

# VAUXHALL'S TRANSFORMATION



**Vauxhall**  
LONDON





“

Vauxhall is open for business; it always has been. Its unique blend of day-time and night-time economies is gearing towards the delivery of 620,000 sq. ft. of commercial space, 2 new tube stations, iconic architecture and cultural placemaking.

Working alongside local stakeholders, Vauxhall One has shown resilience in the face of Covid-19 by supporting independents and enhancing the urban realm to ensure 2021 really is the year when Vauxhall's regeneration comes to fruition.

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**ASEEM SHEIKH  
VAUXHALL ONE CHAIR**



# VAUXHALL'S TIME IS NOW

Vauxhall occupies a prime spot in central London. Its northern stretches are a short stroll from the Houses of Parliament, with all the cultural attractions of the South Bank and Bankside also within an easy distance.

While multiple residential buildings along the riverbank, mostly from subsidiaries of the Berkeley Group, have been a feature from the noughties onwards, now multiple developers are piling into the area to benefit from its location and transport interchange.

They are creating an exciting mix of developments, including residential blocks, grade A offices, flexible office space, new retail and leisure destinations, and a number of hotels. Identified in both the existing and draft [London Plan](#) as a hub for tall buildings, the cluster of emerging towers is now taking shape.

Vauxhall developers count among the most prestigious in the country, with additional schemes from Berkeley Group, plus newcomers to the area such as U+I, R&F, Great Marlborough

Estates, Bywater Properties, and General Projects. The area will be rejuvenated with thousands of new residents and over 640,000 sq.ft. of new commercial space.

The gyratory will be replaced with a new town square and multiple public realm projects will bring the heart back to Vauxhall. Perhaps in part because of its proud existing community, the area has shown great resilience in the face of Covid-19.

In addition to its central London location and excellent transport links, Vauxhall's rise is underpinned by the volume of development along Nine Elms, home to the US Embassy, as well as the redevelopment of the iconic Battersea Power station, soon to host Apple's UK headquarters. What's more, two new tube stations will add to the area's already excellent connectivity.

The remarkably high level of ongoing and planned development in Vauxhall will support both existing and new businesses.



# AN ILLUSTRIOUS PAST



Vauxhall has a long and fascinating history. Until the 18th century the area contained little more than a village and marsh land, although it still played an important role by supplying market garden produce to the City of London. However, in the middle of the century, Lambeth March was drained and the area started to develop. By 1860, the village had been subsumed into the then town of Lambeth.

During the Victorian era, Vauxhall continued to develop, primarily as an industrial and working class residential area. Most famously, car maker Vauxhall was set up at 90-92 Wandsworth Road in 1857 by Scottish marine engineer Alexander Wilson. In 1903, the company built its first car and four years later was renamed Vauxhall Motors.

Historically, Vauxhall was best known for its Pleasure Gardens. Originally known as New Spring Gardens, and mentioned by Samuel Pepys in 1662, from the late 18th century onwards the Pleasure Gardens were turned into a huge commercial venture by visionary and innovator, Jonathan Tyers. He pioneered public entertainment in the country, producing many firsts and famous names.

A huge cast of characters made up of dancers, singers, musicians, performers and artists seduced the crowds nightly during the season. Handel was a big star and the Gardens were frequented by royalty, Canaletto painted them and Pepys was a fan. Famous for their fireworks displays and innovations in outdoor lighting, they were also hung with paintings by Hogarth and Hayman. The impressive buildings were first Palladian and then Gothic.

Today, the space is a valued local amenity and offers landscaped greenspace in the urban fabric. In addition, the area benefits from multiple pocket parks, as well as other public spaces, including a much-loved city farm.



# ABOUT VAUXHALL

5

Art galleries

21

Bars, pubs, clubs

36

Restaurants  
& gastropubs

9

Cafés

5

Gyms

2

Bouldering walls

3

Theatres

1

City farm



Vauxhall Pleasure Gardens, 1821



Fire



Newport Street Gallery



Bonnington Square



Vauxhall City Farm



Vauxwall climbing centre

# REMODELLING THE GYRATORY

The remodelling of the gyratory will be nothing short of game-changing for the area, it's a turning point in Vauxhall's radical transformation.

Transport for London's (TfL) plans are to reconfigure the road network, thereby providing much-needed improvements to the physical character of the area, improving access to the river and other amenities.

The Vauxhall Cross Island project, from developer Great Marlborough Estates, is designed by the late, great Zaha Hadid's architectural studio. The project extends to almost 1.4 million sq. ft. and will

include a 500-bed hotel (one of several emerging), more than 250 new homes and 220,000 sq. ft. of office space. Crucially, it also involves a land swap with TfL, allowing for the reconfiguration of the gyratory and the creation of a new public square, which will host regular markets and street food stalls.

In addition to the vast improvements to the public realm, the project will also provide a significant boost to employment opportunities in Vauxhall. The offices and hotel, plus the ancillary retail and leisure spaces, will create 2,000 permanent jobs in addition to around 450 jobs associated with the construction of the project.



“Vauxhall Cross Island will be the gateway into the whole Nine Elms opportunity area from Vauxhall. It will create a much needed town centre and welcome for the whole area. Most people will access Nine Elms from Vauxhall.”

**DEAN CLIFFORD,  
CO-FOUNDER OF GREAT MARLBOROUGH ESTATES**

“Vauxhall is ideally located to become a new central business district for London. It is already well served with excellent transport infrastructure and the Northern Line extension will only further enhance its connectivity and attract business, helping to create a vibrant community where residents can live, work and play.”

**A SPOKESMAN FOR HONG KONG-HEADQUARTERED DEVELOPER R&F, WHICH IS BEHIND THE VAUXHALL SQUARE AND NINE ELMS SQUARE PROJECTS IN THE AREA**

# NEW TRANSPORT CONNECTIONS

Vauxhall is already known for its excellent transport links. An overground railway station boasts services running into Waterloo to the north east and Clapham Junction to the south west in a matter of minutes, with all the onwards connections that affords. In addition, it is also the first stop to the south of the Thames on the London Underground’s Victoria Line and home to a major bus interchange.

However, Vauxhall is also set to benefit from new underground connections. An extension to the Northern Line to service

the vast Nine Elms development area to the south of Vauxhall is well underway and will create two new stations – Nine Elms and Battersea Power Station. Opening in autumn 2021, both stations will be in Travelcard Zone 1.

The new and existing connections, and the fact that Westminster is easily accessed on foot, mean that developers are increasingly confident that Vauxhall is on the cusp of becoming a new business district for central London.



# A HUB FOR FLEXIBLE WORKING AND EXCITING BUSINESSES

Vauxhall is home to a disproportionately high number of flexible office operators, including leading brands such as Workspace, The Office Group and Regus. They offer emerging and established businesses quick access to more established central London business districts.

Bywater Properties' proposed six-storey carbon neutral office development in Vauxhall has received plaudits for a building set to replace the disused Costa Coffee Roastery on Old Paradise Street,



providing 60,000 sq.ft. of flexible work and maker space. The scheme, named Paradise, recently won the prestigious National London Architecture Award, scooping the award in the Working category. The design has impressed judges with its plans to use an innovative Cross Laminated Timber structure to make the building carbon neutral for 60 years of operation. This technology also means the scheme will be able to capture approximately 1,000 tonnes of carbon across its lifecycle, setting a new standard of true net-zero development in the capital. It was also featured in Dezeen's top 10 carbon-neutral buildings for 2020.

U+I's redevelopment of Lambeth Fire Station and former London Fire Brigade (LFB) headquarters at 8 Albert Embankment in partnership with LFB will include a contemporary fire station, museum and 443 new homes, 40% of which will be affordable. In addition, the project includes 100,000 sq. ft. of new workspace aimed squarely at the local business community. By working closely with Vauxhall One, U+I identified that there was great demand for flexible space for SMEs and designed its proposals accordingly.

“We’re trying to design spaces that will be useful for the business community in Vauxhall, there are lots of small businesses in the area. Being part of Vauxhall One was really useful during the design process to get access to smaller businesses and understand their profile. That’s very much how U+I approach developments. We like to understand the local community, get involved and get under the skin of a place.”

**KAREN MCCORMICK,  
SENIOR DEVELOPMENT MANAGER, U+I**



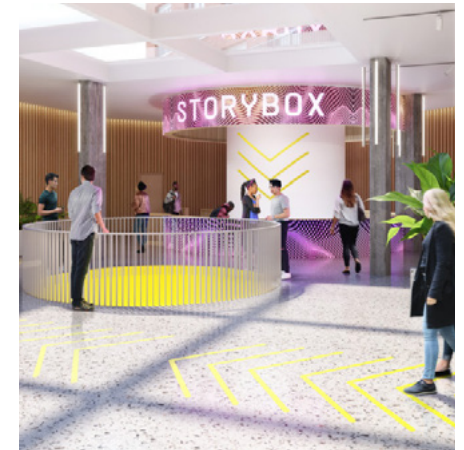
“The opportunity to acquire a 1.5-acre floor plate in central London with 5m ceiling heights is unique. We have a vision to create a new world-class leisure, cultural or education hub that will further contribute to the reinvention of Vauxhall into one of London’s leading new neighbourhoods.”

**JACOB LOFTUS,**  
FOUNDER AND CEO OF GENERAL PROJECTS

# GENERAL PROJECTS & ‘THE MYSTERY BUNKER’

The space Storybox will inhabit is something of a mystery. The site, which features the Keybridge residential tower by renowned developer Mount Anvil, was previously home to a BT communications base and includes an incredible 1.5-acre underground bunker, the like of which, officially at least, cannot be found anywhere else in the UK. Naturally enough, the local presence of the Secret Intelligence Service’s HQ gives rise to speculation.

There are conflicting stories about what the bunker was built for but there are very good reasons to believe it was part of the security services infrastructure. The basement is 1.5 acres and actually goes down 13 metres. Officially, BT have said it was part of historic telecommunications infrastructure, but they have never done anything like that anywhere else.



General Projects plans to transform the subterranean bunker from disused real estate into a highly flexible and adaptable environment primed for a wide variety of occupiers in order to create a new world-class leisure, cultural or education hub that will further contribute to the reinvention of Vauxhall. With its voluminous 5 metre ceiling height, the space offers almost infinite possibilities. It will include creative office space and a mix of independent food & beverage brands at ground floor, and a unique cultural, educational or leisure anchor in the basement.

## BUSINESSES BY SECTOR

	Professional, scientific & technical	Business administration & support services	Information & communication	Arts, entertainment, recreation & other services
2020	29%	15%	14%	8%
2025	30%	17%	14%	7%
2035	31%	18%	14%	6%



**+621,000 SQFT**

estimated commercial floor space in the next 10 years



**2.1M SQFT**

of office space presently

# PUBLIC REALM & EVENTS SPACES

Vauxhall Pleasure Gardens offer opportunities for larger-scale events outdoors. The spaces have the necessary utilities to host substantial gatherings and Vauxhall One has hosted programme of events for several years.



# VAUXHALL LIFE

Vauxhall is home to a diverse range of businesses, including craft beer bars, multiple gyms and wellness outfits, two bouldering centres, gastropubs, independent restaurants and, of course, its famous nightclubs and LGBT+ performance venues.

The area was also once known as a leading arts and crafts district, with artisans including potters and glassblowers occupying industrial spaces. Damian Hirst's gallery and personal collection is a high profile addition to what was an already-burgeoning gallery district with several well-respected and exciting galleries, all within walking distance.



## POST COVID-19

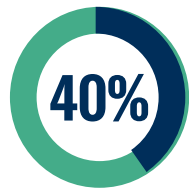
While things remain uncertain, businesses have proved resilient and have been supported by Vauxhall One. The area's young demographic has relatively high levels of disposable income, is less affected by the coronavirus and is generally keener to get back to something like business as usual.

Most residential development in the area is in the form of apartments, which will be occupied largely – but not exclusively – by young people without children but with money to spend. Similarly, the new business space will draw more professionals into Vauxhall.

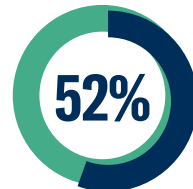
# DEMOGRAPHICS & POPULATION

Vauxhall's population is mostly made up of people between the ages 20-44. Most of this group are professionals in skilled or managerial positions. They mainly live in flats and are unlikely to have started a family yet. As a

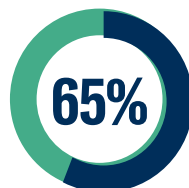
demographic, they are often interested in arts, culture and health and wellbeing. They are also likely to spend more than other groups on socialising, eating and drinking out of the home.



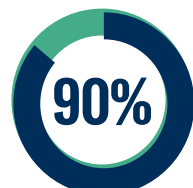
of households have a car



are between 20 & 44



are in skilled or managerial positions

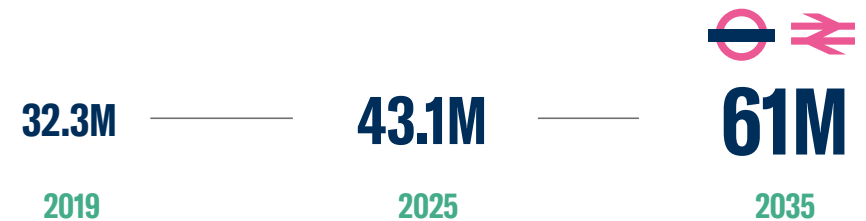


live in flats, maisonettes or apartments

## POPULATION INCREASE



## PASSENGERS PER YEAR



## MEDIAN HOUSEHOLD INCOME ESTIMATE 2020



“There’s now quite a well-established forum for exchange of ideas with Lambeth. As a developer, this gives you a clear understanding of what the members’ key concerns are. I think that’s been hugely successful and has been one of the reasons why we carried on investing - we had a process that meant we could understand what the priorities were on each of the sites. I think that’s enabled us to do some quite creative things.”

**SEAN ELLIS,**  
EXECUTIVE DIRECTOR, THE BERKELEY GROUP

## WHY THE BERKELEY GROUP HAS TAKEN SUCH A KEEN INTEREST IN VAUXHALL

Under its various subsidiaries, the Berkeley Group has been working intensively in Vauxhall for nearly a decade. In the first instance, the developer concentrated its efforts on several sites on the Albert Embankment it picked up in the aftermath of the 2008 global financial crisis – the company was praised from the City and beyond for calling the downturn, selling land and thereby having the financial firepower to pick up sites after land values plummeted.

Those schemes – The Merano, designed by Richard Rogers’ firm, The Corniche by Foster + Partners and The Dumont by American architect David Walker – are now almost entirely complete. They provided developer contributions in the form of both onsite and offsite affordable housing and a new home for the local city farm, among other things. According to the company, Berkeley has developed a great relationship with Lambeth council over the years.

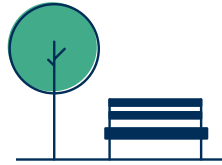
That relationship was key to Berkeley embarking on another long-term project in the area on a site adjacent to The Kia Oval, home to Surrey County Cricket Club. The Oval Village project involves the construction of 1,317 homes as well as 160,000 sq. ft. of commercial space, including a new Tesco supermarket with 20,000 sq. ft. of offices above.



# KEY FACTS



**12** bus routes across London



New public realm



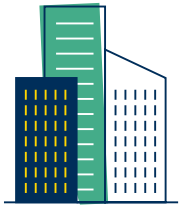
**5** new student accommodation blocks



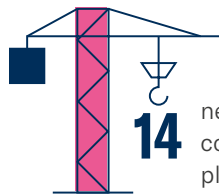
**21** residential buildings between 2018 and 2022



**2M** people within a 30 minute walk or cycle distance of Vauxhall



**11** towers build in the last 3 years



**14** new towers under construction or planned



**3** river bus services at Vauxhall St George Wharf Pier



**2** new tube stations, Northern Line extension



# DEVELOPMENTS

## MIXED USE DEVELOPMENT

	APARTMENTS	COMMERCIAL SPACE (SQ FT)	
1	The Corniche	34	15,510
2	Merano Residences	417	120,000
3	The Dumont	168	38,397
4	Sky Gardens	40	38,397
5	Storybox & Keybridge	595	3,500
6	Oval Village	1,317	160,000
7	Vauxhall Cross Island	257	4,166
8	The Belmont	219	2,546
9	One Nine Elms	645	80,000
10	Nine Elms Point	604	74,580
11	Vauxhall Square	178	10,000
12	8 Albert Embankment	443	244,685
13	Graphite Square	160	100,000
14	Westminster Tower	34	53,819
15	Aykon	360	15,510

## WORKSPACES

1	Vox Studios
2	Kennington Park
3	Edinburgh House
4	China Works
5	The Hudson
6	Tintagel House
7	The Foundry
8	Vauxhall Walk development
9	Paradise
10	Storybox

## PUBLIC REALM

1	Goding Street
2	Old Paradise Street
3	Old Paradise Gardens
4	Tyers Street
5	Vauxhall Pleasure Gardens
6	Vauxhall Walk

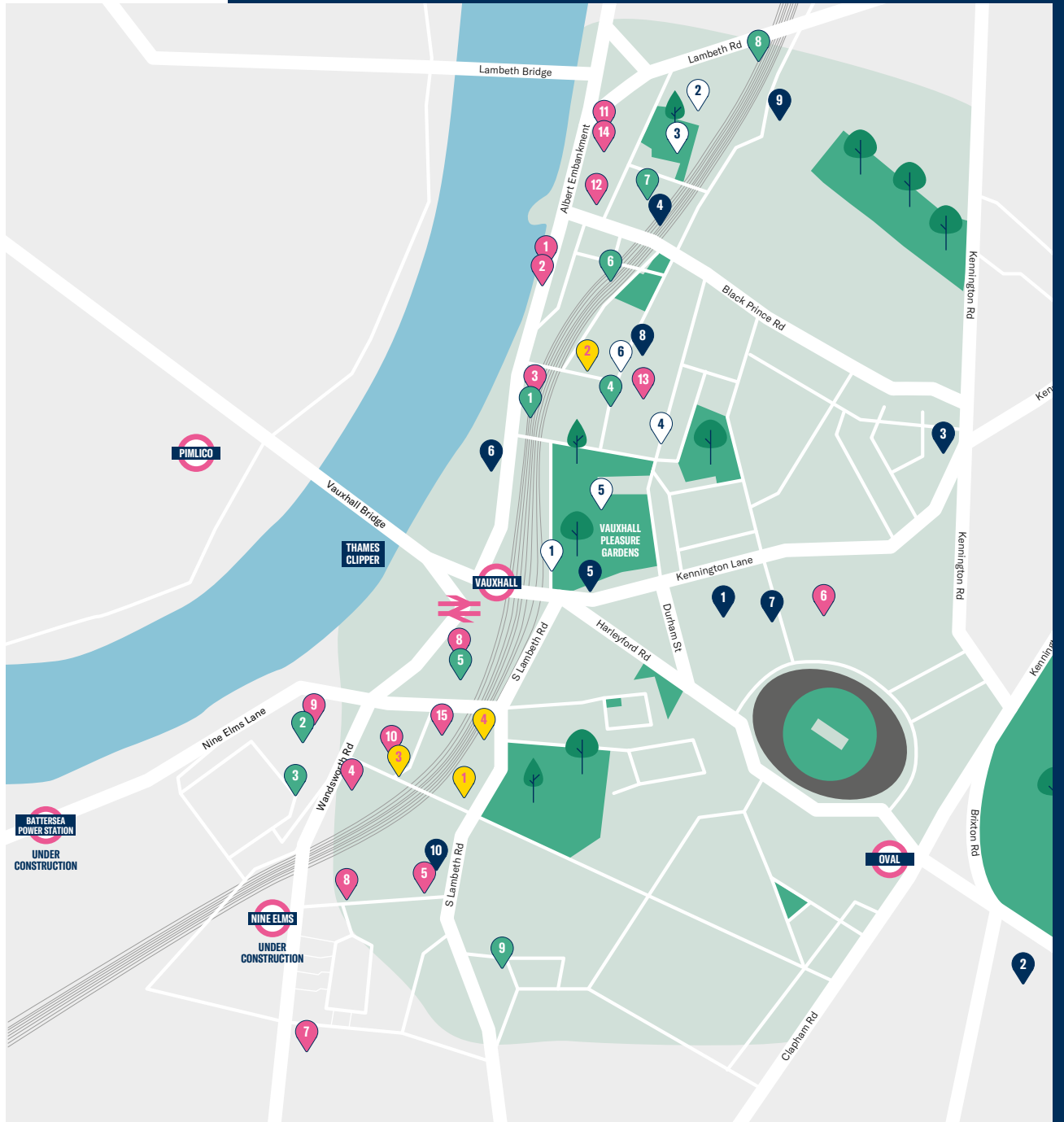
## APARTMENTS

## HOTELS

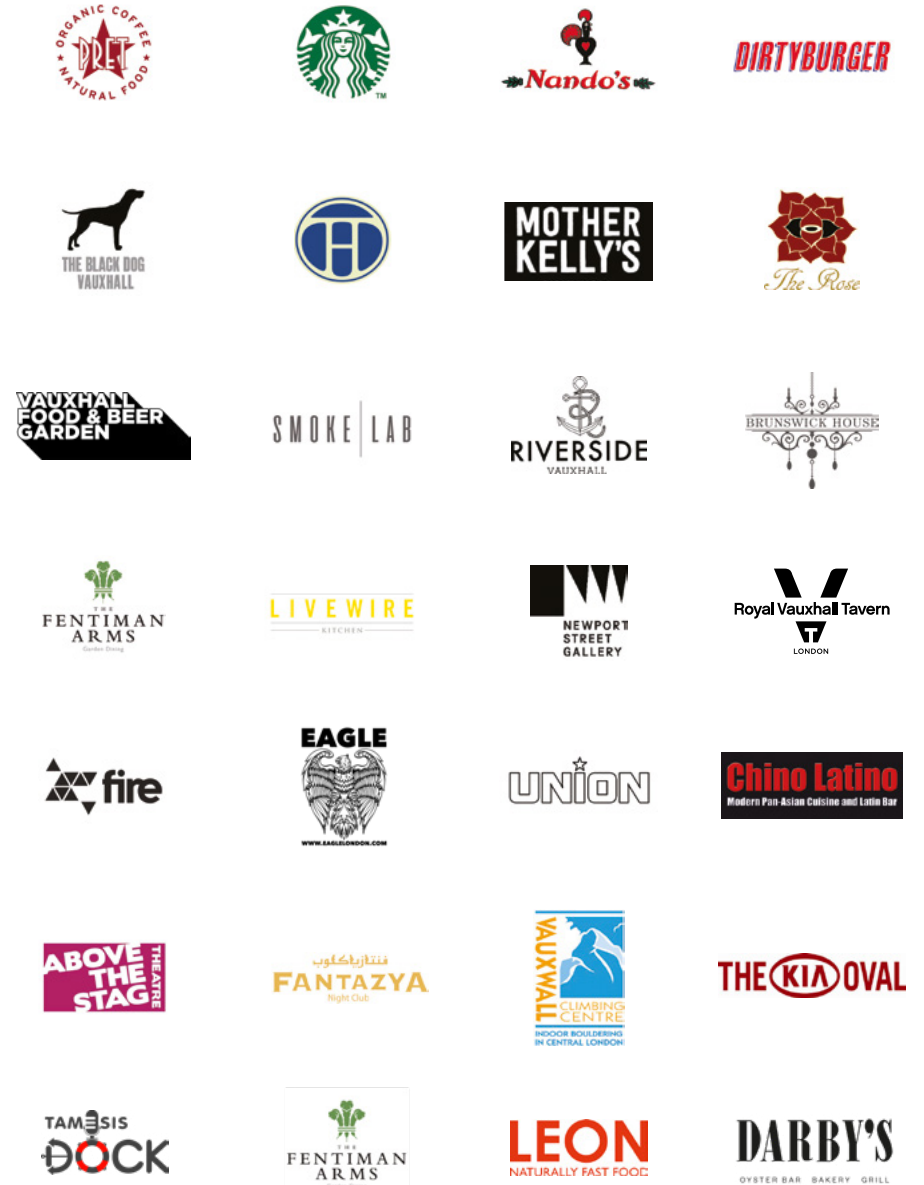
1	36-46 Albert Embankment
2	Park Hyatt Hotel, One Thames City
3	MyLo Nine Elms Point
4	Staybridge Suites
5	Travelodge
6	Park Plaza
7	Crowne Plaza
8	Novotel
9	Best Western Plus

## STUDENT ACCOMODATION

1	Downing Miles Street
2	Fresh Student Living
3	Urbanest
4	Atlas Building



# HERE IN VAUXHALL







# DEVELOPERS

Vauxhall developers count among the most prestigious in the country, with schemes from Berkeley Group, U+i, R&F, Great Marlborough Estates, Bywater Properties, Downing, Ocubis and General Projects.



#### Sources:

ONS; 2011 Census data per ward: Oval & Prince's (Lambeth), Nine Elm/Queenstown (Wandsworth); GLA Housing based population projections; Anatomy Brands Ltd residential development estimates. TFL Station Ins & Outs annual figures. NLA London's Tall Buildings Survey 2020. Lambeth Council 'Vauxhall, Growing Fast, Proud to be Different'. Union Street Partners, Vauxhall Development Pipeline.



## **GET IN TOUCH**

Vauxhall One  
The Bedser Stand, Kia Oval  
London, SE11 5SS

020 3179 2070  
[info@vauxhallone.co.uk](mailto:info@vauxhallone.co.uk)  
[www.vauxhallone.co.uk](http://www.vauxhallone.co.uk)  
[www.beinvauxhall.com](http://www.beinvauxhall.com)

