



contemporary  
art society



Activating the high street



## THE VISION

Transform Culture Mile into a vibrant, distinct and welcoming new destination

## AIMS

### FORM A CULTURE SPINE



**An intuitive ground level connection with a strong, pedestrian focused identity.**

It is a key wayfinding principle that will provide visitors with the confidence to wander and explore. Vibrant cultural activity will take place along its length.

### TAKE THE INSIDE OUT



**Externalising world-class cultural activity by dissolving barriers and embedding content into the streets.**

Using vacant or under-utilised space to create a welcoming destination. Places for local people and community-led activity.

### DISCOVER AND EXPLORE



**Celebrating the area's rich and diverse history – reaching out to the audiences of the future.**

Generating cultural programming that reveals the area's social, cultural and architectural history. An environment that people want to discover and explore.

Safeguarding the area's character

### BE RECOGNISABLE AND BE DIFFERENT



**A place that is recognised for its distinction and difference. Rejecting mediocrity and challenging the ordinary.**

Creating a place where culture is produced as well as consumed, and where creative industries are supported.

## FORM A CULTURE SPINE

A strong identity

Linear public space

Commerce and culture unite

Pedestrian and cycle focused

More connected than ever

Open minds

Filled with culture

Easy navigation

Active frontages

Linking destinations

Places to dwell



### Long Lane A street with opportunities for redevelopment

Planning policy strengthened to safeguard the provision of distinct retail, active frontages and public realm

### Beech Street Making space for creatives

Ambitions to greatly improve the space to enable use by creative businesses and organisations. A unique urban destination with variety of activity and life. An enhanced street environment that can lead to pedestrianisation in the future.

#### KEY

- Underutilised spaces
- Connection through the Barbican
- Key public spaces
- Sculptures
- Street furniture and play
- Temporary cultural spaces
- Transitional sites
- Markets
- Narrative Journeys



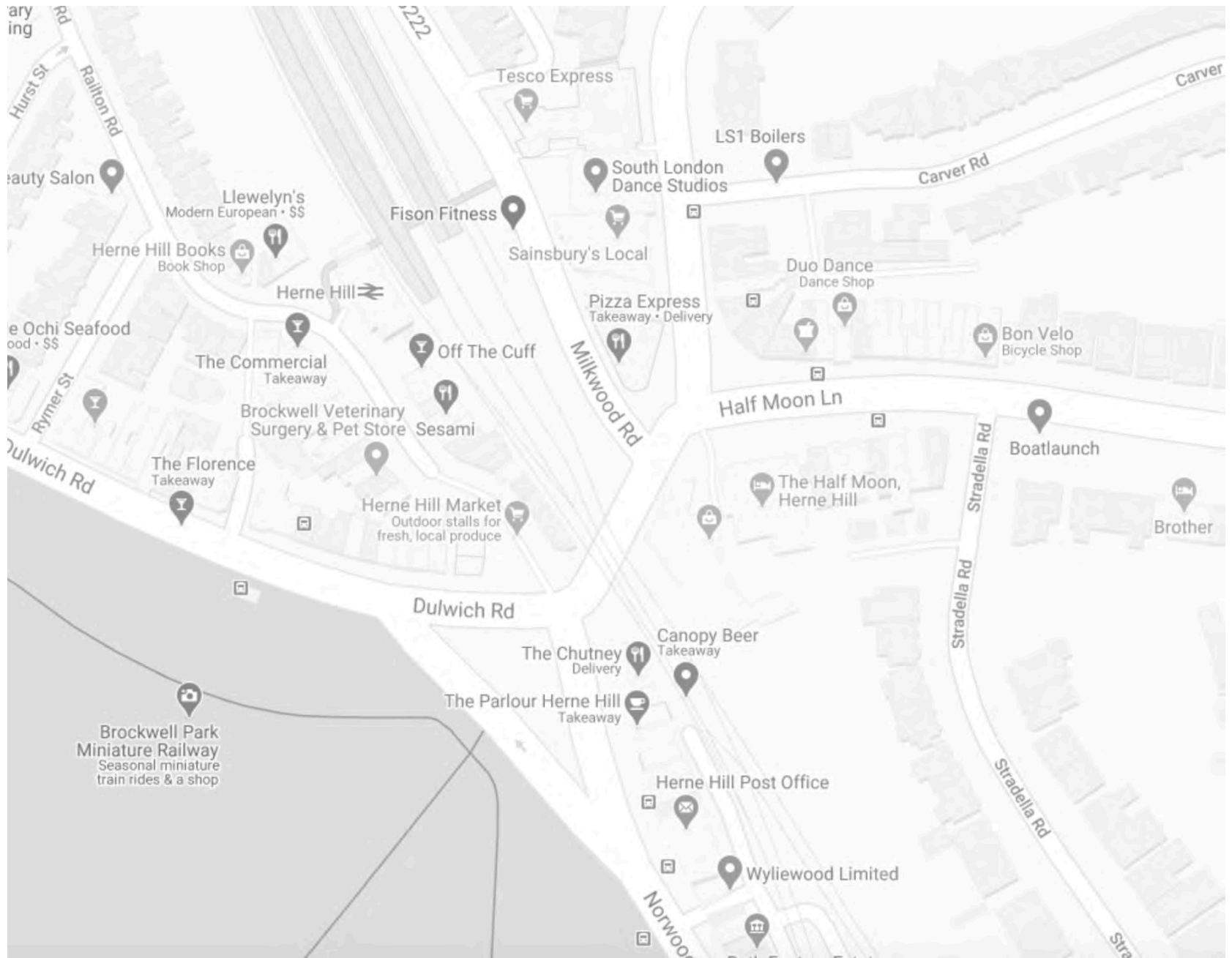
### Smithfield Market In operation since medieval times

A rich diversity of life: unloading meat, pubs and restaurants, coaches dropping off visitors and cab drivers using Smithfield Cafe.



Herne Hill art commission







## FLYING BOOTS & EYES ON FIRE

A VISITOR'S GUIDE TO THE LOCAL SPIRIT

by  
CAROLINE MCCARTHY

in association with  
**THE TRADERS OF HALF MOON LANE**  
HERNE HILL FORUM  
CONTEMPORARY ART SOCIETY  
SOUTH-WARK COUNCIL  
THAMES WATER

- THE LIGHT OF BATTLE:** In 1937, 50 determined matrons with the 'light of battle in their eyes' invaded the flower garden and piled their prams up outside the gate. Keepers were powerless! Led by Gertrude Blattman of Half Moon Lane, the mothers formed a solid phalanx and sturdily refused to budge. All they wanted was to take their children and their prams after lunch into the walled garden in Brockwell Park. But no - after 2pm babies in perambulators were banned. (The Daily Mirror; April 20, 1937)  
• 236 Ralinton Rd
- PARAKEET PARROT:** Established residents in these parts, nobody quite knows how these brilliant, if somewhat bolshy, birds got here. Some say they escaped a film set, others claim they were released in The Great Storm of 1907. (londonist.com, April 2018)  
• 234 Ralinton Rd
- GRAND:** I was given a hard hat, and went up on this cherry picker, and it was like in a dream. I was hovering over my beautiful cinema even as it was being demolished and I couldn't believe it was happening to me - Local resident Robert Holden at the end of a passionate 10 year attempt to save the former Cinema Grand, one of the earliest purpose-built cinemas in London, and turn it into a theatre. (londonist.com, July 2018)  
• 222 Ralinton Rd





*Flying Boots & Eyes on Fire*, Caroline McCarthy, installed Herne Hill 2018