Holyrood Street Lowline Public Realm Concept

Design Concept Scoping

prepared by
Studio Weave / Architecture00
November 2017

Contents

- 00 -
Summary of Initial Study of Setting

- 01 -
Feedback from Soft Market Research

- 02 -
Key Considerations from Potential Operators

- 03 -
Lowline Wayfinding Strategy

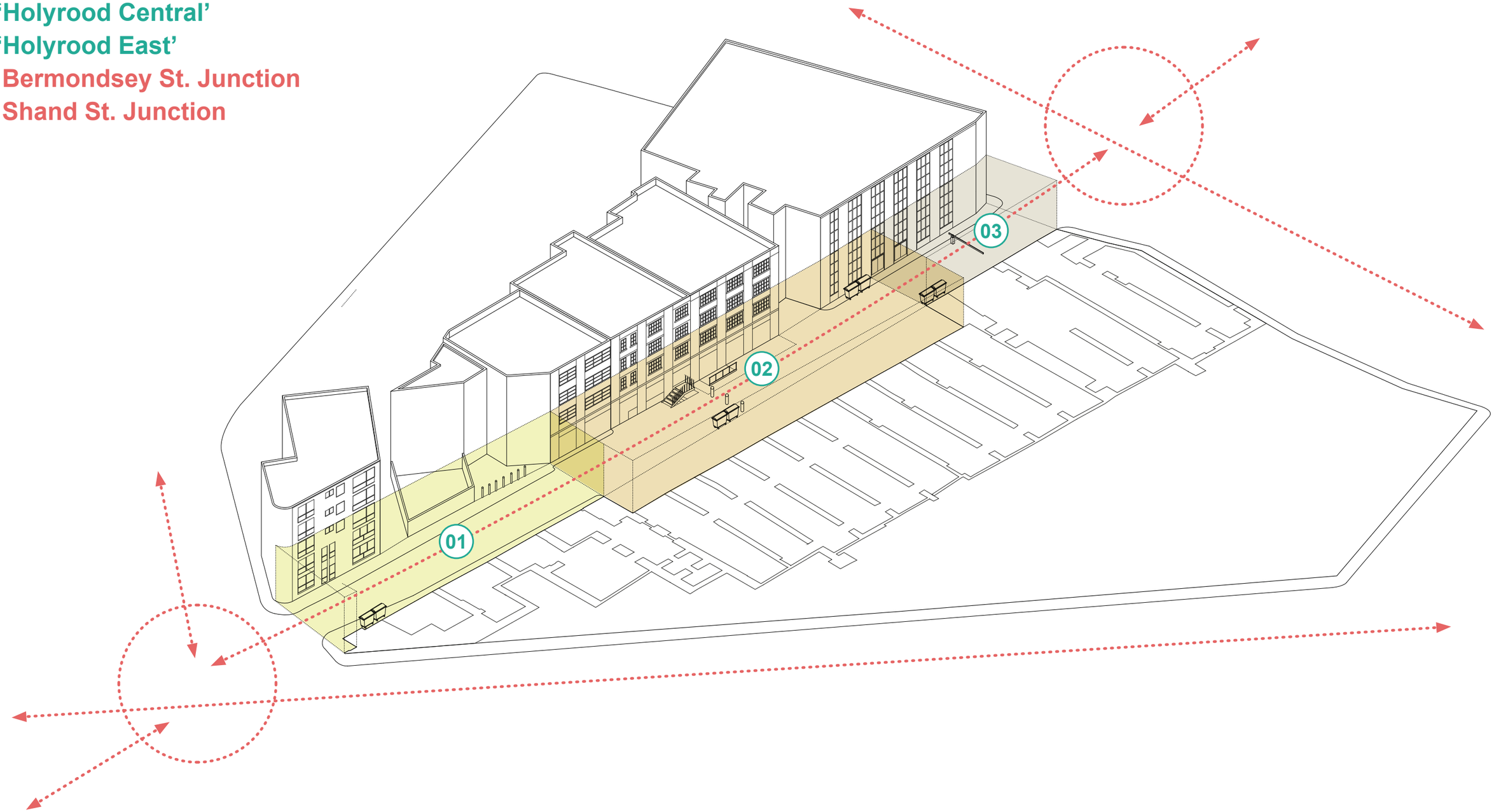
- 04 -
Incremental Interventions Concept

- 05 -
Timeline of Development

- 06 -
Catalogue of Potential Elements

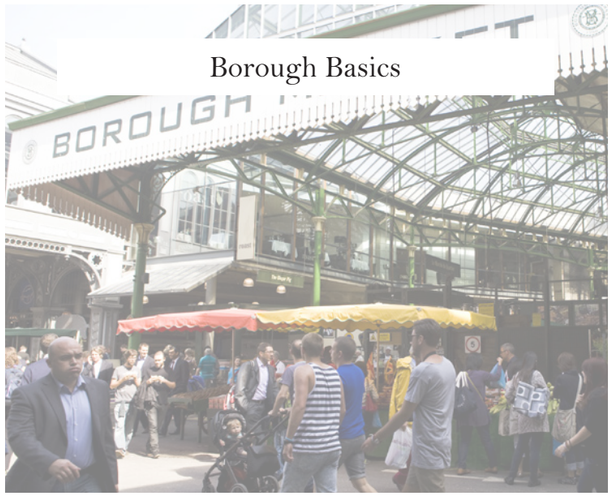
- 07 -
Next Steps

01: ‘Holyrood West’
02: ‘Holyrood Central’
03: ‘Holyrood East’
+ Bermondsey St. Junction
+ Shand St. Junction



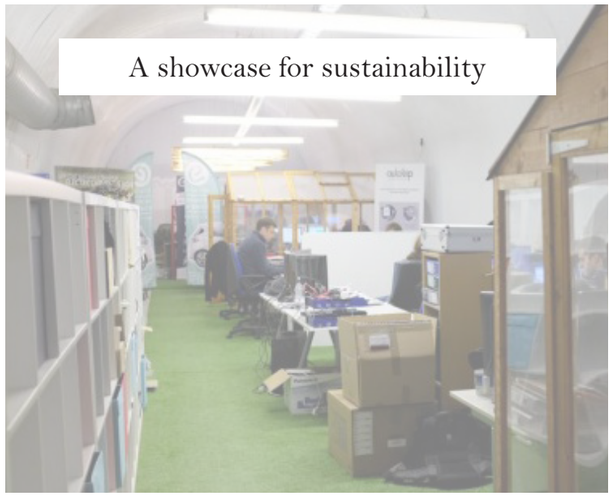
3 Key ‘Character Areas’ identified in ‘Initial Study of Setting’

Borough Basics



"London is over-run with low-quality street-food which offers little to its surrounding environment - we're moving towards a focus on produce and innovation. Holyrood could be part of this ecosystem; helping Southwark-based innovative owners."

A showcase for sustainability



"SE1 has the highest concentration of sustainable businesses, the council wants to create more green jobs ... In order to make things viable, it is in the mix - for example, placing an aquaponics system next to a zero-waste restaurant."

A cultural bridge

"This could be an exciting bridge between the station and markets... with daily Maltby Street type markets; alternating with a flea market and music events etc."

Incubating new traders

"Great location, so much character and heritage - as well as really interesting potential partners.. would be great to get some commitment from Network Rail that they would be interested in creating an incubation hub for market traders."

Organisation				
Name and organisation type	A local co-working and incubation space - James, Sustainable Bridges	A local cultural hub creator - Neil, Flat Iron Square	A local food produce market - Tony, Flat Iron Square	Main food market - produce and hot-food
Description	Occupying arches on Druid Street, organisation which seeds sustainable companies in terms of starting, incubating and providing space for start-ups - huge growth aspirations	A local landowner and leaser, set up the Flat Iron Square set of 7 arches and yard space in Bankside. Doing more cultural, meanwhile projects eg. immersive dining - Imaginarium on Southwark Bridge Road	Local, currently closed, food produce roup of arch leasers who set up druid street market; which has since temporarily closed due to challenges with residents and governance	Major visitor attraction (250,000 people/ week) ; historic 1000 yard law means they have a say in what happens. Desire to move towards more produce and be part of a food tech ecosystem
Requirements for space	Plan to outgrow space in 2018; depends what is on offer but needs space for co-working, workshops, kitchens etc.	Programme public realm; and help create destination in arches - food/ farm etc. overspill from traders	Druid street market currently closed, but relationship with traders etc.	Space for new traders to trial their products
Vision for SE1 & Holyrood Street				
Long term Vision for SE1, the area & Holyrood Street	SE1 as a sustainable hub with companies like 40 Bermondsey Street, Keeton & Collet, Traveltech, Freegan restaurent Tiny LEaf	Vibrant active link on the lowline w/ street food - flea market - brid	A business hub for local traders; working with charities of space, lots of potential users and great partners in the area eg. Brigade on tooley street	Food as central to SE1; high quality, innovative food
Short term vision & potential role	Could be food and drink; would be good to 'project outwards'; could be involved with events - industry events eg. close the road once a month and have space to exhibit inventions / education panels	Daily market as a bridge between London Bridge & Maltby street eg. Street food - with option to have flea market; music events - work with	10 stalls Daily street food market, would start off just 1-2 days a week and then work up to being full-time - with a mix of high-yield coffee etc. and low-yield + business support services	10-15 stalls Produce - 'borough basics' hot-food is too generic, offers nothing to an area and cannot go for a mix as produce doesn't sell + jobs skills, training etc.
Potential demand	Tapping into Maltby street's demand (BUT have to stop southwark locking gate illegaly)	More London	More London	"With our brand, people will come."
Requirements for involvement in public realm				
Capex	Wayfinding Wifi as has taken 3 years to sort out	Assume existing utilities; Wayfinding & Access; PR	Utilities - good to overspec it ; Build-up costs depends on budget (if extra -themed stalls could work)	Lighting; Storage unit; Washing space
Ongoing costs	-		Market manager	PR/ Advertising (inhouse) Market manager
Other		License from Southwark Market team; is gas allowed? Will need landowners to co-ordinate loading (keep bollards)	License, engage residents & Borough Street Market Can manage loading all hours but need co-ordination/ steward	
Set-up time		No clear timeline	~3 months	3 months
Lease viability threshold	-	Depends on whether expected to invest	2-3 years but with move-on space (eg. commitment to find space elsewhere)	5 year with a 3 year break clause
If available, the arches				
Use of arches (lease conditions)	Ideal is 15-20 year lease:; would consider less eg. - 10 year lease could pay £27-30/ sq ft. - 2 year lease and NR was willing to pay for fit out could have £20/ sq ft.	Temporary lease for storage (apparently worked out something similar with Will previously)	-	-

01

Wayfinding Scheme

Immediate and ephemeral campaign to supplement wayfinding

02

Street Furniture

Reconfigurable to allow for changes across the day & testing

03

Site-wide Lighting

To create a sense of enclosure, as well as night-time accessibility

04

Access & Servicing

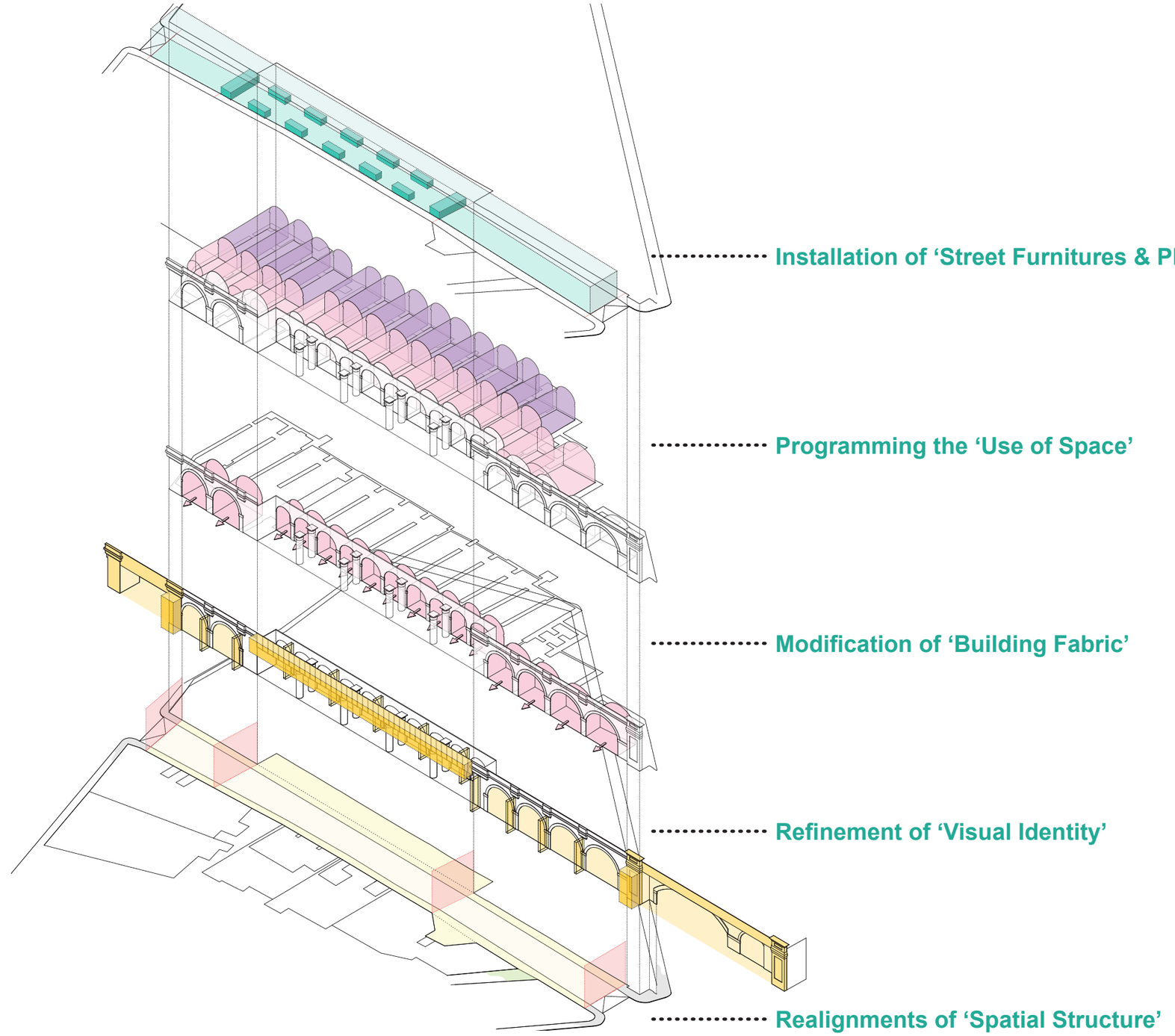
Co-ordinated to deliver safe, and convenient strategies

05

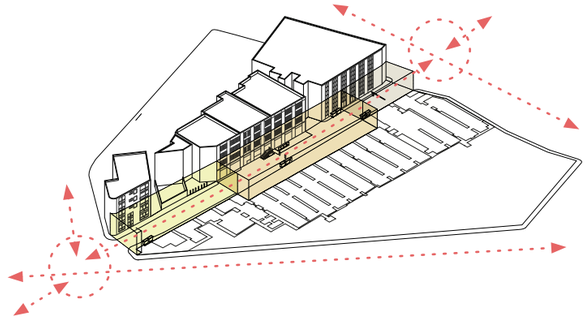
Infrastructure Requirements

Comprehensive eg. spaces (storage, washing), overspeced utilities & wifi (if possible)

5 Key Considerations for Immediate Operation



5 ‘Layers of Intervention’



01

Immediate Action:
‘Guerilla Campaign’

02

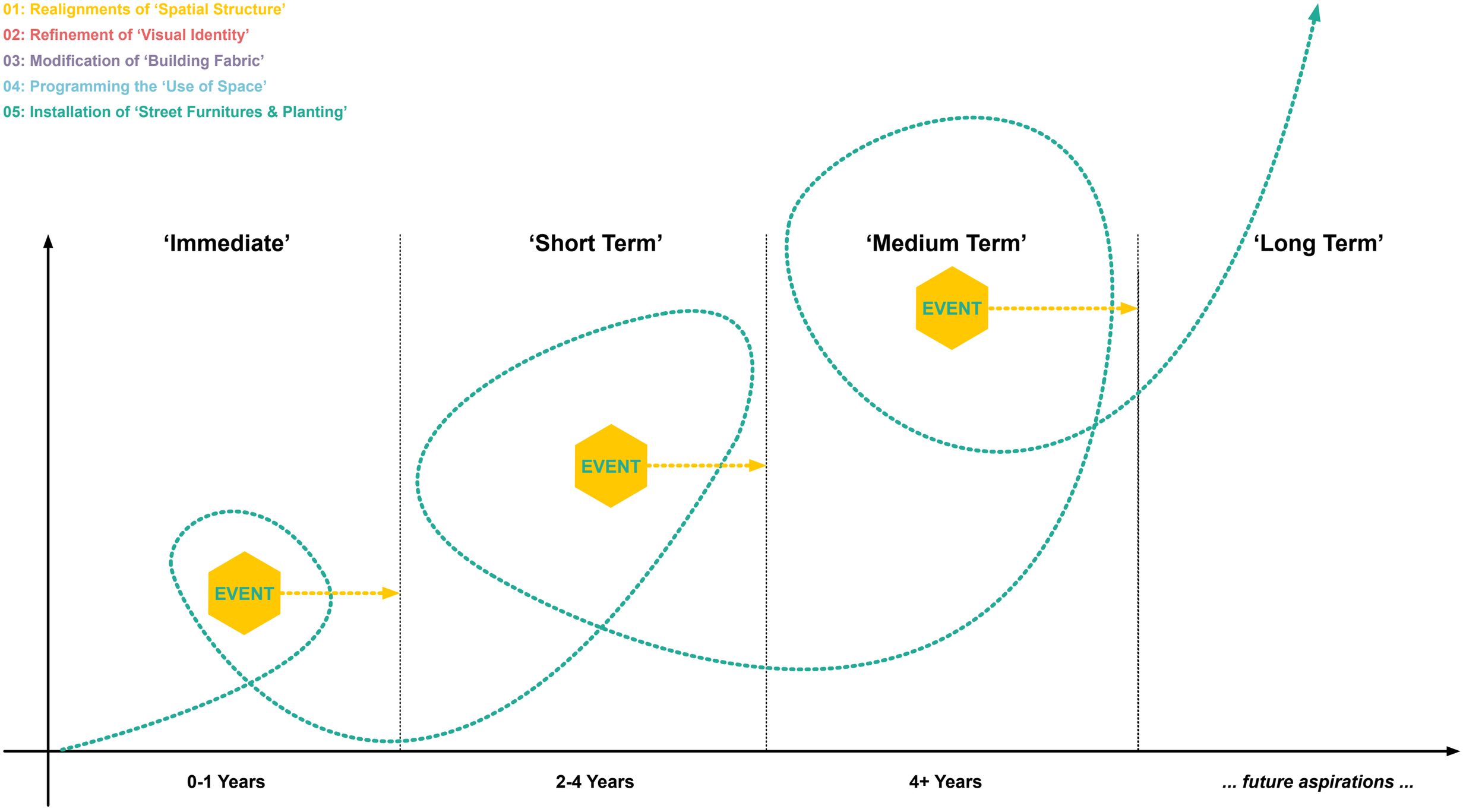
Short-term Delivery:
‘Wayfinding Scheme’

03

Long-term Aspiration:
‘Wayfaring Moments’

Phased Approach to ‘Wayfaring’ Strategy

01: Realignments of ‘Spatial Structure’
02: Refinement of ‘Visual Identity’
03: Modification of ‘Building Fabric’
04: Programming the ‘Use of Space’
05: Installation of ‘Street Furnitures & Planting’

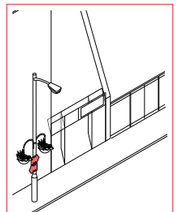


Project-Wide ‘Incremental Intervention’ Strategy ...

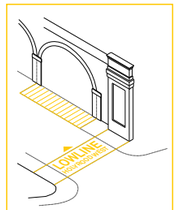
01: Realignments of ‘Spatial Structure’
02: Refinement of ‘Visual Identity’
03: Modification of ‘Building Fabric’
04: Programming the ‘Use of Space’
05: Installation of ‘Street Furnitures & Planting’

‘Immediate’

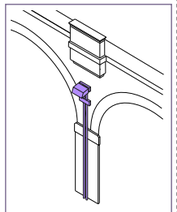
EVENT



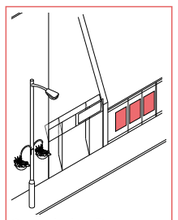
Commission Temp. Wayfinding
Visual Identity



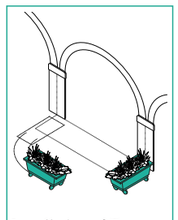
Paint Street Zoning Markings
Spatial Structure



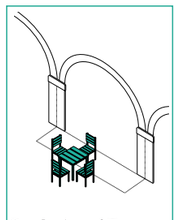
Installation of Temp. Lighting
Building Fabric Works



Commission Poster Campaign
Visual Identity

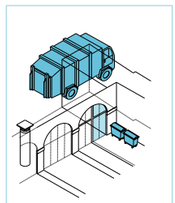


Installation of Temp. Planters
Street Furnitures & Planting

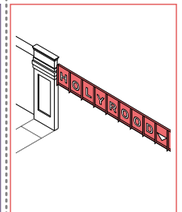


Purchasing of Temp. Seating
Street Furnitures & Planting

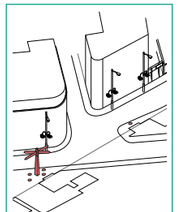
‘Short Term’



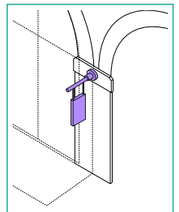
Fit-out of Arch for Refuse
Programming of Use of Space



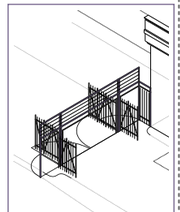
Paint Bermondsey St. Bridge
Visual Identity



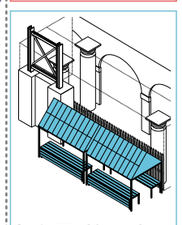
Commission Perm. Wayfinding
Street Furnitures & Planting



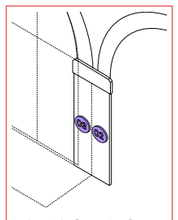
Commission Signature Signage
Street Furnitures & Planting



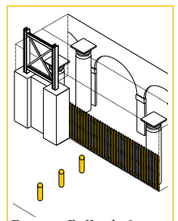
Commission of ‘Yard’ Gates
Building Fabric Works



Begin Weekly Market Operation
Programming & Use of Space

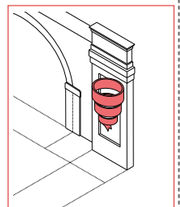


Paint Viaduct Arch Numbers
Visual Identity

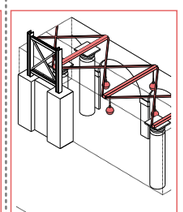


Remove Bollards & Barriers
Spatial Structure

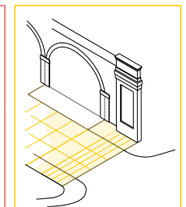
‘Medium Term’



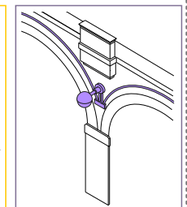
Commission Signature Artworks
Visual Identity



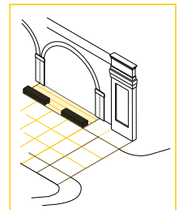
Feature Design of Undercroft
Visual Identity



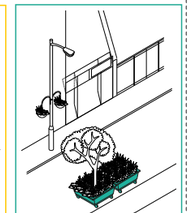
Install Site-wide Paving Scheme
Spatial Structure Works



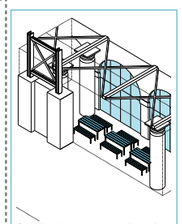
Install Site-wide Lighting Scheme
Building Fabric Works



Install Bespoke Forecourts
Spatial Structure

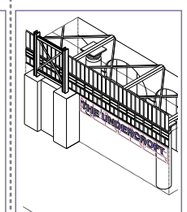


Install Feature Furnitures
Street Furnitures & Planting

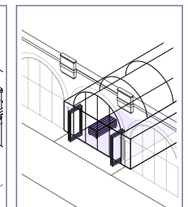


Begin Programming in Undercroft
Programming & Use of Space

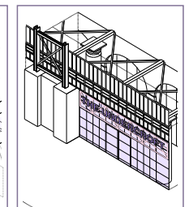
‘Long Term’



Establish Venue in Undercroft
Building Fabric Works



Interior Fit-out of Viaduct Arches
Building Fabric Works



Enclose Venue in Undercroft
Building Fabric Works

0-1 Years

2-5 Years

5+ Years

... future opportunities ...

... selected from a ‘catalogue’ of potential interventions ...

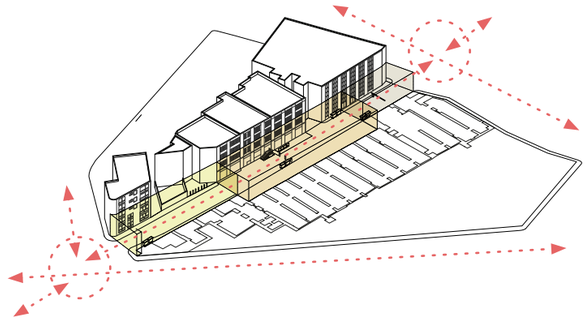
01: Realignments of ‘Spatial Structure’

02: Refinement of ‘Visual Identity’

03: Modification of ‘Building Fabric’

04: Programming the ‘Use of Space’

05: Installation of ‘Street Furnitures & Planting’



Emerging Spatial Arrangement of project-wide ‘Incremental Intervention’ Strategy

01: Realignments of ‘Spatial Structure’

02: Refinement of ‘Visual Identity’

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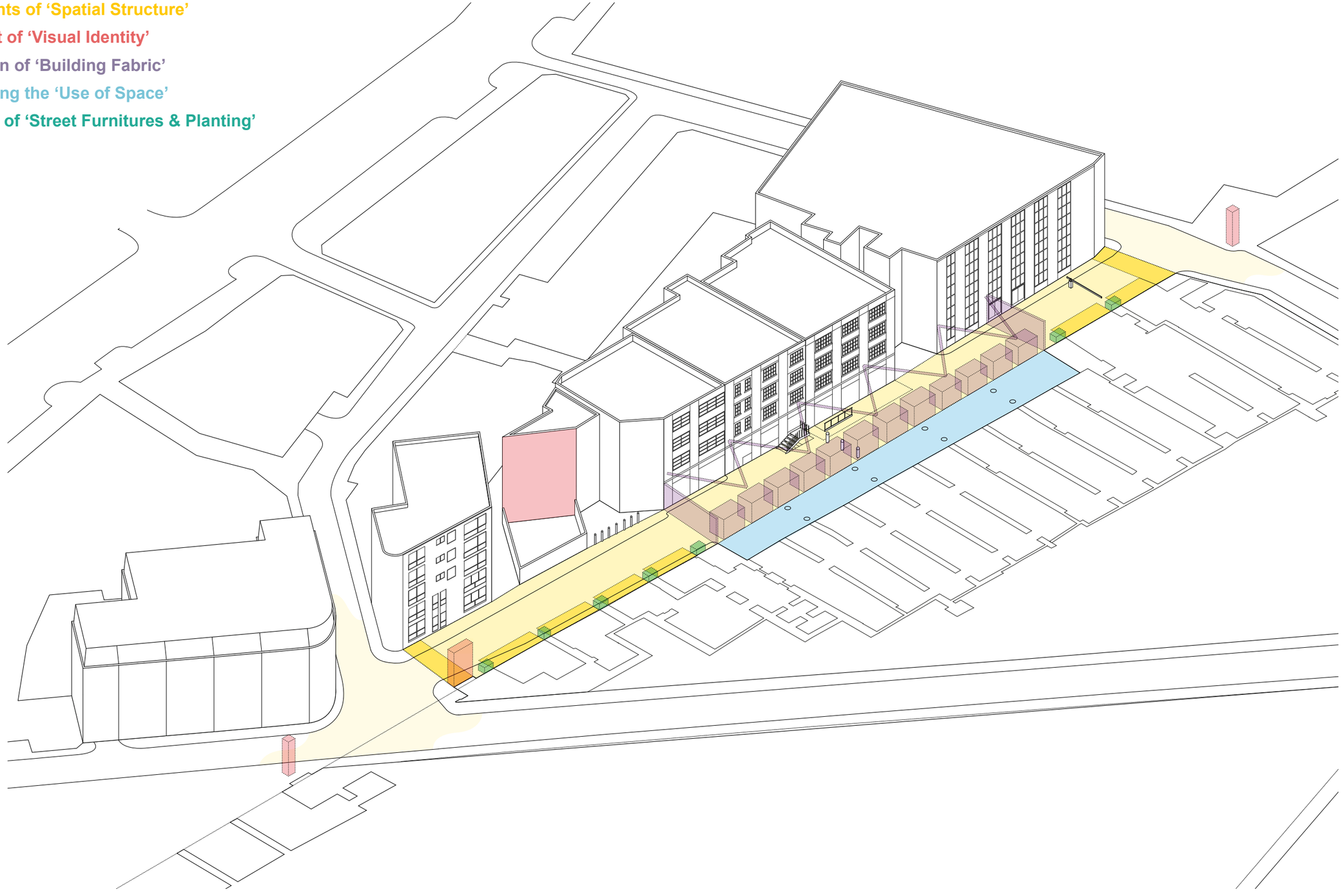

Emerging Spatial Arrangement of project-wide ‘Incremental Intervention’ Strategy

01: Realignments of ‘Spatial Structure’

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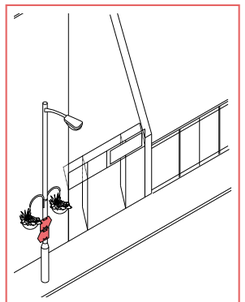
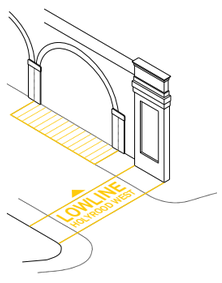
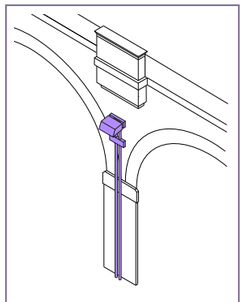
EVENT



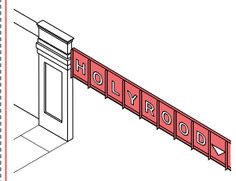
Commission Temp. Wayfinding
Visual Identity



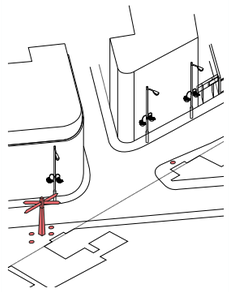
Paint Street Zoning Markings
Spatial Structure



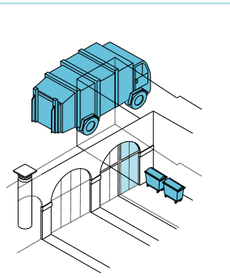
Installation of Temp. Lighting
Building Fabric Works



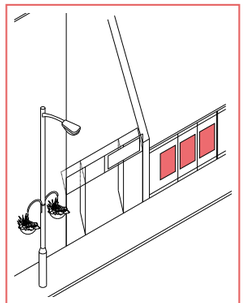
Paint Bermondsey St. Bridge
Visual Identity



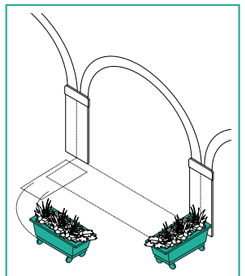
Commission Perm. Wayfinding
Street Furnitures & Planting



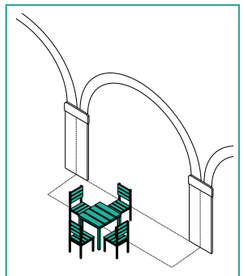
Fit-out of Arch for Refuse
Programming of Use of Space



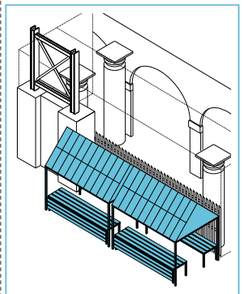
Commission Poster Campaign
Visual Identity



Installation of Temp. Planters
Street Furnitures & Planting



Purchasing of Temp. Seating
Street Furnitures & Planting

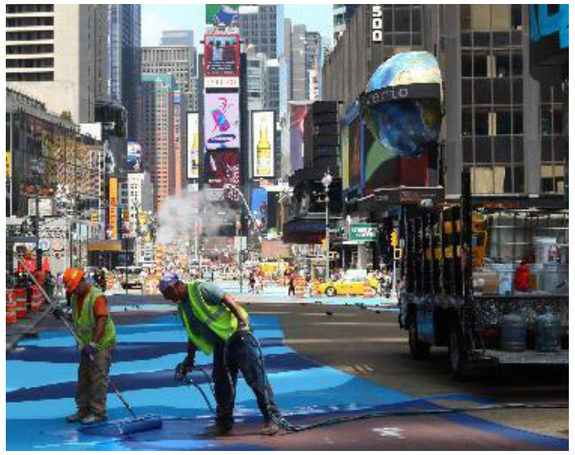


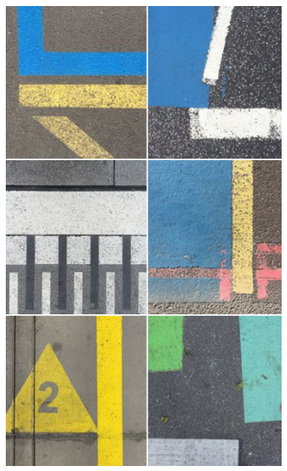
Begin Weekly Market Operation
Programming & Use of Space

‘Immediate Interventions’ leading up to ‘launch event’ in Summer 2018 beginning to enable Holyrood Street to host activity ...

Commission Guerilla Poster Campaign
Visual Identity

Installation of Temp. Planters
Street Furnitures & Planting



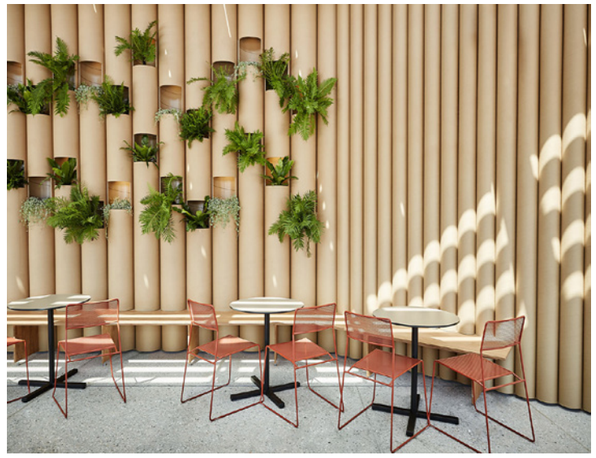


Paint Street Zoning Markings
Spatial Structure

'Quickly achieving ephemeral activation of the space'

... immediate interventions typically low-cost innovations of off-the-shelf materials ...

Commission Temporary Wayfinding
Visual Identity



Purchasing of Temporary Furnitures
Street Furnitures & Planting

Host 'Launch' of Holyrood Street Event
Programming of Use & Space

'Quickly achieving ephemeral activation of the space'

... immediate interventions typically low-cost innovations of off-the-shelf products & materials ...

01: Realignments of ‘Spatial Structure’

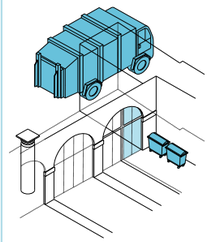
02: Refinement of ‘Visual Identity’

03: Modification of ‘Building Fabric’

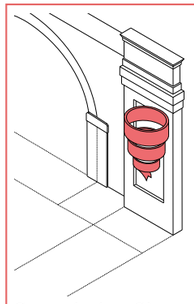
04: Programming the ‘Use of Space’

05: Installation of ‘Street Furnitures & Planting’

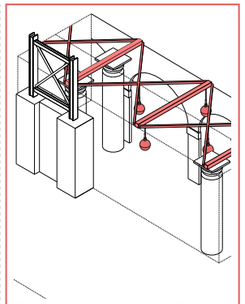
EVENT



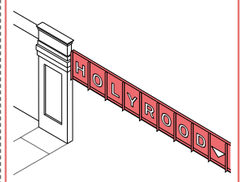
Fit-out of Arch for Refuse
Programming of Use of Space



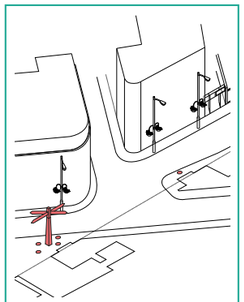
Commission Signature Artworks
Visual Identity



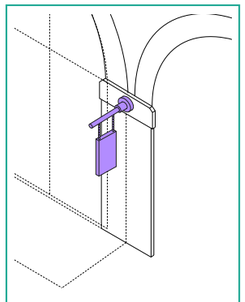
Feature Design of Undercroft
Visual Identity



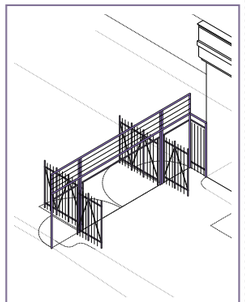
Paint Bermondsey St. Bridge
Visual Identity



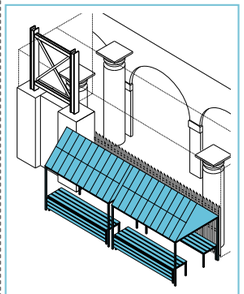
Commission Perm. Wayfinding
Street Furnitures & Planting



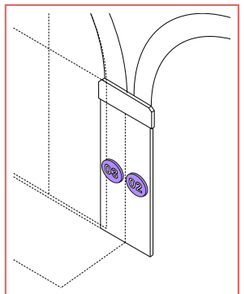
Commission Signature Frontage Design
Street Furnitures & Planting



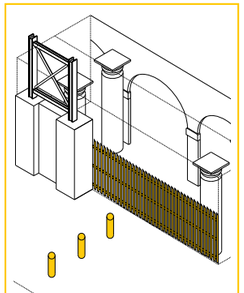
Commission ‘Holyrood Central’ Threshold
Building Fabric Works



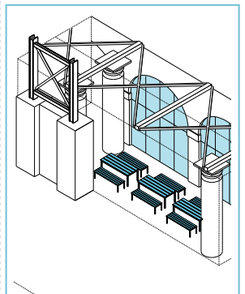
Begin Weekly Market Operation
Programming & Use of Space



Paint Viaduct Murals & Numbers
Visual Identity



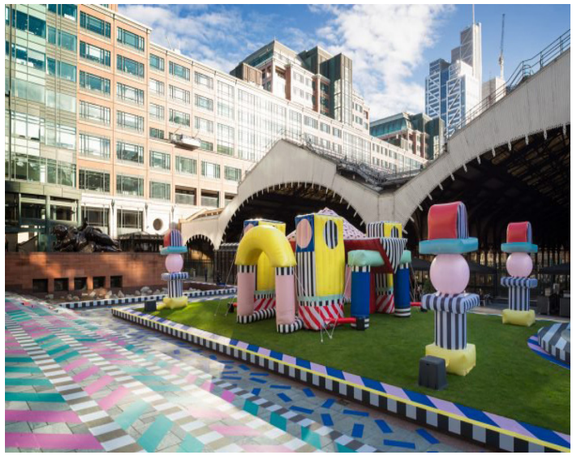
Remove Bollards & Barriers
Spatial Structure



Begin Programming in Undercroft
Programming & Use of Space

‘Short Term Interventions’ establishing successful ephemeral projects as permanent modifications suitable for high activity ...

Installation of Temporary Lighting
Building Fabric Works`



Continued 'Event' Programming
Programming of Use & Space

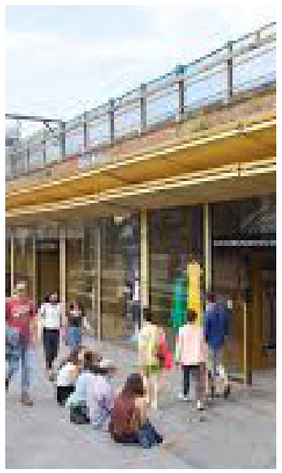
Paint Viaduct Murals & Numbers
Visual Identity

Commission Permanent Wayfinding
Visual Identity

'Establishing unique Holyrood Street visual identity and functional brief'

... short-term interventions more contextually specific bespoke designs ...

Begin Weekly Market Operation
Programming of Use & Space



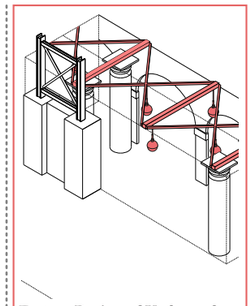
Commission Signature Shopfront Design
Visual Identity

Commission Focal Public Artworks
Visual Identity

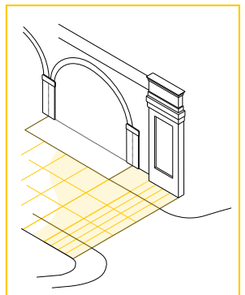
'Establishing unique Holyrood Street visual identity and functional brief'

... short-term interventions more contextually specific bespoke designs ...

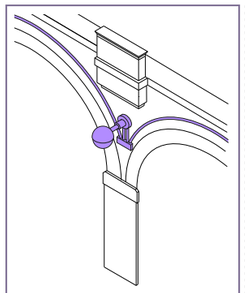
01: Realignments of ‘Spatial Structure’
02: Refinement of ‘Visual Identity’
03: Modification of ‘Building Fabric’
04: Programming the ‘Use of Space’
05: Installation of ‘Street Furnitures & Planting’



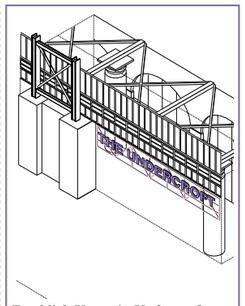
Feature Design of Undercroft
Visual Identity
Impact: XXX
Cost: XXX



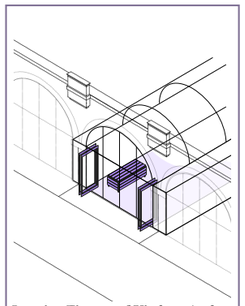
Install Site-wide Paving Scheme
Spatial Structure Works
Impact: XXX
Cost: XXX



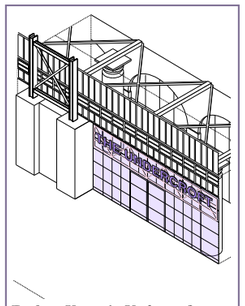
Install Site-wide Lighting Scheme
Building Fabric Works
Impact: XXX
Cost: XXX



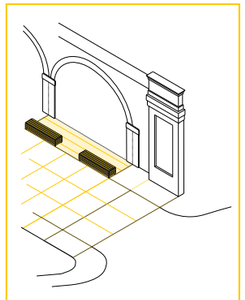
Establish Venue in Undercroft
Building Fabric Works
Impact: XXX
Cost: XXX



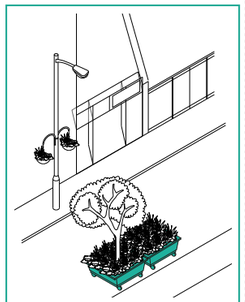
Interior Fit-out of Viaduct Arches
Building Fabric Works
Impact: XXX
Cost: XXX



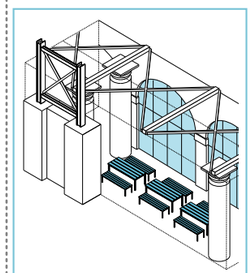
Enclose Venue in Undercroft
Building Fabric Works
Impact: XXX
Cost: XXX



Install Bespoke Forecourts
Spatial Structure
Impact: XXX
Cost: XXX



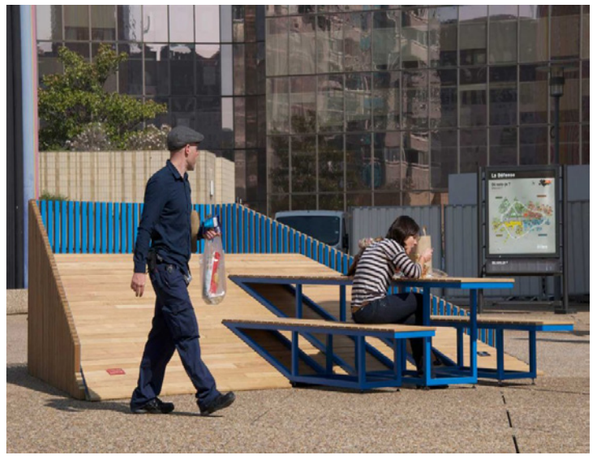
Install Feature Furnitures
Street Furnitures & Planting
Impact: XXX
Cost: XXX



Begin Programming in Undercroft
Programming & Use of Space
Impact: XXX
Cost: XXX

‘Medium-Long Term Interventions’ building increased capacity on demand for established venues, activities and events ...

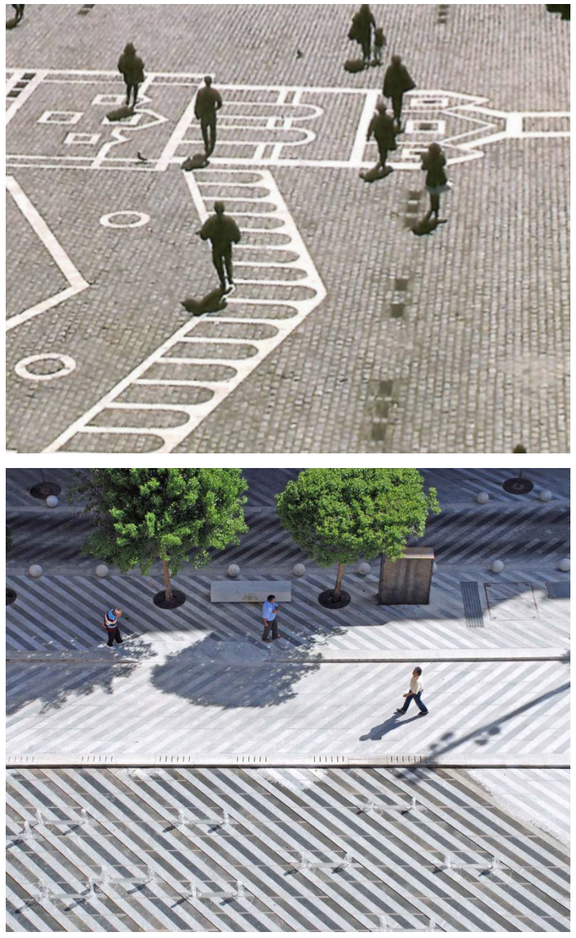
Installation of 'Holyrood Street Central' Threshold
Building Fabric Works



Install Permanent Street Furnitures & Planting Scheme
Street Furnitures & Planting

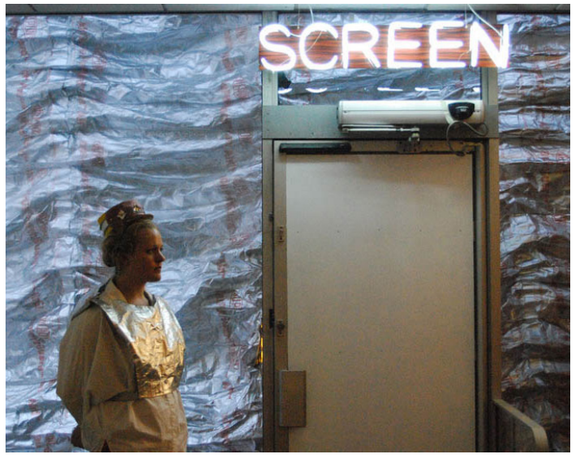
'Enhancing character and perception of public realm destination'

... medium-long-term interventions of greater scale and spatial ambition ...



Installation of Sitewide Paving Scheme
Building Fabric Works

Installation of Permanent Lighting
Building Fabric Works



Establish Architectural Feature Areas
Building Fabric Works

Establish Venue in Undercroft
Building Fabric Works

'Enhancing character and perception of public realm destination'

... medium-long-term interventions of greater scale and spatial ambition ...

Next Steps

- 01 -
Illustrative Arrangement of ‘Catalogue of Interventions’
for Holyrood Street (RIBA Stage 2)

- 02 -
Sketch Concept of ‘Wider Wayfinding Strategy’
between Bermondsey Street & Druid Street

- 03 -
‘Look & Feel’ Proposals for ‘Immediate Interventions’
& Holyrood Street ‘Launch Event’

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