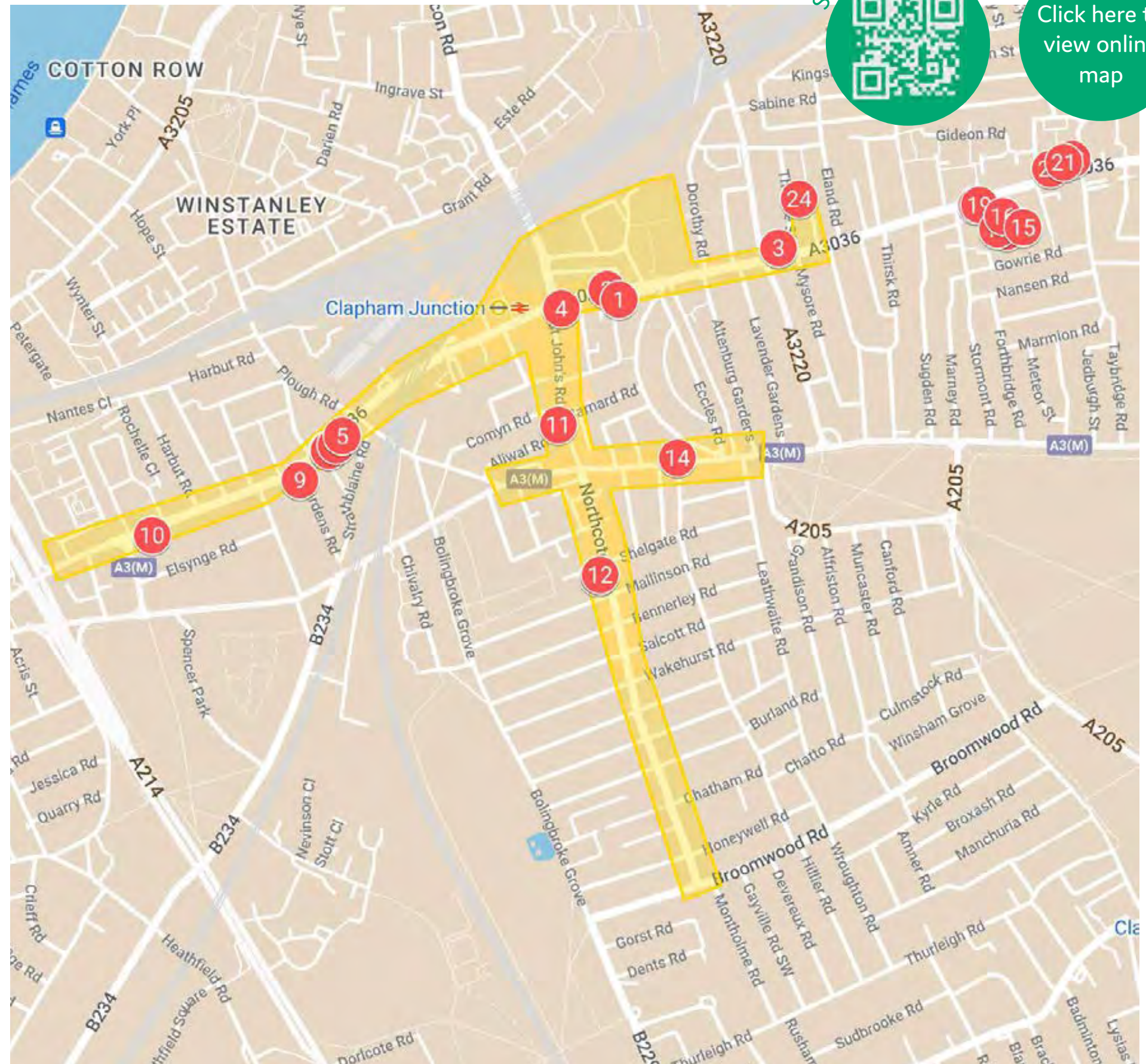
Lavender Hill features several supply stores for creative production such as print and DIY shops as well as workspaces. Connected to Battersea Arts Centre, is the Scratch Hub which supports creatives and start-ups with co-working spaces.

In turn, St John's Hill is lined with several creative businesses, both focusing on services and production. It also features a DIY shop on the Western end of the road.

Although sparse in creative businesses St John's Road, Battersea Rise and Northcote Road, still contribute to the makers of the area through DIY and art supply shops.

Key

- | | |
|---------------------------------|-------------------------------------|
| 1 Partridges Of Lavender Hill | 13 The Painthouse Interiors |
| 2 Kitchen Shoppe | 14 Ingo Fincke gallery and frame... |
| 3 The Print Design | 15 Lavender Hill Colours |
| 4 FRAMED | 16 London Fine Art Studios |
| 5 Southern Foam | 17 Clapham Studios |
| 6 The Bright Agency | 18 Spectacle |
| 7 Alexander Maltby Ltd | 19 PowerPrint |
| 8 PLOT Architecture | 20 The London Framing Studio |
| 9 Leyland SDM Clapham Junct... | 21 Fabrics Galore |
| 10 Gee Brothers | 22 Decor Express |
| 11 Ryman Stationery | 23 Drumshack |
| 12 Clarendon Fine Art Battersea | 24 Scratch Hub |



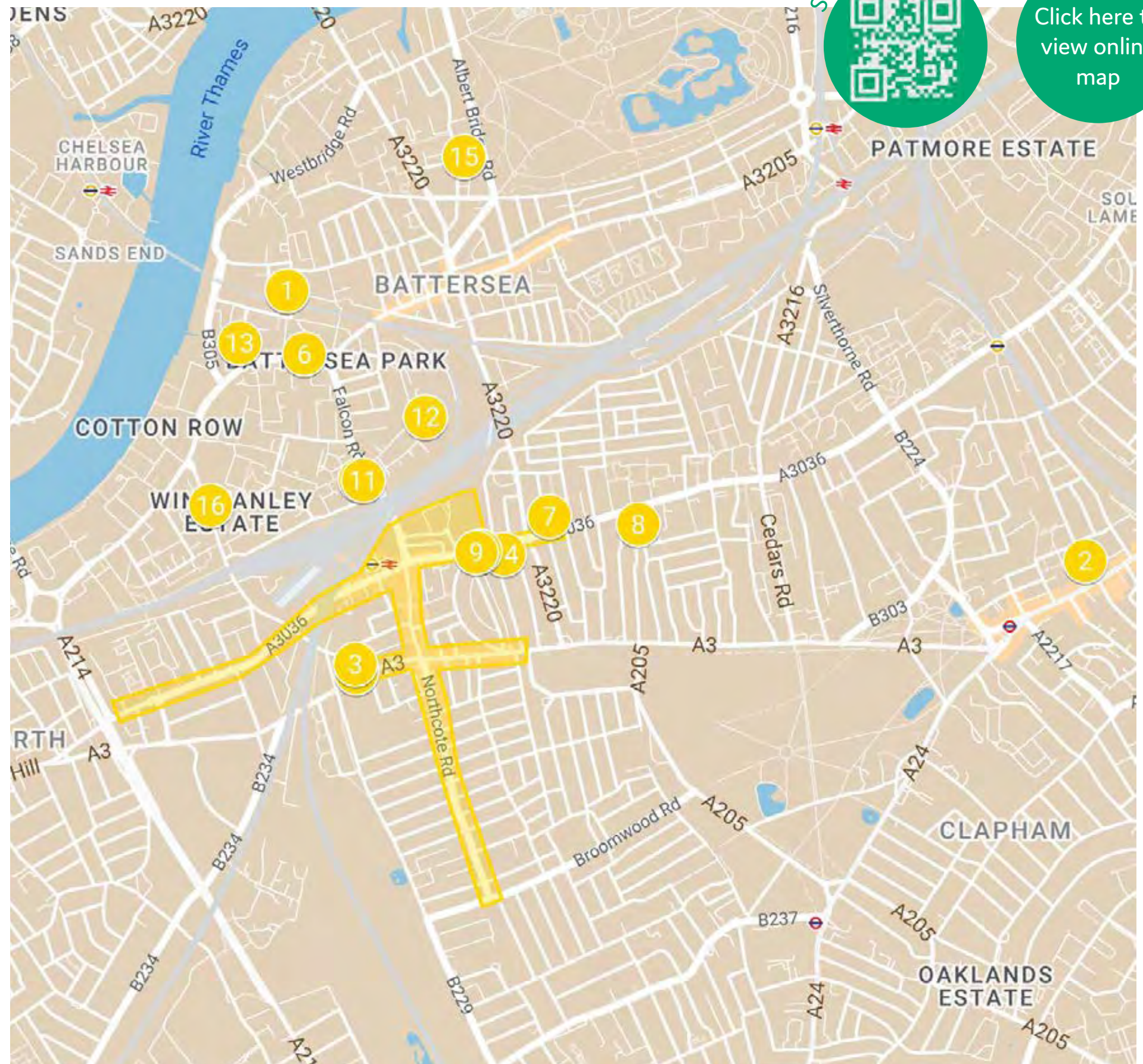
Social Mapping

Clapham Junction is supported by several social organisations and charities. Amongst many, these are the Katherine Low Settlement to the North of the area and a collective of organisations in the St Mark's Church such as the Wandsworth Food Bank, SPEAR, and Junction Community Trust.

It is noticeable that most of the social organisations and charities are found outside of the town centre and present an opportunity within Clapham Junction as there is an apparent need for an increased presence of social initiatives in the area.

Key

- | | |
|---|--------------------------------|
| 1 Katherine Low Settlement | 10 Battersea United Charities |
| 2 Clapham Business Improvement District | 11 Providence House Youth Club |
| 3 Wandsworth Foodbank (Clapham Junction Centre) | 12 George Shearing Centre |
| 4 Spear | 13 Caius House Youth Centre |
| 5 Junction Community Trust | 14 Share Community Ltd |
| 6 Sound Minds | 15 Carney's Community |
| 7 BLAM UK | 16 St Peter's Church |
| 8 Devas Club | 17 Big Local SW11 |
| 9 Citizens Advice Wandsworth
Battersea library | |



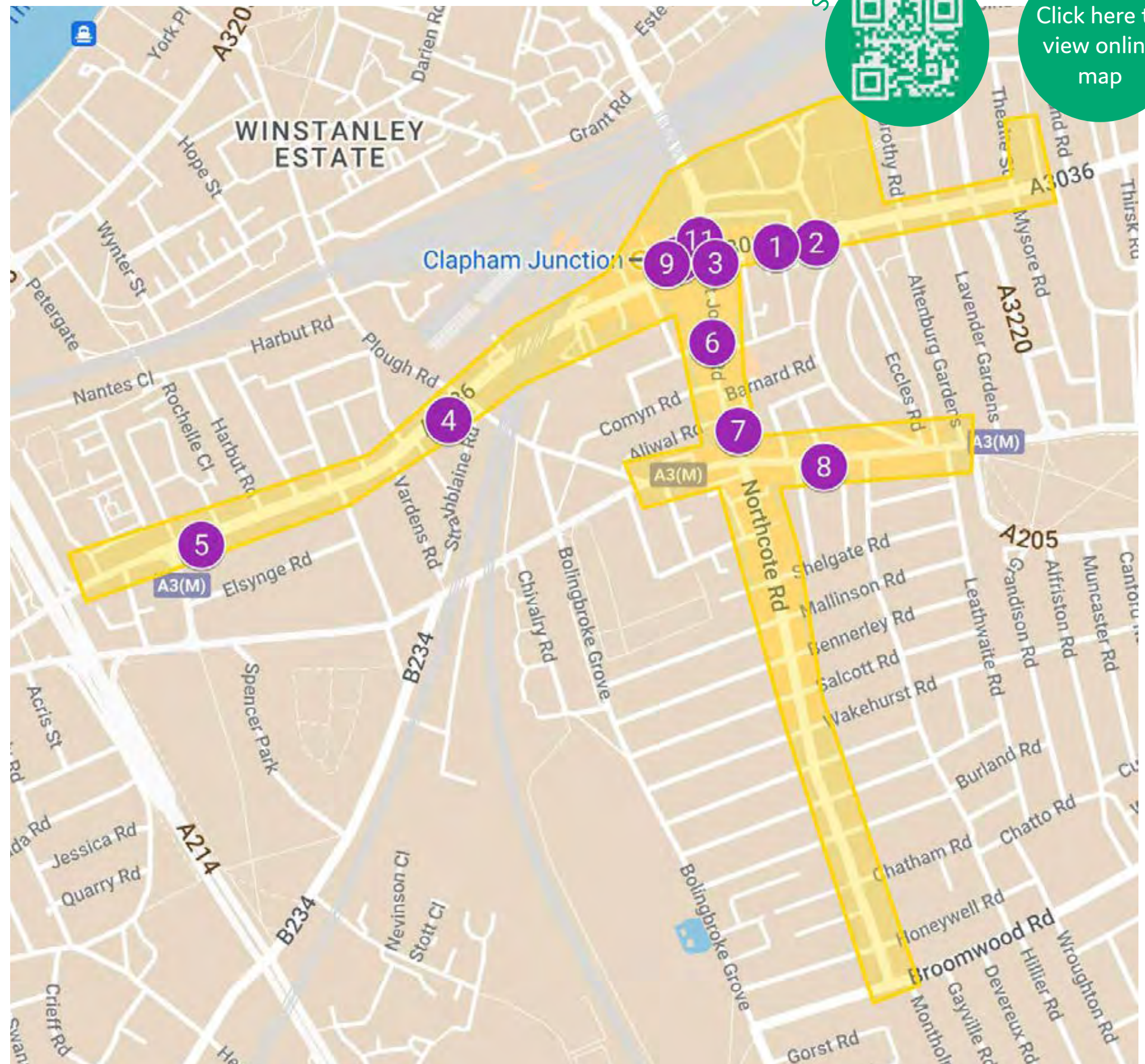
Vacant Shops Mapping

Clapham Junction as a town centre is mainly business and hospitality-driven. In general businesses in the area are doing well as exhibited by a few vacant units, which are quickly filled.

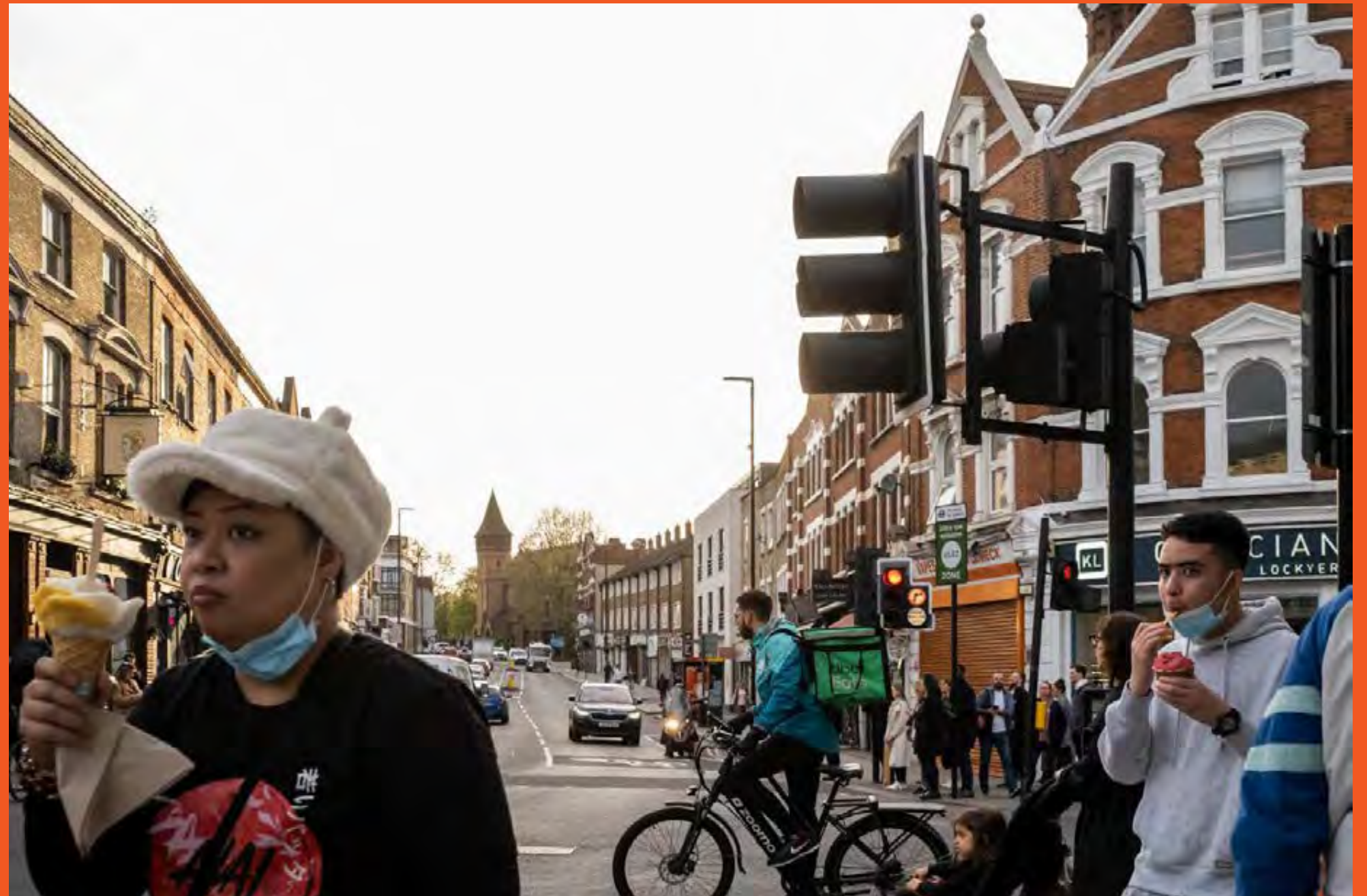
Currently, the main vacant units are close to Clapham Junction Station. This is mainly by the old Arding and Hobbs building which became vacant during the past year. This left a significant gap in the street scape and the building is now undergoing construction to adapt to its new tenants.

Key

- 1 The Corner Stone (Bookshop)
- 2 Royal Trinity Hospice
- 3 Arding & Hobbs
- 4 95 St John's Hill
- 5 Regent House Gallery
- 6 Empty Shop
- 7 Old Nationwide Building
- 8 Vacant Shop
- 9 Vacant Unit
- 10 Vacant Moss Bros Group PLC
- 11 Potential Vacant Unit



Chapter 4. Strategy



“Gluing & Stitching” Strategy

Our strategy will connect the five high streets by “gluing” and “stitching”. These craft processes are also urban strategies, and their naming is a conscious decision. Gluing is the process of joining the ends of the streets via wayfinding, greening, lighting and other physical interventions. Stitching is the process of joining businesses and institutions in the middle of the high streets via placemaking, networks and non-physical interventions.

These two approaches will help to connect the high streets into one town centre, and at the same time preserve the variety presented by each of them. The scheme should not homogenise the area, and as suggested later, this leads to different proposals being delivered in different areas of the town centre. Moving away from the idea of the high streets being different “quarters” and instead part of the same town centre is a positive approach that will assist in the connection between them.

The strategy is based on our mapping of the potential gateways between areas, and the stretches of the disconnected high street. This strategy could be supported by projects like:

- The BID Shop
- The Creative Junction Map
- Carnival Parade
- Creative Wayfinding
- Creative Greening

These projects are presented in more detail in the chapters “Physical Interventions” and “Non-Physical Interventions”.

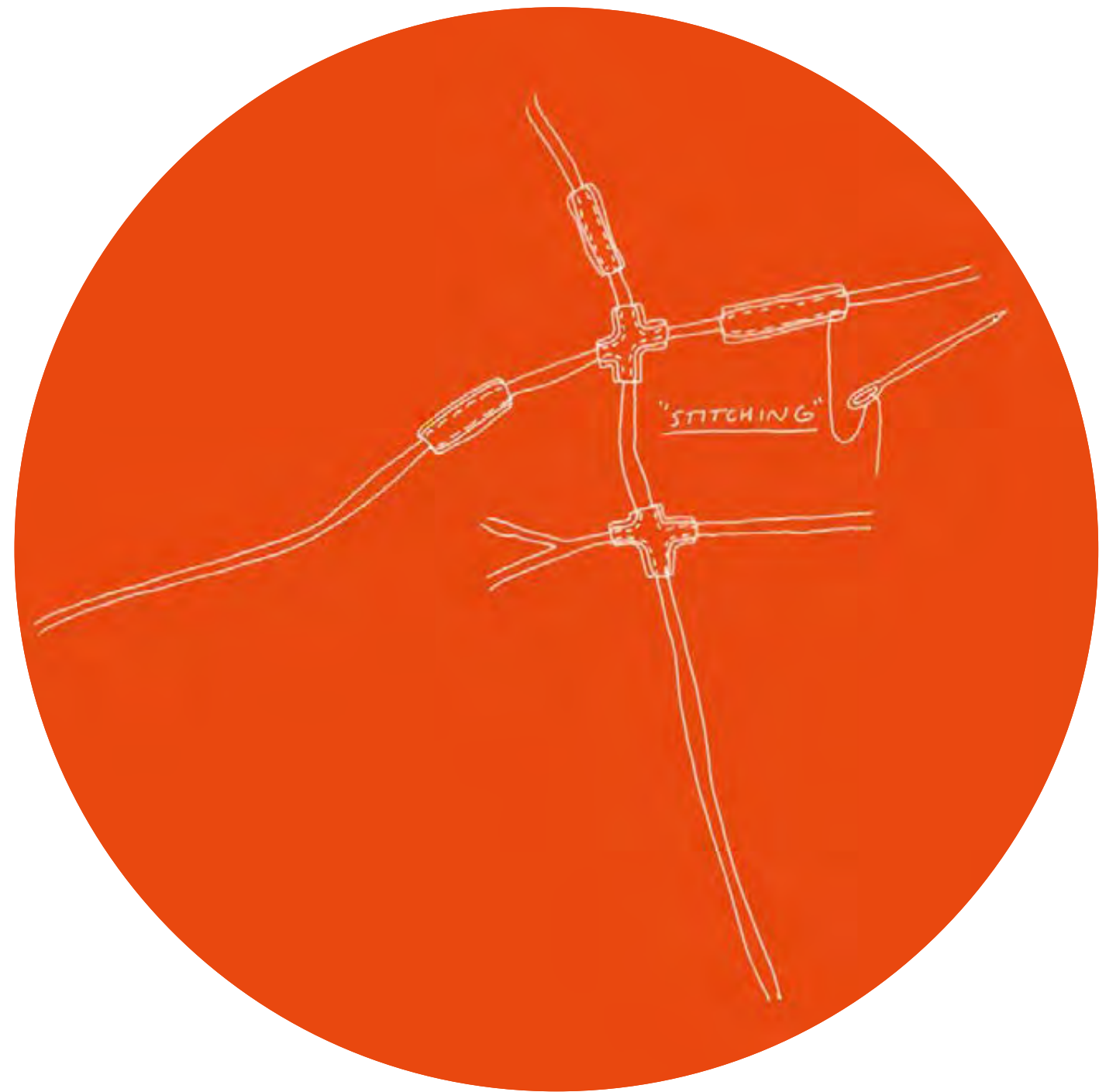


Diagram of the “Gluing and Stitching”

Urban Matchmaking Strategy

Our Urban Matchmaking strategy proposes partnering creatives with businesses, creating new connections which are social as well as economic benefits. For example, vacant shop units can be re-appropriated as artist studios for the duration of their vacancy, and in turn, save landowners the cost of business rates while vacant. Similarly, we understand that Northcote Road has previously enjoyed a shopfront renovation scheme, and this could be replicated for other areas. Shopfront improvements to private businesses could be designed by students from surrounding universities as a real-world project outside of the academic sphere delivering value for both parties.

The strategy is based on our mapping of shops that could be supported, which would provide benefits to both hubs and the relationships between the streets. This strategy could be supported by projects like:

- The Print Junction
- The Junction Studios
- Creative Shopfronts

These projects are presented in more detail in the chapters “Physical Interventions” and “Non-Physical Interventions”.



Diagram of Urban Matchmaking

Creative Hub Strategy

Our third strategy is to highlight local creative hubs, such as the Battersea Arts Centre, the Clapham Grand and Northcote Records. These are numerous creative institutions in the local area, which have all been the lynchpins around which our strategy is built. They will both support the vision and benefit from it.

The hubs form key parts of the area, but as identified during our mapping they are not celebrated on the street. Highlighting these institutions and signposting them through improved wayfinding, lighting and greening schemes will widen their impact, as well as add further economic benefits to the businesses around them. In addition, the creative hubs could also be celebrated through a carnival, allowing the institutions to spread onto the streets and generating increased footfall.

This strategy is based on our mapping of the creative venues in the area, as well as the creative workspaces and businesses surrounding them. The strategy could be supported by projects like:

- The Carnival Parade
- Creative Wayfinding
- Creative Greening
- Creative Lighting

These projects are presented in more detail in the chapters “Physical Interventions” and “Non-Physical Interventions”.



Diagram of Creative Hubs

Gap Strategy

Our Gap strategy looks at existing open spaces, as well as vacant units and under-celebrated institutions, as ideal sites for creative interventions. While our strategy is about creativity, we are not suggesting murals, since we find these to be less successful forms of placemaking and are schemes that can be more easily run by ad hoc projects or organisations, rather than centralised funding.

Instead, we propose to add placemaking objects as well as greening and lighting to existing open spaces. Vacant units are seen as opportunities for meanwhile uses for creative initiatives that celebrate making and creativity on the high street.

The strategy is based on the success of incidental pocket parks such as Aliwal Road and Eckstein Road. Similarly, it is based on the mapping of potential gaps such as in front of ASDA and the post office. This strategy could be supported by projects like:

- The Junction Studios
- The BID Shop
- Creative Wayfinding
- Creative Greening
- Creative Lighting

These projects are presented in more detail in the chapters “Physical Interventions” and “Non-Physical Interventions”.



Diagram of Gaps

Footfall Strategy

Our final strategy revolves around footfall and encouraging visitors to go to all the corners of Clapham Junction. While Northcote Road is prosperous and Lavender Hill is busy, the prosperity of Northcote Road needs to provide social benefits and spill out into supporting existing businesses on Lavender Hill and Battersea Rise.

As such, our strategy is to encourage exploration and the discovery of new areas as well as signposting to existing assets. This can be supported by both physical and non-physical interventions such as physical wayfinding or a digital Maker's map celebrating local creatives and supporting businesses. Another example can be to "transplant" businesses from one street onto another through pop-up shops to give people a taster of the local area.

This strategy is based on the mapping of vacant units, as well as the types of businesses on each of these streets. The strategy could be supported by projects like:

- The BID Shop
- The Creative Junction Map
- Creative Wayfinding

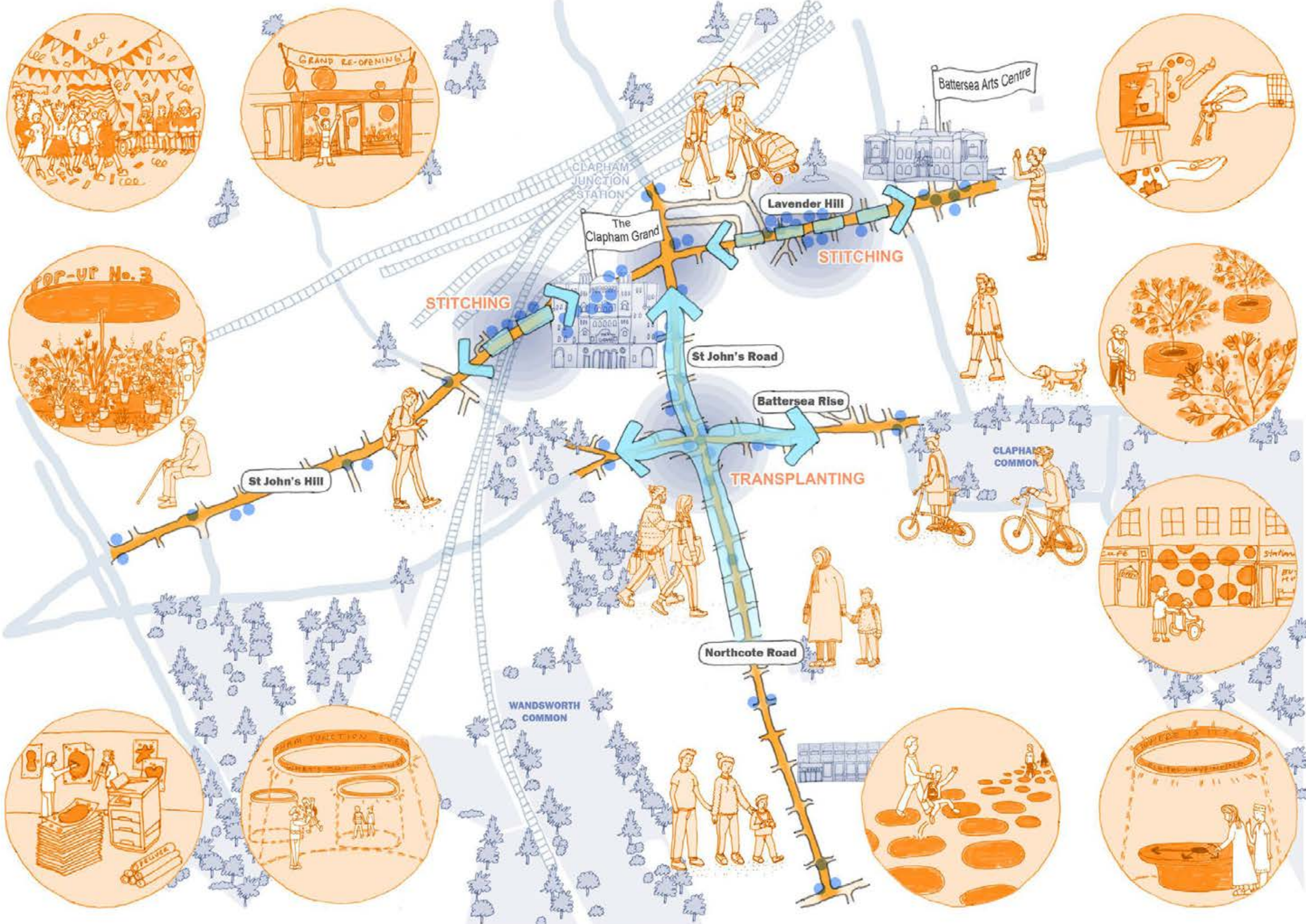
These projects are presented in more detail in the chapters "Physical Interventions" and "Non-Physical Interventions".



Diagram of Footfall

Chapter 5. Propositional Map





Propositional Map

The propositional map on the previous page is a visual summary of how our vision and strategies translate into physical and non-physical interventions around Clapham Junction. The map indicates points of interaction through dots of “urban acupuncture” and larger nodes of strategic interventions of stitching and urban matchmaking or transplanting.

The map is surrounded by vignettes that give a glimpse into the different types of creative interventions that could happen along the high streets. These interventions will be described in more detail in the chapters “Non-Physical Interventions” and “Physical Interventions”.



The Carnival Parade



Creative Wayfinding



Creative Greening



The BID Shop



Creative Shopfronts



Creative Wayfinding



The Print Junction



Creative Wayfinding



Creative Wayfinding



The Junction Studios

Key

- Point of intervention
- Key junctions and street gaps
- Stitching
- Transplanting
- High street

Chapter 6. Non-Physical Interventions



Non-Physical Interventions

The proposed non-physical strategies are overall briefs for workstreams that can be delivered at a larger or smaller scale to deliver the strategies identified from the mapping. We have shown how these can be delivered as overall strategies, which are based on our understanding of delivering these strategies and briefs. These are backed up with precedents and costings to illustrate the nature of the proposals. Following this, we have then looked at how these workstreams combine in specific locations - which we are calling vignettes. This is where the different briefs come together to form full locations.



Diagram of "Transplanting"

The Print Junction Brief

Issues

Clapham Junction houses many creative businesses, services and makers but when it comes to spaces for making there is a shortage within the town centre. Due to the business-driven nature of Clapham Junction, most studios are located on the periphery of the town centre. Therefore, the high streets do not celebrate the act of making.

Proposal

This proposal is for celebrating the presence of printmaking on the high street and generating new creative collaborations. The Print Junction will be a community print workshop, potentially located at the Battersea Arts Centre. It will be available to locals to explore printing both through workshops and open sessions. In addition, it will invite newly graduated artists to artist residencies and offer support at a crucial time in their careers. The artist will also contribute to the local community through creative workshops and events. The proposal will be non-commercial to not compete with The Print Design shop on Lavender Hill. Instead, a creative match would be made between the business and the project to support each other. The reason we have proposed this is that it would strengthen creative practices on the high street and generate social value by offering a space for community creativity and skills building. This would help us meet the "Connected Communities" HSFA aspirations.

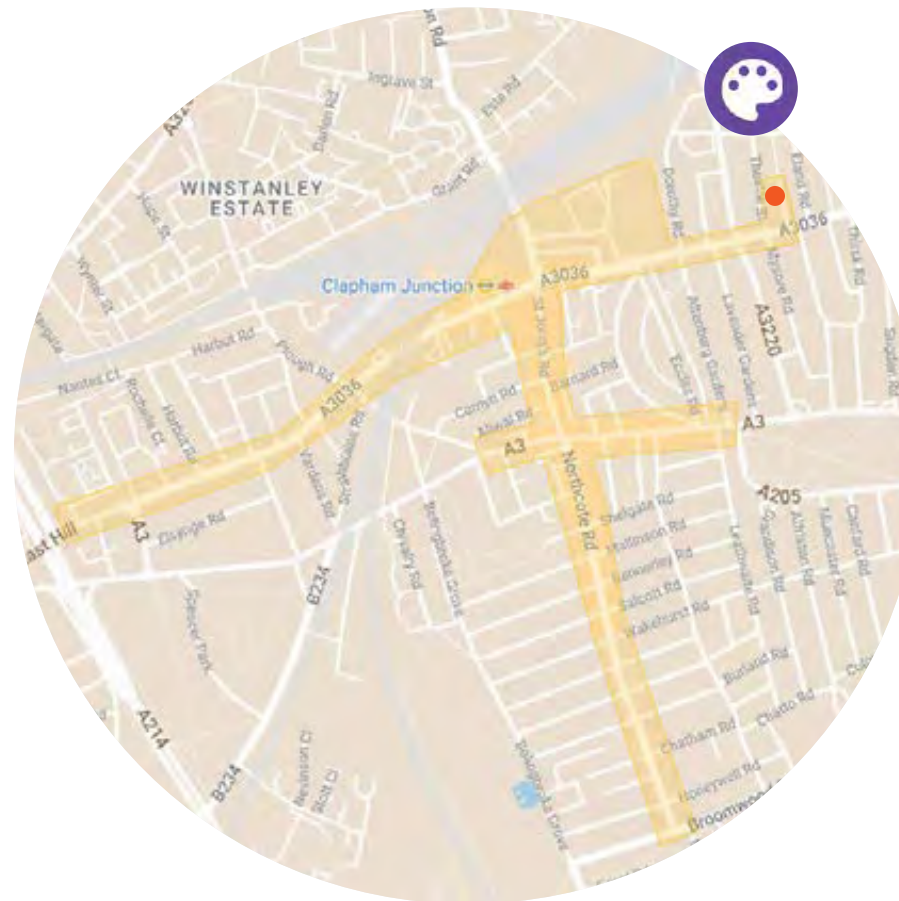
Cost

Total sum £124,416 + VAT (For breakdown see Costs section)

Precedent

Rabbits Road Press is a community Risograph print studio and publishing press founded and run by OOMK. The small-scale publishing press provides printing and book binding services for artists and community groups in Newham and beyond. It explores a contemporary model for community publishing through workshops and events by bringing together artists, designers, writers and local people.

The Creative Junction



The Site - Potential locations within the Junction



The Proposal - The Print Junction



The Precedent - Rabbits Road Press



The Precedent - Rabbits Road Press



The BID Shop Brief



Issues

Each of the five high streets houses several businesses, both independent and commercial. Due to the disjointed character of Clapham Junction, these businesses and sometimes their customers are disconnected from each other. In addition, there is currently an unequal divide of prosperity between the high streets.

Proposal

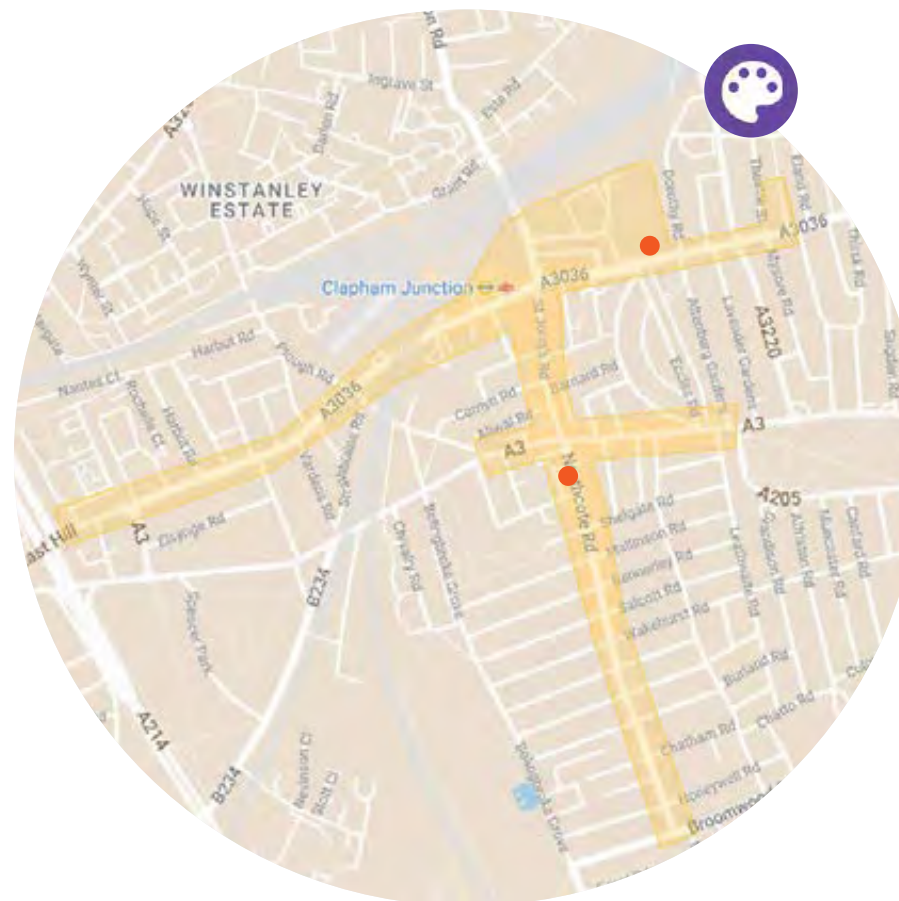
This proposal is to create improved networks between businesses, spread affluence and encourage people to visit all the corners of the Junction. This project would expose Lavender Hill businesses to Northcote Road shoppers, and vice versa. We aim to do this through the BID Shop which will act as pop-up market stalls where local businesses branch out to the other high streets through one-month taster shops. The reason we have proposed this is because we believe the ability to branch out will help knit together the highstreets and celebrate the local businesses of Clapham Junction. This will help us meet the “Public Welcome” and “Connecting Communities” HSFA aspirations.

Cost

Total sum £43,085 + VAT (For breakdown see Costs section)

Precedent

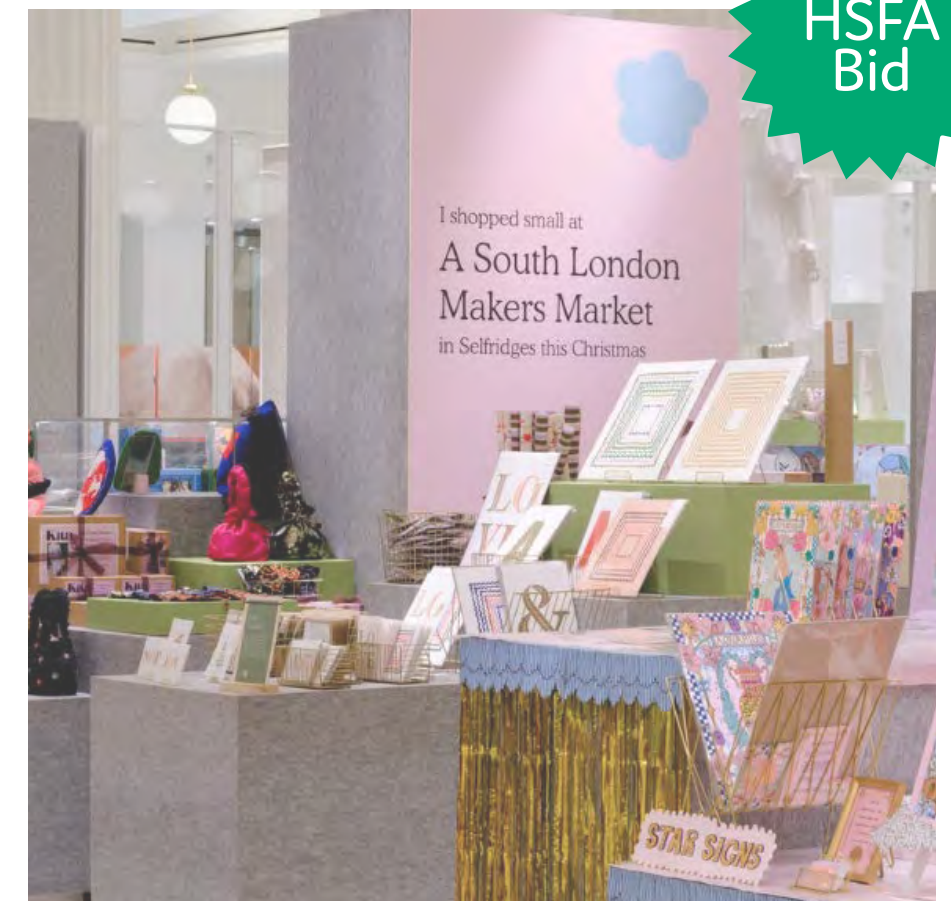
12 Piccadilly Arcade is an initiative by Westminster Council that delivers a bespoke pop-up project to provide a differentiated approach through a programme of events, services and activities that fulfil empty premises and encourage the use of spaces in different ways. The project presents an experimental platform for the next generation of local talent where innovative modes of production, business models and ideas for a more sustainable and creative future are tested.



The Site - Potential locations within the Junction



The Proposal - The BID Shop Brief



The Precedent - A South London Makers Market at Selfridges (2021)



The Precedent - 12 Piccadilly Arcade by Westminster Council (2022)

The Junction Studios Brief

Issues

Clapham Junction houses a range of creative businesses, services and makers out of which the majority are disconnected from each other. Many of the creative practitioners in the local area are also located on the periphery of Clapham Junction and there are few places along the high streets that celebrate these creative practices. However, there is a high demand for artist studios as Wandsworth council receives frequent requests for this.

Proposal

This proposal is to invite artists to Clapham Junction and build a collaborative network of artists and property owners. The proposal matches creatives with empty units and generates meanwhile spaces for creative practices and community programs. The Junction Studios could be located in a long-term vacant shop on Battersea Rise or in one of the ShopStop shops by collaborating with the landlord. The reason we have proposed this is because it will strengthen the local creative economy and generate social value. It celebrates creatively dynamic high streets and simultaneously supports landlords with cost reduction and management of empty properties. This will help us meet the "Connecting Communities" HSFA aspirations.

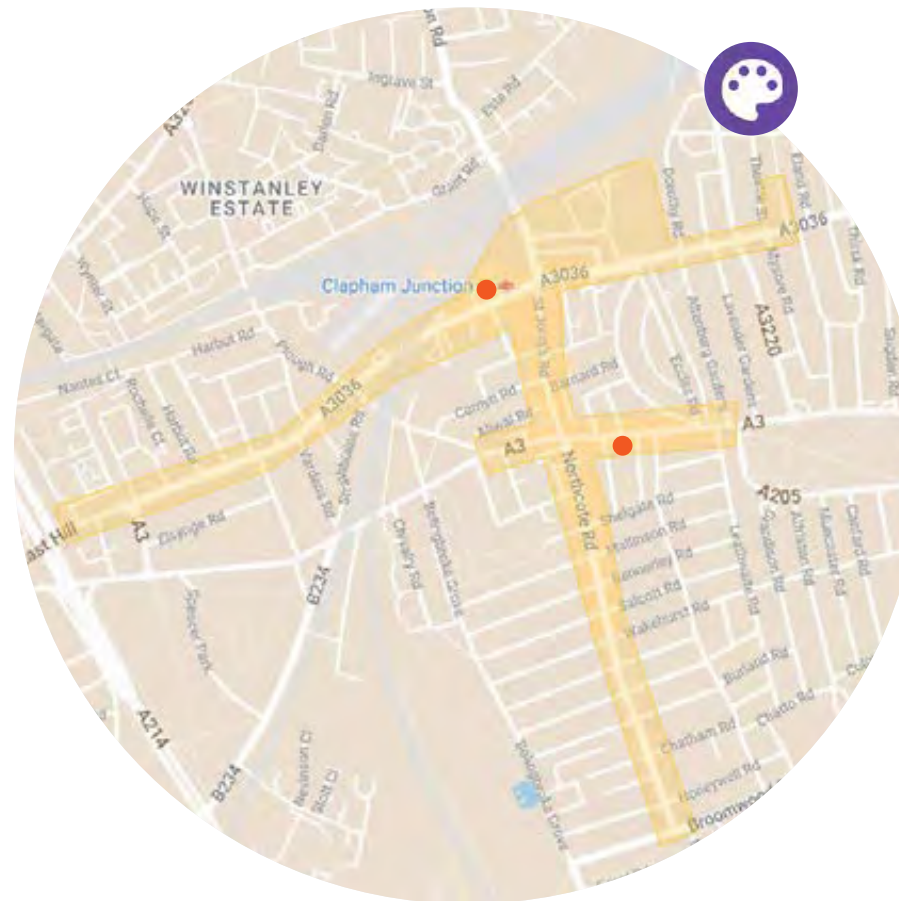
Cost

Total sum £12,946 + VAT (For breakdown see Costs section)

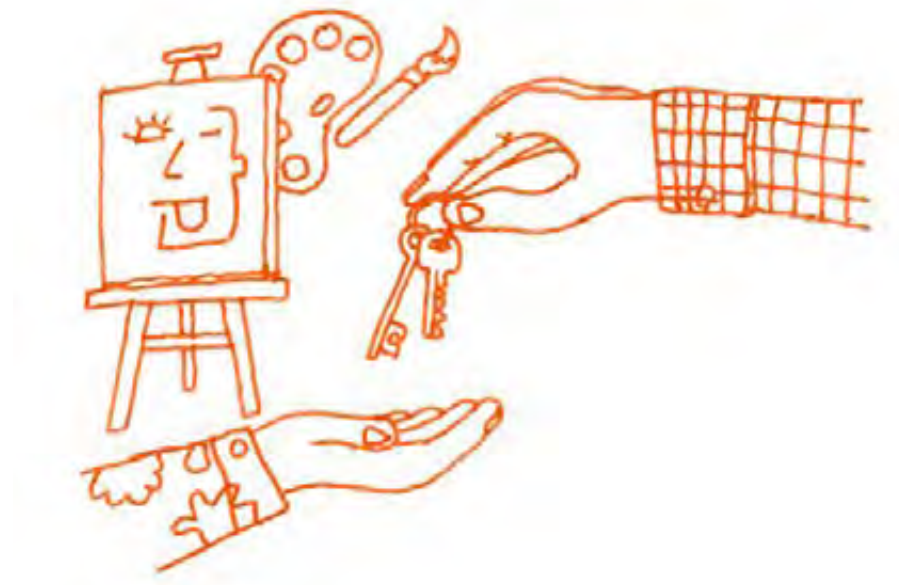
Precedent

By acting as the umbrella at each location and working directly with landlords Hypha Studios provides space that is risk-free with no capital outlay and can pay artists for their community programs. Hypha Studios works with landlords, reducing the costs associated with empty properties, managing each location and its chosen creatives. Through a unique model, they breathe life into empty shops and spaces, bringing art, creativity and culture to each community through our events program. This precedent has informed the cost of this proposal.

The Creative Junction



The Site - Potential locations within the Junction



The Proposal - The Junction Studios



The Precedent - Futures After group exhibition at the former Peacocks in Catford



The Precedent - Owl on the Roof at Bristol Old Vic



The Creative Junction Map Brief

Issues

The area is home to many creative businesses, services and makers but just as the area is disjointed, so are the creative practices in Clapham Junction. In turn, the high street does not celebrate the presence of these creatives and their supporting businesses.

Proposal

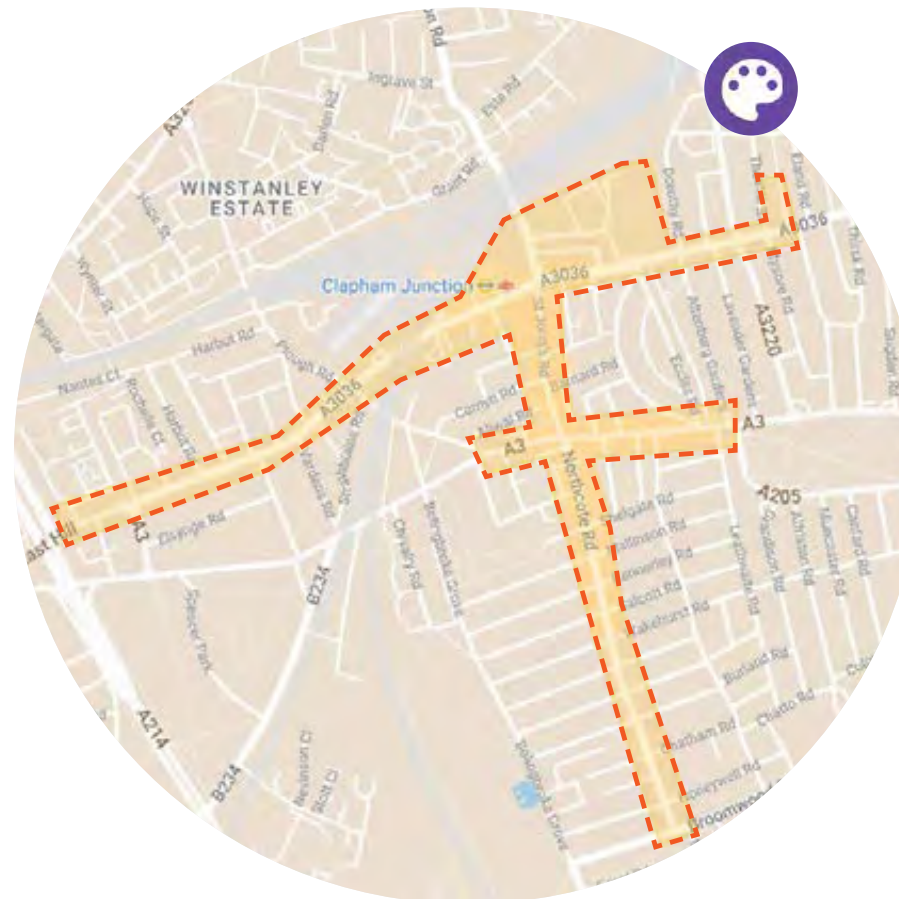
This proposal is to generate creative collaboration and celebrate the Creative Junction through The Creative Junction Map. The map aims to create an interactive tool for locals to use to find and connect makers with suppliers, spaces and the public. The reason we propose this is because we believe that this tool will help stitch together local creative practices and support businesses. This will lead to new collaborations, generating both creative value for locals and financial value for businesses. This will help us meet the “Public Welcome” and “Connecting Communities” HSFA aspirations

Cost

Total sum £18,000 + VAT (For breakdown see Costs section)

Precedent

Shape Newham is a community and artist-led initiative that has delivered 18 public space projects in eight town centres across Newham. It is about shaping Newham’s places, getting involved in Newham’s decision making and getting to know your Newham neighbours. The project also includes an interactive online map, outlining the different interventions that the projects included. This precedent has informed the cost of this proposal which documents the creatives involved in the project, as well as provides a listing of makers who built the projects, all to support the council’s Community Wealth Building Program.



The Site - Focus points within the Junction



The Precedent - Shape Newham Makers Map



The Proposal - The Creative Junction Map



The Precedent - Shape Newham

The Carnival Parade Brief

Issues

Creative practices and businesses along with cultural institutions are peppered along the high streets. However, due to the current disjointed nature of Clapham Junction, these creative stakeholders are disconnected from one another. The experience of visitors and residents of the Junction is similarly disjointed, as one easily falls back into visiting familiar venues and the area does not encourage exploration.

Proposal

This proposal is for the Carnival Parade. It taps into the local tradition of the carnival, both through the historical Caribbean carnival and the current Northcote Road Festival. This would be located on the wide pavements on Lavender Hill, and extend from the pedestrianised area outside BAC, past the Asda forecourt, through to the wide corner of the Junction. It would pass the Western side of St John's Road, and finish just before Northcote Road. The reason we have proposed this is that it connects the high streets in a celebratory manner. This would encourage exploration and introduce people to the creative initiatives within the area and create collaborations between stakeholders. This will help us meet the "Public Welcome" and "Connecting Communities" HSFA aspirations.

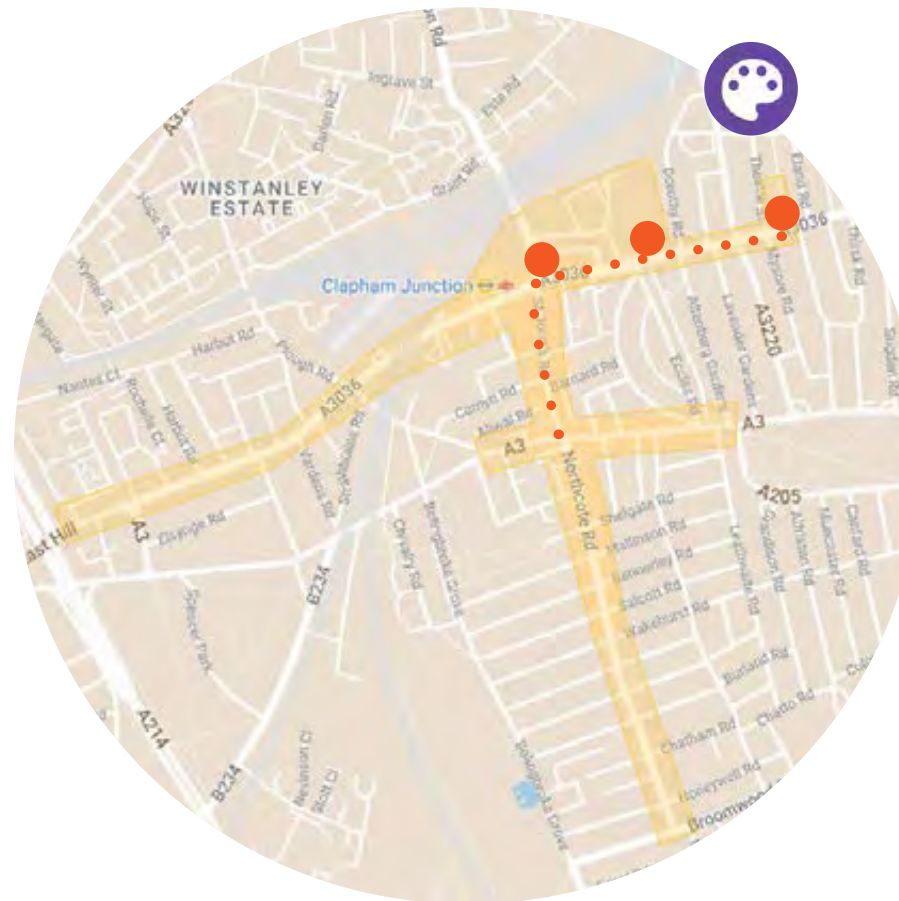
Cost

Total sum £27,360 + VAT (For breakdown see Costs section)

Precedent

Fore Street by Jan Kattein Architects is a collection of interventions around the high street that will revitalise and diversify the town centre by creating new spaces for culture, play and work. Building capacity among local stakeholders is integral to the project objectives. A play street event saw 400 school children participate in an initiative to promote sustainable travel and reclaim a street outside their school for wildlife and play. This precedent has informed the cost of this proposal.

The Creative Junction



The Site - The carnival trail with pitstops in the Junction



The Proposal - The Carnival Parade



The Precedent - Fore Street by Jan Kattein Architects (2021)



The Precedent - Northcote Road Festival (2018)

Social Value Statement

This project will be designed to deliver social value through its process and outcome. This must be embedded in the brief for each design. The project strongly supports the highstreets recovery after the Covid-19 pandemic by aiming to secure social impact and supporting existing creative organisations, businesses and communities.

Through the process, approaches of co-design and community wealth building will empower and pay local people to participate in the design of the schemes. This will build on the engagement to date, and make sure that the expert opinion of diverse and varied voices can be incorporated.

Through the outcome, benefits will be delivered to local residents, shoppers and business owners through the physical and non-physical interventions. Similarly, community wealth building will be used, via the Creative Junction Map, to employ local people for the construction of the physical projects and strengthen purchases from local businesses. This can be from printing during the process, to fabrication during the construction.

The project supports creative new uses of existing properties that generate social good. This can be done by introducing a non-commercial workshop with a focus on creative production. The project will through the community workshop also present opportunities for locals to build new creative skills and support young creatives at the start of their careers through artist residencies.



Performers at the open space next to ASDA

Copyright Anthony Coleman 2022

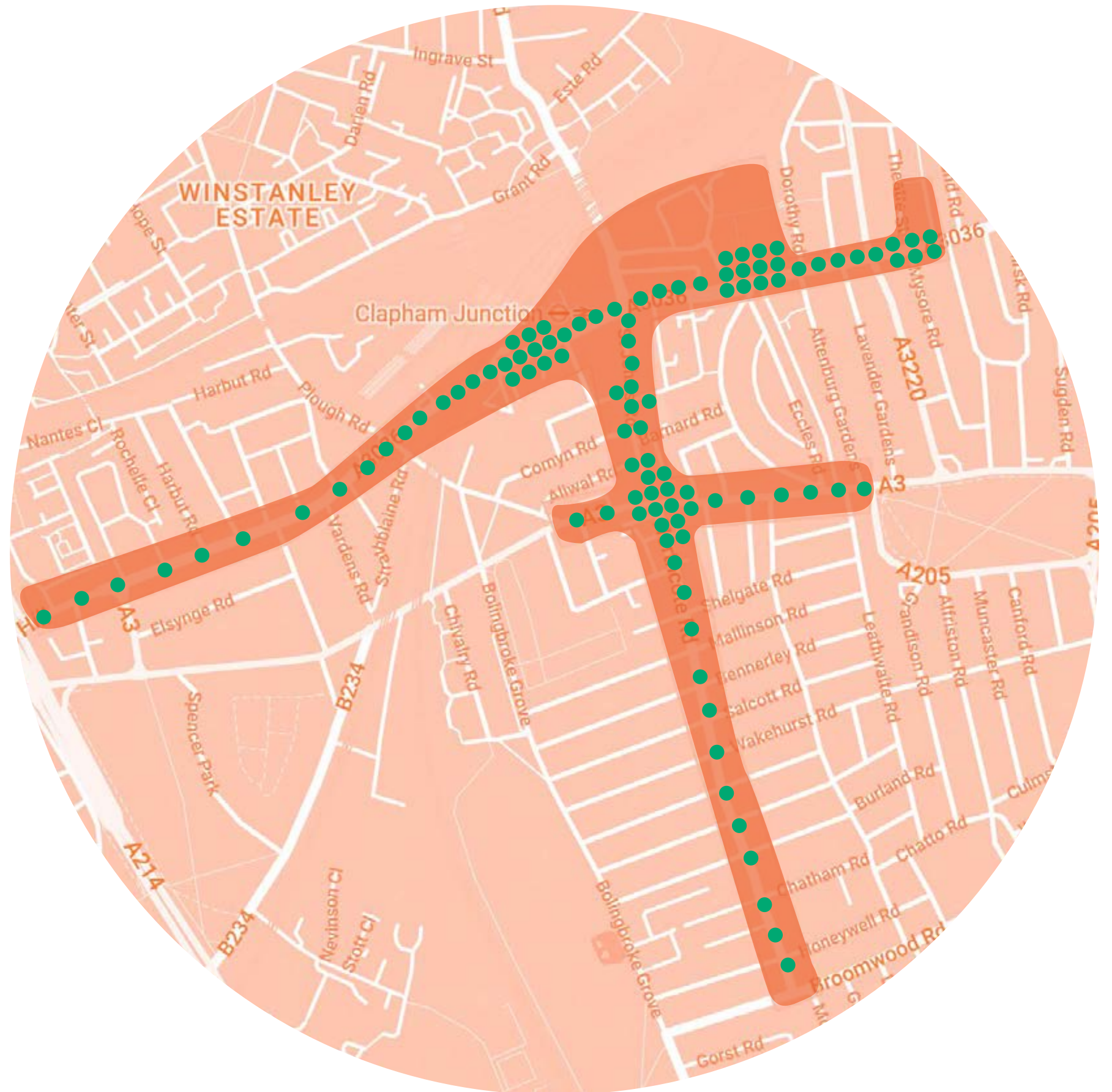
Chapter 7. Physical Interventions



Physical Interventions

The proposed physical interventions are overall briefs for workstreams that can be delivered at a larger or smaller scale to deliver the strategies identified from the mapping. We have shown how these can be delivered as overall strategies, which are based on our understanding of delivering these strategies and briefs. These are backed up with precedents and costings to illustrate the nature of the proposals. Following this, we have then looked at how these workstreams combine in specific locations - which we are calling vignettes. This is where the different briefs come together to form full locations.

The “urban acupuncture map” opposite illustrates the focus and amount of work that is proposed in each area. This acts as a visual guide to where interventions are necessary to deliver on the strategies we have outlined in the previous section.



The Urban Acupuncture Diagram - Potential points of intervention

Creative Wayfinding Brief

Issues

The five high streets in the town centre are currently disjointed and disconnected. While previous wayfinding projects have discussed “quarters” we feel this may be “ghettoising” the various streets. We aim to create connections and joins between the streets, while still retaining their character. The area should not be homogenised, but we would not want it to remain disparate.

Proposal

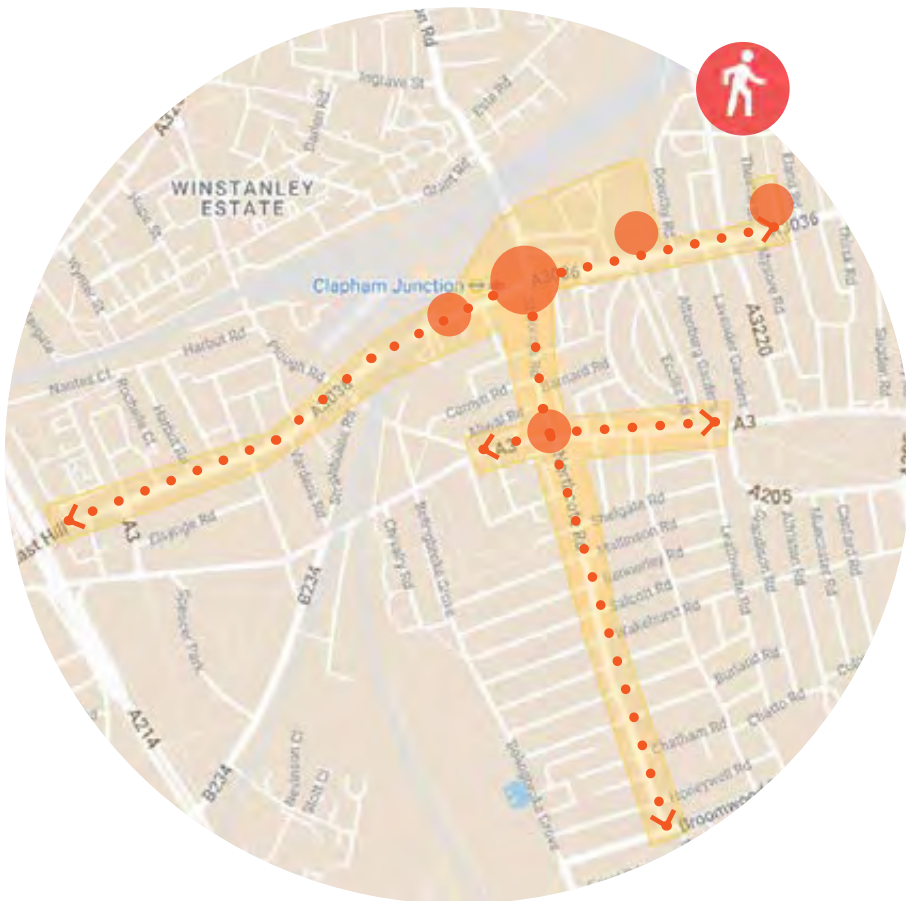
This proposal is for wayfinding and placemaking along the high streets. The proposal will be colour coded, with each street given an individual colour. We will focus our key placemaking interventions such as multifunctional benches etc. on the spatial gaps in the streetscape, for example near the ASDA carpark and Battersea Arts Centre. The wayfinding additions, such as signage, banners and road painting, will be introduced along the streets with a focus on floor based wayfinding. The reason we propose this is to stitch together the area by improving the physical links and encouraging movement between the high streets. We will adapt the practice of co-design for the placemaking objects and generate community wealth building through paid-for workshops with locals. This will help us deliver the HSFA “Public Welcome” and “Connected Communities” aspects of the project.

Cost

Total sum £256,198 + VAT (For breakdown see Costs section)

Precedent

The Tooley Street Beacon is a competition-winning design for an area of public realm and associated wayfinding on the Tooley Street Triangle directly in front of London Bridge Station. The design consists of two main elements; a scale map of the area printed onto the pavement and a giant signpost, or beacon, which provides local information and directions to specific landmarks. This precedent has informed the costing of this proposal.



The Site - Potential core sites, spilling out onto high streets



The Proposal - Creative Wayfinding



The Precedent - The Tooley Street Beacon by Charles Holland Architects (2020)



The Precedent - Wayfinding as road painting

Creative Greening Brief

Issues

The current high streets suffer from a little greenery. Narrow footpaths along with services in the footpath make the addition of new planting challenging. We know raised planters are sometimes misused to support ASB but their use could be transformational.

Proposal

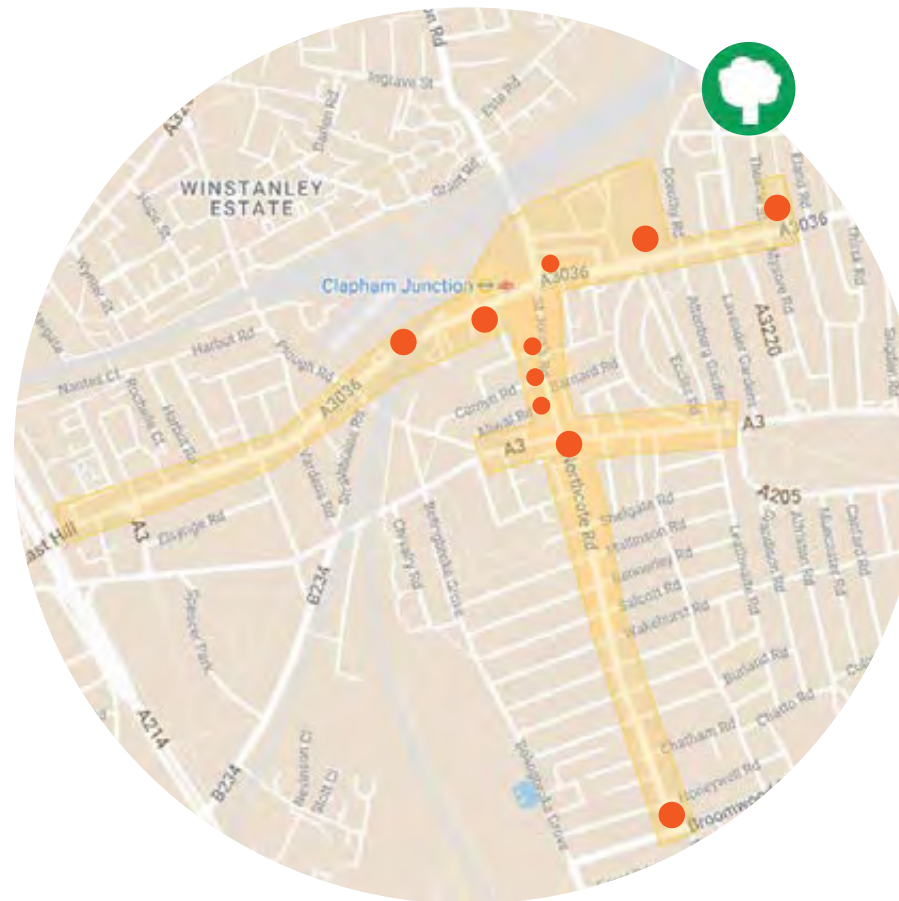
This proposal is for delivering creative greening as social infrastructure. For example, this would include planting a permanent Christmas tree at the junction of Lavender Hill and Falcon Road that could be decorated yearly by local creatives and generate a festive feel specific to the area. In addition, deciduous flowering greenery could be incorporated in placemaking objects to add colour to the area according to season. The reason we propose this is because we believe greening can support the creative culture in the area and visually improve the high streets. In addition, social value can be created by employing residents to help in the planting and maintenance of creative greening. This will help us deliver the HSFA "Public Welcome" aspirations of the project. Please note, this brief would not support green walls, due to maintenance issues.

Cost

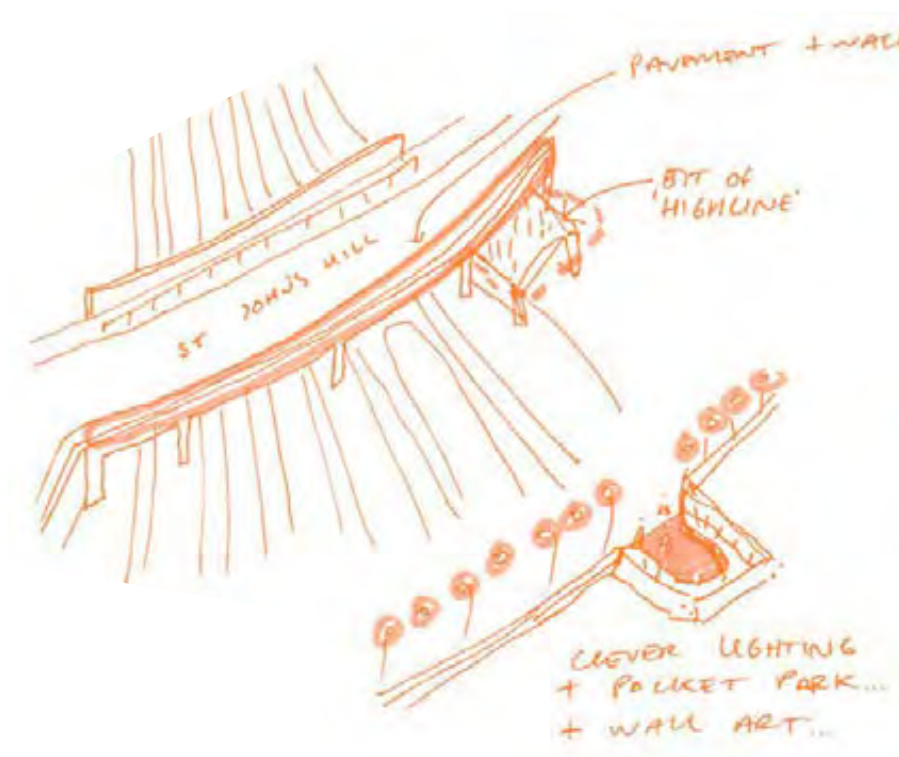
Total sum £88,279 + VAT (For breakdown see Costs section)

Precedent

A central part of DK-CM's Barkingside Town Centre improvements, Barkingside Town Square creates a new civic space in-between Fullwell Cross Library & Leisure Centre. The approach has been to bring qualities of these buildings' interiors into the public realm. The space hosts musical performances, theatre, promotional events, and DK-CM are now working with the borough to develop a market for the space. The leisure centre's entrance incorporates a stage and Christmas tree pit. This precedent has informed the costing of this proposal.



The Site - Potential locations within the Junction



The Proposal - Creative Greening



The Precedent - Barkingside Town Square by DK-CM (2012-2014)



The Precedent - Urban Reveries by Ronan and Erwan Bouroullec (2016)

Creative Shopfronts Brief

Issue

While some businesses have built equity to invest in their shopfronts, others have not. This does not mean that they should be enforced against but instead supported for redevelopment. By upgrading shopfronts we would allow longstanding local businesses that serve a diverse community to compete with new entrants to the area that serve the few. As a tangible example - Cafe Parisienne is only called this because the owner could not afford to change the sign when he took on the lease, and the name is the same 20 years later.

Proposal

This proposal is to pair existing private businesses with graphic designers from the RCA and deliver a real-world project for students outside of the academic sphere alongside an upgrade programme for longstanding businesses. The proposal will also include a scheme of temporary decoration and signage of vacant units. The reason we propose this is because the interventions will help create new connections in the local area and provide much-needed support for existing businesses. In addition, the collaboration will generate social value as it gives local students a chance to prepare them for future professional careers. This will help us meet the "Public Welcome" and "Connecting Communities" HSFA aspirations.

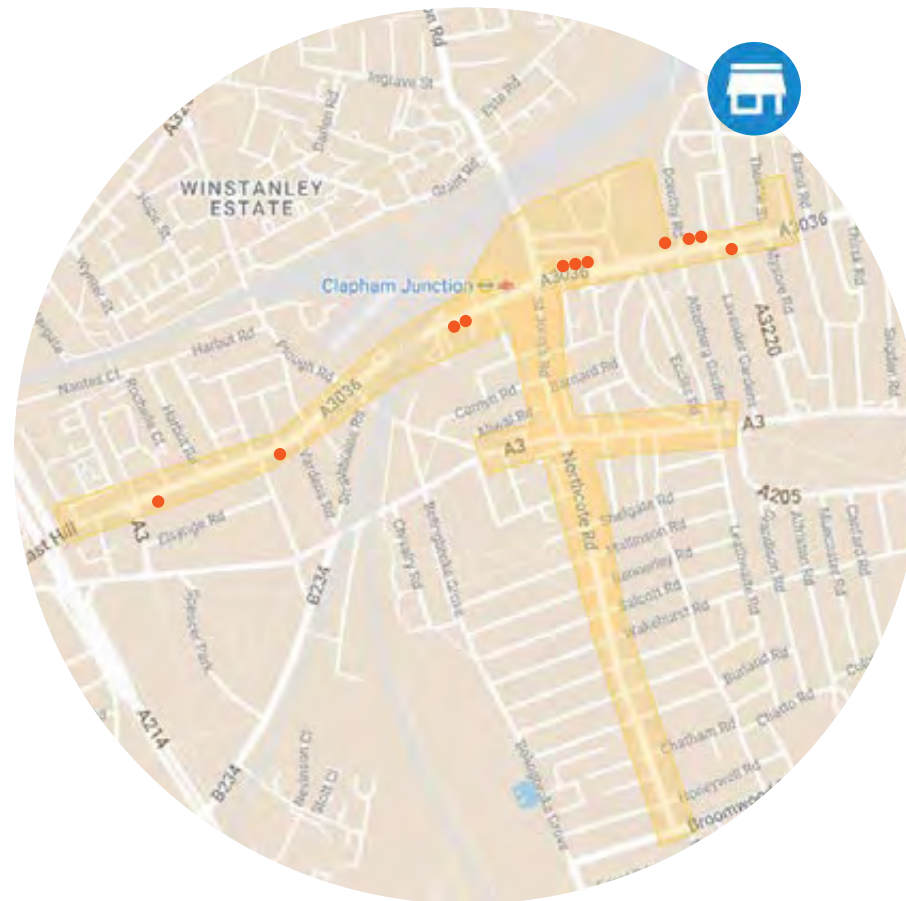
Cost

Total sum £269,100 + VAT (For breakdown see Costs section)

Precedent

Office S&M have worked in close collaboration with Jan Kattein Architects on a tri-borough high street initiative, working on visual merchandising with 30 individual businesses in the Finsbury Park. The proposals responded to the aspirations and needs of the individual businesses while also achieving a sense of cohesion and bringing together the high streets in Finsbury Park. This precedent has informed the costing of this proposal.

The Creative Junction



The Site - Potential locations within the Junction



The Proposal - Creative Shopfronts



The Precedent - Finsbury Park Shops by Office S&M and Jan Kattein Architects (2017)



The Precedent - Finsbury Park Shops by Office S&M and Jan Kattein Architects (2017)

Creative Lighting Brief

Issues

The area has numerous night-time uses, yet these are poorly connected. With an increased focus on the night-time economy, this needs its public infrastructure to support the economy. In particular, women's safety at night needs to be improved to reduce fear of crime and crime.

Proposal

This proposal is to deliver a creative lighting strategy that supports the night-time economy and improves the safety of women, queer and non-binary people. The proposal will introduce creative lightings such as projections or light installations created by local artists that also act as wayfinding and placemaking near institutions like the Clapham Grand and Battersea Arts Centre. Safety will be improved by mapping places where women, queer and non-binary people currently feel unsafe through paid-for workshops and incorporating these into the lighting strategy. For example, this could include uniquely numbered lamppost to aid localisation. In addition, local shop owners can be invited to illuminate shopfronts at night and avoid creating dark spots on the high streets. The reason we propose this is to strengthen the existing night-time economy and ensure that Clapham Junction is an inclusive environment at night by ensuring the safety of all. This connects to the HSFA "Creating a Public Welcome".

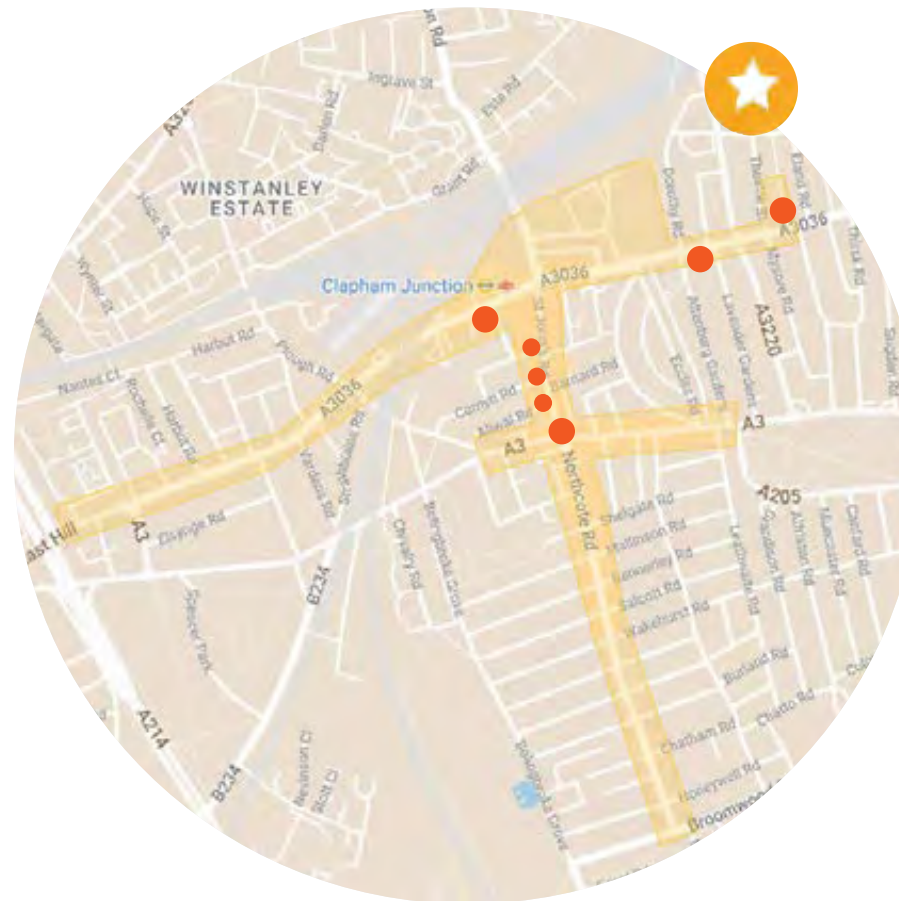
Cost

Total sum £90,432 + VAT (For breakdown see Costs section)

Precedent

Girls of the Light is a self-funded project by Hanna Benihoud. Inspired by Hanna walking home from her studio at night, having to turn her phone light on for safety and security, Hanna took to Instagram to ask her followers to share similar dark locations. Remarkably she received a host of geo-tags pointing her to quiet areas which most women avoid in the dark - so she set to work on a project that aims to illuminate these dark corners of London. This precedent has informed the costing of this proposal.

The Creative Junction



The Site - Potential locations within the Junction



The Proposal - Creative Lighting



The Precedent - Girls of the Light by Hanna Benihoud (2022)



The Precedent - Halo by vPPR (2017)

Environmental Statement

This project will be designed to deliver environmental benefits at all stages of the design process. Key considerations during the process of design will be embodied carbon, while operational carbon will be a key consideration for the outcomes. The project strongly supports a green recovery of the high streets after the Covid-19 pandemic by aiming to secure environmental sustainability and improve the existing public spaces.

For embodied carbon, some of the interventions may be relatively positive - for example, the net benefit of planting trees. However, other proposals may be relatively poorly performing - potentially the meanwhile use of spaces. This should be tackled at the source and a clear plan of aspirations set out at the briefing stage for these projects.

The project will actively work with greening to create more resilient high streets, supporting local health and wellbeing. In addition, parts of the proposals will build on improving the green skills of the communities in Clapham Junction by employing locals to participate in the planting of trees and planters.



View of the ASDA car park

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Proposal Map

The proposal map locates all the potential points of physical and non-physical interventions around Clapham Junction. It gives an overview of the intensity of the proposals in different areas based on the intensity of the points. Each proposal has been given an individual colour and icon so that they can be easily distinguished.

The mapping has been collated through an interactive online map. The map can be accessed by copying the link or clicking on the icon below.

<https://www.google.com/maps/d/edit?mid=1E9M-5W4rZXq9InqbFZHXkcDEFI3woGY9&usp=sharing>



Click here to
view online
map



Key

-  Creative Shopfronts
-  Creative Lighting
-  Creative Wayfinding
-  Creative Greening
-  Non-Physical Intervention

Map of the Proposals

Vignettes

These vignettes provide a visual insight into the different physical proposals pinpointed on the Proposal Map on the previous page. They act as a library for potential future outcomes of the projects.



Click here to
view online
map



Redecorated shopfronts



New trees and planters



Light installation



Road painting



Wayfinding



Decorated vacant shop front



The Junction Studios



The BID Shop



The Print Junction

Chapter 8. Budget



Non-Physical Budget

Below is a breakdown of each non-physical strategy which has been based on precedent studies and our costing experience. This budget will be checked in the next stage by a qualified Quantity Surveyor and will form a budget rather than costing.

The Carnival Parade

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Lighting the streets	£5,000	2	£10,000			£12,000	£14,400	●	
Marketing	£1,000	1	£1,000			£1,200	£1,440		●
Closing of streets	£2,000	2	£4,000			£4,800	£5,760		●
Musicians	£500	8	£4,000			£4,800	£5,760		●
Total							£27,360	+ VAT	

The Creative Junction Map

Item	Cost	Number	Total			inc. Contingency	inc. Fees	Capital	Revenue
						20%	20%		
Production	£12,500	1	£12,500			£15,000	£18,000	●	
Total							£18,000	+ VAT	

The Print Junction

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Workshop set-up	£40,000	1	£40,000	£52,000	£59,800	£71,760	£86,112	●	
Artist residencies (AUE generic rate & material fund)	£2,200	3	£6,600			£7,920	£9,504		●
Start-up operation funds	£20,000	1	£20,000			£24,000	£28,800		●
Total							£124,416	+ VAT	



The Junction Studios

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Start-up cost for open call and signing a creative	£2,000	1	£2,000	£2,600	£2,990	£3,588	£4,306	●	
Monthly operation costs	£500	12	£6,000			£7,200	£8,640		●
Total							£12,946	+ VAT	



The BID Shop

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Start-up cost	£10,000	1	£10,000	£13,000	£14,950	£17,940	£21,528	●	
Market stalls - supply and installation	£3,000	2	£6,000	£7,800	£8,970	£10,764	£12,917	●	
Monthly operation costs	£500	12	£6,000			£7,200	£8,640		●
Total							£43,085	+ VAT	



Total Non- Physical

Item	Total								
The Carnival Parade							£27,360		
The Creative Junction Map							£18,000		
The Print Junction							£136,440		
The Junction Studios							£12,946		
The BID Shop							£30,168		
Total							£224,914	+ VAT	

Physical Budget

Below is a breakdown of each physical intervention which has been based on precedent studies and our costing experience. This budget will be checked in the next stage by a qualified Quantity Surveyor and will form a budget rather than costing.

Creative Wayfinding

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Signage - production and installation	£2,000	13	£26,000	£33,800	£38,870	£46,644	£55,973	●	
Banners - production and installation	£200	10	£2,000	£2,600	£2,990	£3,588	£4,306	●	
Large placemaning object - flower stall	£30,000	1	£30,000	£39,000	£44,850	£53,820	£64,584	●	
Placemaking bench/object- supply and installation	£3,000	8	£24,000	£31,200	£35,880	£43,056	£51,667	●	
Paintwork to ground	£5,000	7	£35,000	£45,500	£52,325	£62,790	£75,348	●	
Paid for codesign workshops (10 participants, £50/hour)	£1,000	3	£3,000			£3,600	£4,320		●
Total							£256,198	+ VAT	

Creative Greening

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%	●	
New trees - supply and installation	£3,000	5	£15,000	£19,500	£22,425	£26,910	£32,292	●	
New planters - supply and installation	£2,000	6	£12,000	£15,600	£17,940	£21,528	£25,834	●	
Trees on Wheels	£3,000	4	£12,000	£15,600	£17,940	£21,528	£25,834	●	
Planting workshops (10 participants, £50/hour)	£1,000	3	£3,000			£3,600	£4,320	+ VAT	
Total							£88,279		

Creative Shopfronts

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
New signage, repair works to shop fronts	£12,500	10	£125,000	£162,500	£186,875	£224,250	£269,100	●	
Total							£269,100	+ VAT	

Creative Lighting

Item	Cost	Number	Total	inc. Preliminaries	inc. Contractor OHP	inc. Contingency	inc. Fees	Capital	Revenue
				30%	15%	20%	20%		
Light installation	£5,000	7	£35,000	£45,500	£52,325	£62,790	£75,348	●	
Payed codesign workshops (10 participants, £50/hour)	£1,000	3	£3,000			£3,600	£4,320		●
Illuminated shopfronts	£1,000	5	£5,000	£6,500	£7,475	£8,970	£10,764	+ VAT	
Total							£90,432		

Total Physical

Item	Total							+ VAT
Creative Wayfinding							£256,198	
Creative Greening							£88,279	
Creative Shopfronts							£269,100	
Creative Lighting							£90,432	
Total							£704,009	

Grand Total Cost

Below is a breakdown of the grand total of both the physical and non-physical. These costs will be checked in the next stage by a qualified Quantity Surveyor and will form a budget rather than costing.

Grand Total

Item							Total
Total Non-Physical							£225,806
Total Physical							£704,009
Total							£913,838

+ VAT

Grand Total HSFA

Item							Total
The Print Junction							£124,416
The Junction Studios							£12,946
The BID Shop							£43,085
Total							£180,446

+ VAT



HSFA Challenges Audit

Throughout this document, we refer to the “Creating Public Welcome” and “Connected Communities” challenges in the “High Streets For All Challenges Possibilities Playbook” by which we aim to connect our vision and its relating interventions and strategies.

Below is a summary of how each proposal meet these challenges.

Non-Physical Strategy	"Creating a Public Welcome"	"Connecting Communities"
Print Collective		●
Makers Map	●	●
Carnival Parade	●	●
Artist Studios		●
Transplanting	●	●

Physical Intervention	"Creating a Public Welcome"	"Connecting Communities"
Creative Wayfinding	●	●
Creative Greening	●	
Creative Shopfronts	●	●
Creative Lighting	●	

The Junction: Placemaking and Wayfinding Audit

Throughout this document, we refer to the recommendations in the report “The Junction: Placemaking and Wayfinding”, out of which you can see a summarising extract on this page.

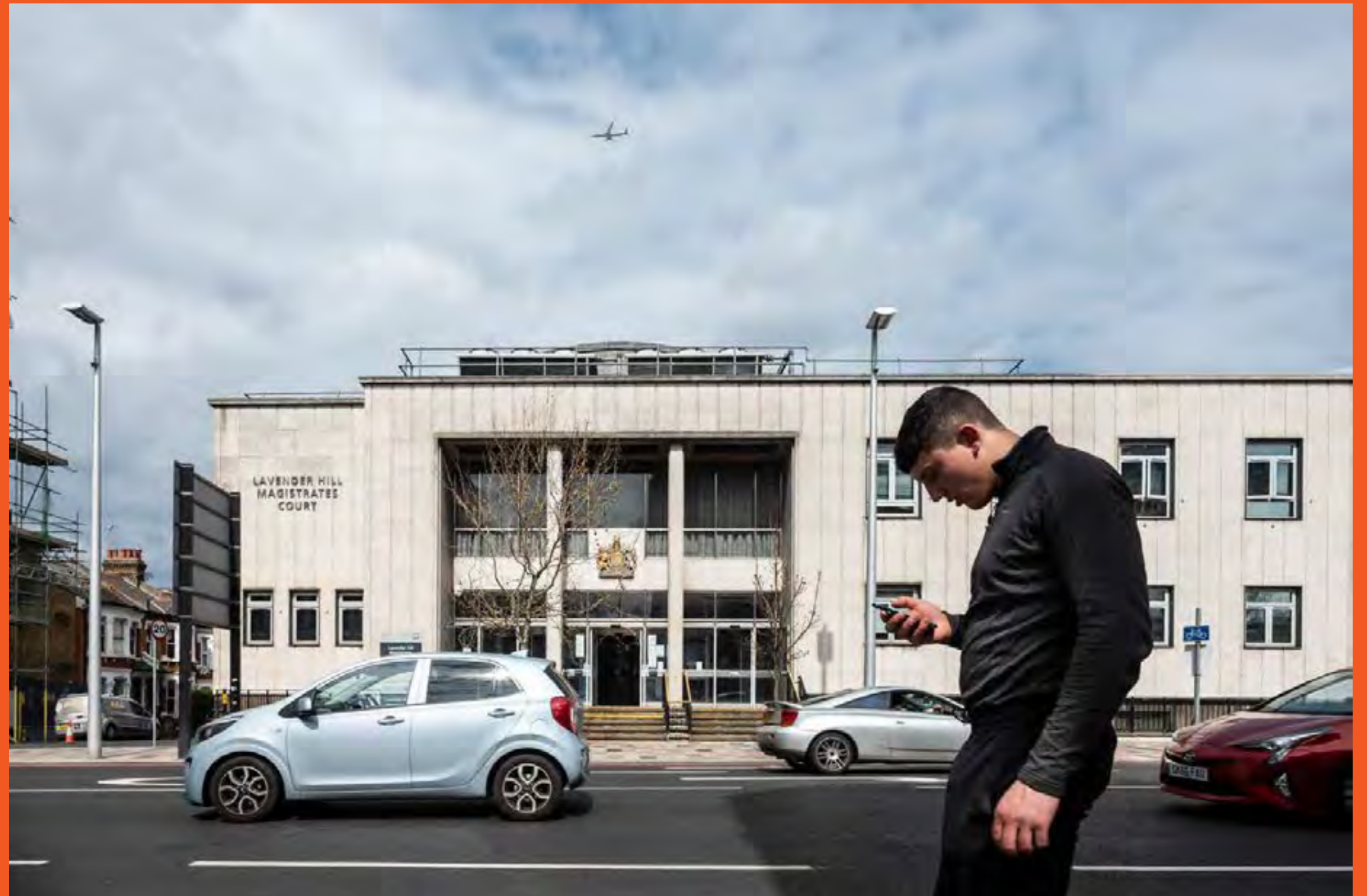
While many outcomes are proposed to be delivered by this vision, some are proposed as future interventions as they either require greater involvement from other authorities or greater financial input. The below tables clarifies which aspects of the report is addressed by this vision.

Shopping List of Recommendations by Theme					
Theme	Recommendation	In Dialogue With	HSFA Physical Intervent ion?	HSFA Non- physical strategy?	Future project?
Activating Business & Community	Activation of Grant Road through establishing markets for local goods	Council, BID			Yes
	Establishment of a corps of "Junction Angels" to act as guides at weekends	BID, Council			Yes
	An alternative location or radically-improved design for the flower stall outside the station entrance	Council, BID	Yes		
	Council to consider case for shop front scheme when funding is available	Council, BID	Yes		
	Encourage and support pop-ups, including community enterorises	Council, BID, businesses, (key aspects for funding)		Yes	
	Create facilities in the town centre for community groups	Council, BID			Yes
	Flower stalls to connect to community groups to donate unsold flowers	BID, Council, individual businesses			Yes
Identity Creating a Brand for Clapham Junction	Consider producing branding for the area	BID, individual businesses, Council			Yes
	- to be placed on businesses, websites, newsletter etc				
	Create a marketing campaign for the core of The Junction to create a clear brand e.g. 'Clapham Junction, Heart of Battersea'	BID, Council			Yes
	Improved lighting, with colour coding for each of the key streets	Council, BID	Yes		
	BID to explore further the identities of the town centre	BID, Council, individual businesses			Yes
	Explore the use of a lighting scheme to celebrate buildings and particular shops around The Junction	BID, Council, individual businesses			Yes
	Insert information panels about Clapham Junction and its heritage	BID, Council			Yes
Cleaning and Maintenance	Businesses to be encouraged to show their location as at Clapham Junction	BID, Council, individual businesses			Yes
	More regular rubbish collection, and regular removal of accumulated rubbish with a focus around the station	BID, Council			Yes
	Undertake deep clean of pavements and street furniture, including removal of graffiti and old posters	Council, BID			Yes
	Add more rubbish bins	Council, BID			Yes
	Encourage businesses to clean and keep tidy the alleys at the rear of their premises	BID, Council			Yes
	Liaise with owners to improve the visual look of the main entrances to the station, both in terms of wayfinding and aesthetically	BID, Council, Network Rail	Yes		

	Remodel and replant the area in front of the ASDA car park	Council, ASDA	Yes		
	Encourage greater use of street art across The Junction	BID, Council, Battersea Society, Battersea Arts Centre			Yes
	Install large banners and wayfinding notices at each of the main entrances to the town centre (and on the station) to signal to people that they are in the heart of Clapham Junction	BID, Council, Network Rail, TfL	Yes		
	Establish an annual competition for the best-kept and attractive shop front in each of the main streets	BID, individual businesses, Council			Yes
Pavements & Streets	Improve maintenance of pavements and carriageways	Council			Yes
	Removal of street clutter	Council, BID			Yes
	Review of precise location and layout of bus stops (using the back-to-kerb layout on narrow pavements)	Council, BID, community organisations, individual businesses			Yes
Design Codes	Consider producing a design code for shop fronts and upper storeys of buildings in the Conservation Area, with input from local businesses, landlords and community groups	Council, BID, individual businesses, Network Rail, ShopStop			Yes
Grant Road	Clean up and repaint structures on Grant Road and Bramlands Close	Council, BID, individual businesses, Network Rail, TfL			Yes
	Consider Grant Road as part of the night time strategy	Council, Businesses, Landlords			Yes
Falcon Road & Tunnel	Clean walls and pavement under Falcon Road tunnel regularly	Council, Network Rail, TFL			Yes
	Install pigeon deterrents under Falcon Road tunnel	Council, BID, Network Rail / TFL			Yes
	Consider a lighting strategy in Falcon Road tunnel, (opportunity to consider this as part of The Junction's night time strategy)	Council, BID, Network Rail / TFL			Yes
	Develop scheme (potentially local competition) to repaint and decorate the walls under Falcon Road tunnel with murals and public art	Council, BID, Network Rail, Battersea Arts Centre			Yes
Movement	Reduce street clutter, especially redundant phone boxes and "InLink" boxes	Council			Yes
	Reduce the width of unnecessarily wide junctions at Station Approach and Boutflower Road	Council, TfL			Yes
	Enforce 20mph speed limit and obedience to red lights	Police, Council			Yes
	Review pavements and crossing points in Falcon Lane and Falcon Road	Council			Yes
	Improve the maintenance of streets and pavements around The Junction	Council			Yes
	Review siting of bus stops to reduce congestion on pavements and carriageway	TfL, Council			Yes

Public Realm & Green Space	Find opportunities for more trees to be planted, as well as installing and maintainine more planters	Council, BID, individual businesses	Yes		
Planting	Encourage cafés, bars and restaurants with outside seating to screen these areas with planters	BID, Council, individual businesses			Yes
	Explore alternative methods of greening The Junction, e.g.Living Pillars and green roof for bus stops	Council, BID, individual businesses			Yes
Public Space	Review design of existing public realm spaces, and scope for making them more attractive and welcoming, with particular attention to the one at the front of the ASDA car park	Council, ASDA, BID	Yes		
	Provide more public seating, and re-site the stall at the foot of Eckstein Road to make the seating area more attractive	Council	Yes		
	Create new pedestrianised areas with seating at the foot of Beauchamp Road and at Prested Road	Council, BID			Yes
	Remodel public spaces, especially the one outside ASDA car park	ASDA, Council	Yes		
Public Realm & Green Space	Ensure that there is adequate provision of publicly-available toilets, and encourage businesses that offer the community public toilet scheme to advertise the fact	Council, BID, individual businesses			Yes
Public Space					
	Re-site the stall at the foot of Eckstein Road	Council			Yes
Safety & Security	Speak with night workers to understand more around safety at night in the area	Council, BID			Yes
	Tidy up and secure ill-lit spaces and non- public alleys at the rear of shops	BID, individual businesses			Yes
	Explore the potential for day and night stewards on the weekends in high vis	BID, Council			Yes
Wayfinding	Create better signposting and maps at Junction key locations, which offer directions to different parts of the town centre	BID, Council	Yes		
	There is a dire need for better signposting, maps and wayfinding at the station and at	BID, Council, Network Rail, TFL	Yes		

Chapter 9. Conclusion



Conclusion

To produce this document, we have reviewed the brief for this report, the HSFA bid documentation to date, and other relevant documents. Alongside this, we have reviewed relevant projects that are happening in parallel. Following this we conducted a mapping process, starting from an overall view of the borough, then zooming in to the area and then the town centre. This was developed during a walkabout, and further digital mapping was backed up with photographic documentation.

Once this process of review and mapping had been carried out, a vision was developed by initially using a series of strategies to provide outcomes from the mapping. Based on these strategies and mapping, a vision has been presented. This vision has then been used to propose a series of non-physical and physical interventions which deliver the strategies proposed over the area mapped and are based on the work to date. These proposals have then been costed and audited against the work to date and the aims of the HSFA Challenge Playbook.

Our vision is for an innovative high street strategy with asset-based proposals that will boost economic, creative, and public activity, which fits with the GLA's High Streets for All Challenge goals. We believe this proposal will deliver enhanced public spaces and exciting new uses for underused high street buildings and assist in delivering the London Recovery Board's mission.



Entrance to the Battersea Arts Centre along Lavender Hill

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THE JUNCTION

**OFFICE
S&M**

McCloy + Muchemwa

Office S&M
18 Ashwin Street
London E8 3DL

0208 1066 855
office@officesandm.com
www.officesandm.com