

ATLANTIC ROAD & COLDHARBOUR LANE PUBLIC SPACE IMPROVEMENTS



DESIGN BRIEF/INVITATION TO TENDER

LONDON BOROUGH OF LAMBETH

1. Summary

- 1.1. Lambeth Council plans to engage consultants to develop a series of RIBA work plan stage 2 options, leading to a stage 3 preferred design for Atlantic Road and part of Coldharbour Lane. The overall vision is to create de-cluttered, safer, more pedestrian and cycle-friendly streets; an attractive environment for walking, shopping and cycling that will support the economic well-being of the area.
- 1.2. The junction of Atlantic Road and Coldharbour Lane is included in the design scope and proposals for improvements for pedestrians and cyclists should be developed. Furthermore, the section of Coldharbour Lane outside of Brixton Village is also included and the proposals will need to integrate with the proposed Somerleyton Road scheme.
- 1.3. A plan of the design area is set out in the Appendix.

2. Background

- 2.1. The Brixton Public Realm Strategy (2014) provides the strategic basis for this important intervention and identifies this scheme as a future TfL Major Schemes bid. As such, this commission will form the basis of a bid to TfL in early 2017, to follow on from the borough's current Major Scheme project in West Norwood.
- 2.2. This commission represents the next significant priority intervention identified for the Lambeth controlled highway, following on from the current West Norwood scheme and Clapham Old Town. Two schemes from the Brixton Public Realm Strategy have also come forward at Electric Avenue and Canterbury Square - both of which are currently under construction.
- 2.3. The project also builds on successful schemes delivered in partnership with, or by, TfL on their network. These include improvement work on Streatham High Road, at Stockwell Cross (currently under construction) and the current scheme under development for the Vauxhall Gyratory.
- 2.4. The Brixton Business Improvement District (BID), working with the council, is looking to produce the Brixton Street Markets & Open Spaces Manual, which will refresh the Brixton Public Realm Strategy, including informing a suitable palette of materials for use in the town centre. This emerging study will need to inform the proposals for Atlantic Road and Coldharbour Lane.
- 2.5. The Council has also appointed consultants to carry out a feasibility study for delivery services options for Brixton Town Centre and its findings may help inform the future traffic management and servicing arrangements in Atlantic Road and its adjacent market streets.
- 2.6. Network Rail has recently submitted a planning application for the refurbishment of its arches between Brixton Road and the entrance to Brixton train station. If approved, this will affect the

setting of this part of Atlantic Road. A decision is likely to be taken before substantive work on this commission begins. See <http://property.networkrail.co.uk/brixton-arches.aspx>

- 2.7. The council is leading on a number of other regeneration projects. The key relevant ones are set out in the Appendix.

3. Rationale for intervention

- 3.1. A re-designed public realm should make the street more pedestrian friendly, working to address the currently cluttered footway environment that is a particular problem on the southern side of the street and the subject of complaints from members of the public.
- 3.2. The junctions at both ends of Atlantic Road (with Coldharbour Lane and Brixton Road) are problematic both for pedestrians and cyclists and need improvement.
- 3.3. Collision data for the project area shows that there were over 40 personal injury collisions in the five years to 31 December 2015. Whilst a majority were classified as slight, three were serious and in November 2015 a fatal collision occurred at the Coldharbour Lane/Atlantic Road junction.
- 3.4. The street is a key cycle route through the town centre and work should look to make it safer and easier for bikes.
- 3.5. Many traders have display areas on the pavements and while this currently conflicts with pedestrian flow, a new design could help to resolve this, while still promoting such activity, which adds to sense of place.
- 3.6. The new design would also safeguard the aspiration to accommodate a lift on Atlantic Road to enable step-free access to the mainline rail station.
- 3.7. The proposals would also deliver significant place-making benefits to the town centre, including much improved connectivity between the proposed Somerleyton Road redevelopment, the new Ovalhouse Theatre, Brixton Village and the wider town centre.

4. Scope of work

Design

- 4.1. The consultant is required to develop up to three options to a RIBA stage 2 concept design level, for the section of Atlantic Road between Brixton Road and Coldharbour Lane, the Coldharbour Lane/Atlantic Road junction and on Coldharbour Lane between Atlantic Road and Somerleyton Road (in front of Brixton Village). The stage 2 design options will include general arrangement layouts for the street.

- 4.2. These options will form the basis of a public consultation. The consultants will be expected to prepare all the consultation material, including visualisations.
- 4.3. Following an analysis of the consultation feedback, the consultant will prepare stage 3 developed designs that can be used to support a submission to TfL for Major Schemes funding for construction.

Engagement & Public Consultation

- 4.4. The Atlantic Road and Coldharbour Lane Public Space Improvements will need to be 'co-produced' with engagement from local citizens. This approach will require the selected consultants to build and maintain strong and meaningful relationships with and between councillors, officers and citizens.
- 4.5. The consultants will be expected to take the lead in engaging with key stakeholders during the stage 2 design development and on coordinating and delivering a public consultation on the agreed stage 2 designs. Support will be provided by Lambeth Council, particularly in relation to promotion and publicity.
- 4.6. The initial engagement will need to include at least two workshops targeting local businesses and street traders (in partnership with the Brixton BID) and another focused on residents to inform the development of the options.
- 4.7. There will also need to include a briefing with the relevant Cabinet Members and local ward members prior finalising the stage 2 options.
- 4.8. To capture the views of shoppers, the consultants will need to take a market stall on both a weekday and a weekend during the options consultation period. The consultants will also be expected to undertake targeted engagement with affected businesses during the consultation phase.
- 4.9. Following consultation on the options, the consultants will produce a consultation report setting out the process, the findings and feedback received and how this information should inform the final preferred option. This will be used to inform the final decision taken by the council.
- 4.10. The design development will be overseen by a steering group comprising ward councillors and representatives from Lambeth Council, the Brixton BID, Groupe Geraud (operators of the indoor markets) the Brixton Market Traders' Federation, the Brixton Society and Transport for London. This group will meet monthly.

5. Design Considerations

- 5.1. The following matters should be considered during design development:
 - A number of options will need to be developed.
 - The design should focus on improving the environment for pedestrians and cyclists

- There is an aspiration from the taxi trade for an evening taxi rank commensurate with the introduction of the Night Tube service on the Victoria Line at a date to be finalised. This is in addition to existing pressures in the area for kerbside loading between 7pm-7am (that also affects A23 Brixton Road). Will these bring additional pressures on Atlantic Road?
- Improved access and egress at Brixton train station should be a key factor, both in its current layout and as part of any future redesign, which would seek to provide for a lift from ground to platform level on Atlantic Road.
- Improving the relationship between Brixton Village and the proposed new Ovalhouse Theatre is a major opportunity. However, Coldharbour Lane will remain a key east-west vehicular route.
- The proposals should look at opportunities to improve the pedestrian/cycle environment at both the Brixton Road/Atlantic Road and the Coldharbour Lane/Atlantic Road junctions and on Coldharbour Lane between Somerleyton Road and Brixton Village. Complementary proposals at these locations will be expected to form part of the overall stage 3 design package.
- The creation of additional space for outdoor seating areas for businesses should be considered. Whilst public seating is supported, clusters of single seats rather than bench seating are the preferred approach.
- A review of street lighting should be undertaken in the knowledge that the council is able to use section 4 of the London Local Authorities Act 2013 to serve notices on property to enable wall-mounted lighting.
- Tree planting and other green infrastructure is encouraged where space permits.
- The Brixton Business Improvement District have recently appointed consultants to prepare a Brixton Street Markets & Open Spaces Manual and this is likely to contain information relevant to this commission.
- The Council will supply up to date topographical survey for Atlantic Road and Coldharbour Lane project area.

The Brixton Public Realm Strategy

- 5.2. The Brixton Public Realm Strategy is a helpful starting point as it provides a useful summary of the current site conditions in Atlantic Road and on Coldharbour Lane, alongside initial concept proposals. The fabric/weave paving pattern proposed in this study was not well supported by public feedback and will not be progressed.
- 5.3. The Brixton Public Realm Strategy suggest consideration of pedestrianisation of Atlantic Road, potentially during the day, whilst still allowing access for bus route 322, cycles and limited goods loading. This should be explored through this commission, but alongside other options that look to retain vehicle flow along the street. Modelling work to understand the impact of part-pedestrianisation of Atlantic Road on the wider road network was carried out during 2015/16, in partnership with TfL. Using this evidence, a Traffic Signal Supplementary Report (TSSR) was finalised in February 2016 and raised no objections to the proposal to pedestrianise the street during peak hours.
- 5.4. A key consideration for this option will be the hours when pedestrianisation operates. The public realm design study suggested 7am-7pm with some limited, timed relaxation for loading (perhaps 7am-9am, 5-7pm). This should be used as a starting point during this commission. The adjacent

market streets of Electric Avenue, Pope's Road and Electric Lane operate as Pedestrian Zones, generally between 8am and 6pm on Monday to Saturday. The future timings on these streets will need to dovetail with any proposed restrictions on Atlantic Road in this option. The way in which the proposed pedestrianised area is signed at its vehicular entry points is important to ensure legibility and compliance. The design team should include expertise on the regulations governing traffic signs and experience in preparing signs & lines proposals, as these will be an important part of the overall stage 3 design package

- 5.5. The principal project risks/issues relate to the proposal to pedestrianise Atlantic Road. Concerns are likely from some retailers in the street and possibly from motorists who use the street as a through route or to pick up goods. These issues need to be managed and addressed carefully during the design development process.
- 5.6. The Brixton Public Realm Strategy's proposal to provide a single level street surface is not considered suitable for Atlantic Road as bus route 322 will continue serve the street at all times and goods vehicles will be permitted at certain times of the day. This is likely to be the same for Coldharbour Lane.

Planning policy

- 5.7. Atlantic Road and part of Coldharbour Lane are located within the Brixton Conservation Area, with the indoor markets of Brixton Village and Market Row both listed and other buildings locally listed. The public space designs will be required to be forward looking, whilst preserving and enhancing the character and appearance of these designated heritage assets, in accordance with the Council's planning policies and Brixton Conservation Area guidance. Reference should be made to the Brixton Conservation Area Statement and Lambeth Council planning policies and guidance (see <http://www.lambeth.gov.uk/planning-and-building-control>)
- 5.8. Lambeth Local Plan (2015): Policy Q6 is also important, stating that the council supports public realm development that provides:
- attractive, uncluttered, co-ordinated public realm that enhances the setting of and spaces between buildings
 - robust street furniture, permeable paving, good-quality construction materials and landscape design which is appropriate for its site and immediate locality
 - for the removal of redundant or unsightly street furniture/clutter
 - modestly sized infrastructure cabinets in unobtrusive locations and places them below ground in conservation areas and adjacent to heritage assets
 - retains and enhances the heritage value of existing spaces, in terms of the spatial form, function, connection and relationship with surrounding buildings, materials and finishes (such as historic paving, street furniture and boundary treatments)

Accessibility and equality

5.9. The design should meet the highest standards of accessibility and inclusion for all people regardless of disability, age or gender. An inclusive environment is an environment that:

- Can be easily used by as many people as possible without undue effort, special treatment or separation.
- Offers people the freedom to choose how they access and use it, and allow them to participate equally in all activities.
- Embraces diversity and difference.
- Is safe.
- Is legible and predictable.
- Is of high quality.

5.10. This approach should embrace the needs of disabled people as well as everyone else. Access is not just about the physical access, but also about how people feel about using the space. A session with the Transport for All disability group to inform the design will be required as part of the commission.

6. Outputs

- Review the various reports & designs relating to Brixton's public realm.
- Deliver design development sessions with the project steering group, leading to the production of stage 2 design options, as part of the regular monthly meetings.
- Deliver at least two workshops targeting local businesses and street traders (in partnership with the Brixton BID) and another focused on residents to inform the development of the stage 2 design options.
- A design session with the Somerleyton Road design team.
- Produce exhibition material detailing the outline design stage 2 options proposals for the public consultation and if necessary revise according to feedback received. This will include a visualisation and a general arrangement drawing of Atlantic Road from Brixton Road up to and including its junction with Coldharbour Lane and beyond along Coldharbour Lane to Somerleyton Road.
- Coordinate and deliver the public consultation on the stage 2 proposals, including the production of a consultation report. This should include at least 3 workshops, 2 days on market stalls, one Member (councillor) briefing.
- Attend a design review session with the TfL's Design Review Panel if necessary.
- Attend a design review session with the Somerleyton Road design team.
- Work with steering group to agree and produce a stage 3 general arrangement and signs and lines drawings for Atlantic Road from Brixton Road up to and including its junction with Coldharbour Lane and along Coldharbour Lane to Somerleyton Road, and any necessary changes to vehicular routes/access times on the adjacent market streets.

7. Governance

- 7.1. The client will be the London Borough of Lambeth.
- 7.2. The consultant will need to report monthly to the project steering group that will comprise:
- Lambeth Council (regeneration and public realm teams)
 - Brixton Market Traders' Federation
 - Brixton BID
 - Brixton Society
 - Local ward councillor
 - Transport for London
 - Groupe Geraud (operators of the indoor markets)

8. Timetable

- September 2016: Appointment.
- September-November 2016: Initial engagement and stage 2 design development.
- December 2016: Stage 2 design options approved by steering group.
- January-mid-February 2017: Public consultation.
- Mid-February-March 2017: Consultation review and stage 3 designs developed.
- March 2017: Approval of stage 3 designs by steering group.

9. Selection of consultants

- 9.1. Bidders should include the following information in the proposals, over no more than 8 sides of A4 (excluding cover sheet, CVs and project experience) at font 11.
- Appreciation of the brief
 - Approach/methodology
 - Approach to co-production/engagement
 - Experience
 - Fee schedule, including a fixed fee (exc. VAT) set out against named individuals, time allocated and tasks
 - Programme
 - CVs
 - A total of up to 5 relevant examples of work undertaken by at least one named team member
- 9.2. You must include a clear breakdown of your total costs including all disbursements. This should include production of public consultation/exhibition material and delivery of three A0/A1 scale hard copies of the RIBA work plan stage 2/3 designs and electronic versions.
- 9.3. This commission will be awarded for a fee of up to a maximum of £50,000 including all disbursements, but excluding VAT. Any submission above this amount will not be considered.

- 9.4. To ensure best value, submissions will be assessed against quality criteria as well as cost, using a 30% cost: 70% quality ratio. The criteria and methodology that will be used to evaluate individual bid submissions is detailed below.

<i>Evaluation criteria</i>	<i>Weighting</i>	<i>Score</i> <i>0-10</i>	<i>Total score</i> <i>(weighting x score)</i>
Cost and value, including the breakdown of which staff would be allocated to this project, and their time input.	30		
Overall appreciation of the brief, approach and methodology- with an emphasis on engagement with residents, businesses and stakeholders.	30		
A past record of undertaking and completing similar commissions including details of the team to be working with on this project and their involvement in comparable projects.	30		
Experience of and incorporation of sustainability into the design.	10		
Total			

10. Submission date, clarifications and interview

- 10.1. Your submission should be returned no later than 12pm on 14 September 2016, clearly marked "Atlantic Road Public Space Improvements". Please send an electronic version of your tender proposal to George Wright: GWright@lambeth.gov.uk
- 10.2. We expect to hold interviews with shortlisted consultants, so please could you set aside up to 60 minutes for interview between 10am and 3pm on Monday 19 September 2016.
- 10.3. Prior to your submission, if you would like to discuss any aspect of this commission please contact George Wright on 020 7926 0728 or GWright@lambeth.gov.uk The deadline for clarification questions is 2pm on 9 September 2016. Please note I will be on leave between 19-30 August 2016.

Appendix – Background and context

The Brixton Central High Street Fund

The successful Brixton Central High Street bid was put together by the Council, in partnership with local organisations, including the Brixton Market Traders Federation, the Brixton BID and the Brixton £.

The Brixton HSF programme's main aim has been to root the benefits of growth in the local area by:

- Testing new ideas to inform the delivery of longer-term regeneration plans
- Supporting the street markets as a key part of Brixton's culture, history and identity
- Fostering an uplift in local enterprise and commercial activity in the town centre and diversifying the high street offer
- Increasing connectivity between new and existing town centre assets
- Creating a better, more welcoming visitor environment

The key projects are:

- A Brixton Street Market Strategy
- Electric Avenue – major public realm improvements
- Gateway features to promote Brixton's three market streets
- Free Wi-Fi across the town centre
- A Brixton £ cash machine
- POP Brixton, including the Impact Hub Brixton space, project (<http://www.popbrixton.org/>)

Brixton Public Realm Design Study

In 2013, Lambeth Council appointed SHAPE to prepare the Brixton Public Realm Design Study. SHAPE was tasked with taking forward initial designs for ten project areas in the Brixton town centre area identified for public space improvements in the adopted Brixton Supplementary Planning Document (SPD), 2013. Design workshops and meetings were held with local residents and stakeholders. By early 2014, sketch proposals had been prepared for each project area and these were further developed during the first quarter of 2014. Following publication in June, public feedback was sought on the study and most projects commanded the support of over 70% of respondents supporting the outline proposals for the markets streets.

Brixton Townscape Heritage Initiative

The Brixton Townscape Heritage Initiative (THI) is a £2.6million Heritage Lottery Fund (HLF) supported, conservation-led, regeneration scheme. It is focused on Electric Avenue, with some properties also identified on Atlantic Road. The award recognises the high quality historic buildings, attractive streetscape and local distinctiveness of London's oldest electricity-lit shopping street and the need for intervention in order to reverse its physical and economic decline.

The THI aims to stimulate economic regeneration through preserving and enhancing the historic environment, revitalising the area and creating a place people want to live, work and visit.

Grants are available to property owners to help fund a range of interventions, including bringing back into use empty residential and commercial premises, undertaking building repairs, sensitive architectural restoration of upper facades and installation of improved shopfronts and signage. Complementary community and training activities will run alongside the building works to increase knowledge of and participation in the area's heritage. A community-owned solar power project will bring sustainable electricity to Electric Avenue, powering the market stalls with renewable energy. The programme will run between October 2014 and September 2019

The design proposals and major overhaul of the public realm on Electric Avenue will sit alongside the THI investment in the surrounding buildings.

Future Brixton and the Brixton Central Masterplan Development Brief

The design for the market streets will need to fit within a changing and evolving Brixton. The Future Brixton regeneration programme is a major Council-led programme for growth, building on the Brixton Supplementary Planning Document (SPD). Over the next 15 years, three major schemes, Your New Town Hall, Somerleyton Road and Brixton Central, offer the potential to deliver 700 new homes (40% of which will be affordable) and a step-change in the level of employment in Brixton, with over 23,000sqm of new commercial space and the opportunity for around 1,000 new jobs.

It is expected that the proposed developments in the Brixton Central Masterplan will part or fully fund the public realm improvements on both Pope's Road and Brixton Station Road.

Atlantic Road Traffic Signals Supplementary Report

This will be made available to the design team.

Topographical survey

This will be made available to the design team.

Links to other relevant information are as follows:

Brixton Supplementary Planning Document

<http://lambeth.gov.uk/sites/default/files/Brixton%20SPD%20June%202013.pdf>

Brixton Public Realm Strategy

<http://lambeth.gov.uk/sites/default/files/brixtonpublicrealmreportFINAL4lowres.pdf>

Brixton Central Masterplan Development Brief – exhibition boards November 2014

<http://futurebrixton.org/wp-content/uploads/2014/09/20141118-Brixton-Central-exhibition-boards-Nov-2014.pdf>

Your New Town Hall – exhibition boards November 2014

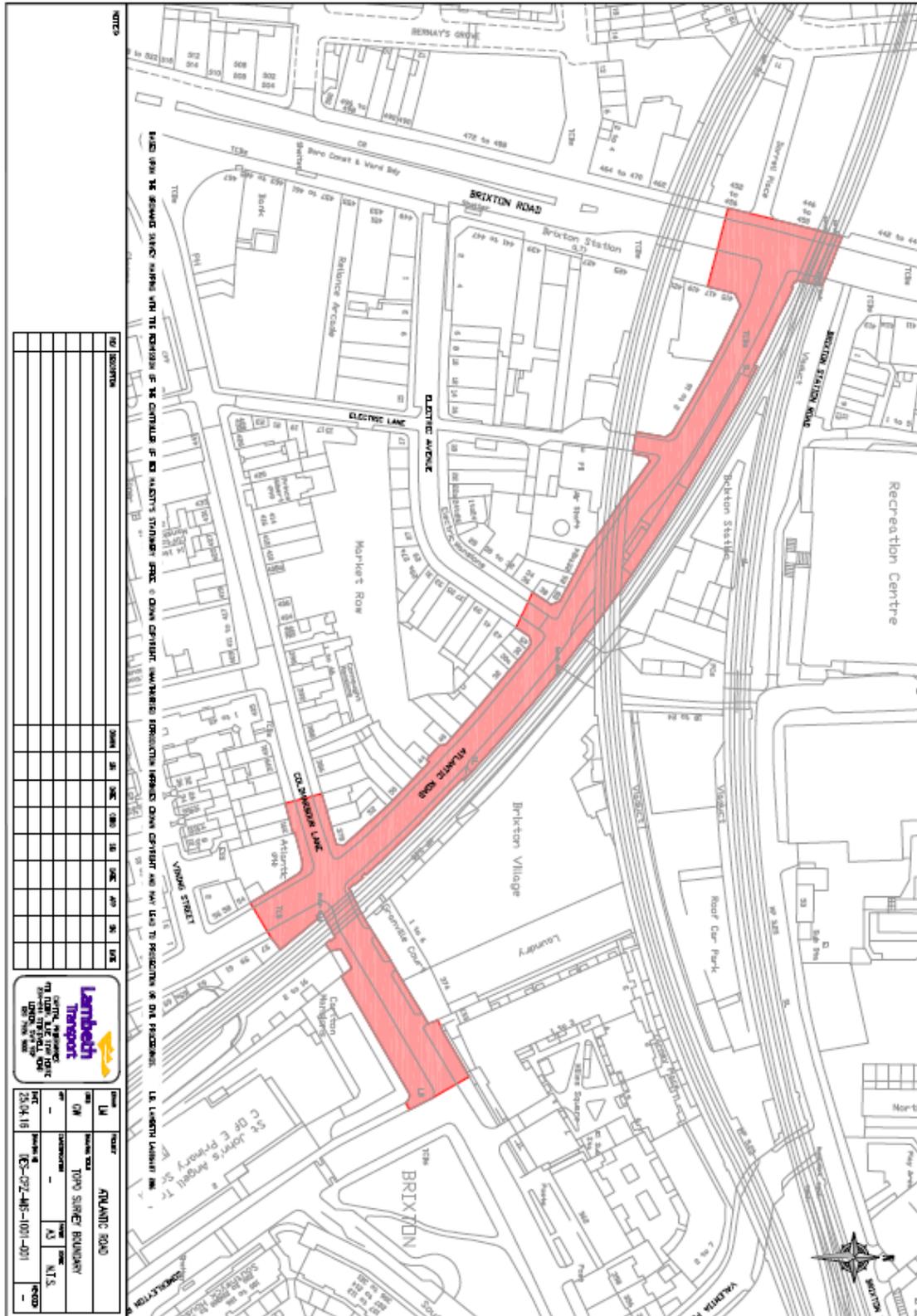
<http://yournewtownhall.org/wp-content/uploads/2014/07/YNTH-Boards-Nov-14-LR.pdf>

Somerleyton Road Project – exhibition boards November 2014

<http://futurebrixton.org/somerleyton-road/designing-somerleyton-road/>

Brixton Central Townscape Heritage Initiative

<http://futurebrixton.org/brixton-central/electric-avenue-heritage/>



Extent of project design area.