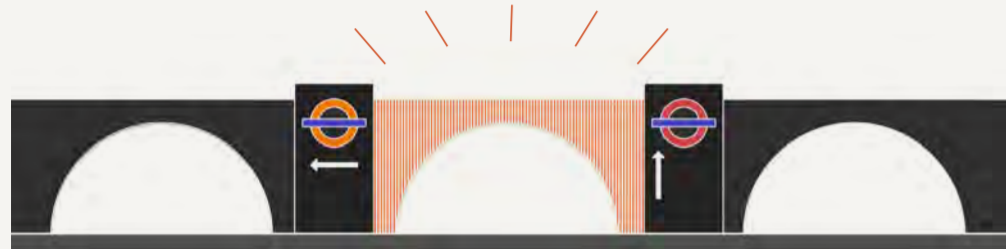


# Polysmiths' Vision for the Gateway to Clapham: A Landmark that Cannot be Anywhere Else



Our vision is to create a landmark that can only be in Clapham, and nowhere else.

Every design decision we made is rooted in the place where the project is located: our proposal reinterprets the Victorian brick arches, spanning a burnt-orange arch over Clapham High Street, referencing the TfL Windrush Line colour.

With a strong landmark comes easier wayfinding, activated underpass that is safer and more pleasant to use, and a sense of belonging and identity for those who live, work, and pass by.



Revised Visual of the Gateway to Clapham, incorporating feedback from Phase 1 jury, input from Structural Engineer on Network Rail compliance, and enhanced lighting and wayfinding.

## Parties in Consultation for Phase 2:



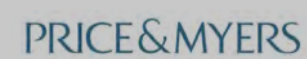
Nicola Doal, Lambeth Council  
The Big Shift Programme, and  
Lambeth Planning



Trâm Nguyen, Studio Voltaire  
Potential partner on the community  
co-creation for mural



Jake Johnson, The Clapham Society  
Potential partner on the community co-  
creation for mural, and historical focus.



Anna Wai, Partner, Price & Myers  
Structural Engineering detail, and Network  
Rail asset compliance



LinksSigns, TfL Signage Manufacturer  
Vitreous Enameling costing, colour grades,  
process, timeline, maintenance and durability.



AJ Wells, Vitreous Enameling Manufacturer  
Vitreous Enameling costing and timeline.

# Polysmiths' Strategy: Bold Storytelling, Keen Collaboration, Pragmatic Execution

## Weaving Stories of the Place: A Gateway through History

From the Clapham Sect to Windrush arrivals, this place has witnessed Clapham's story of progress.

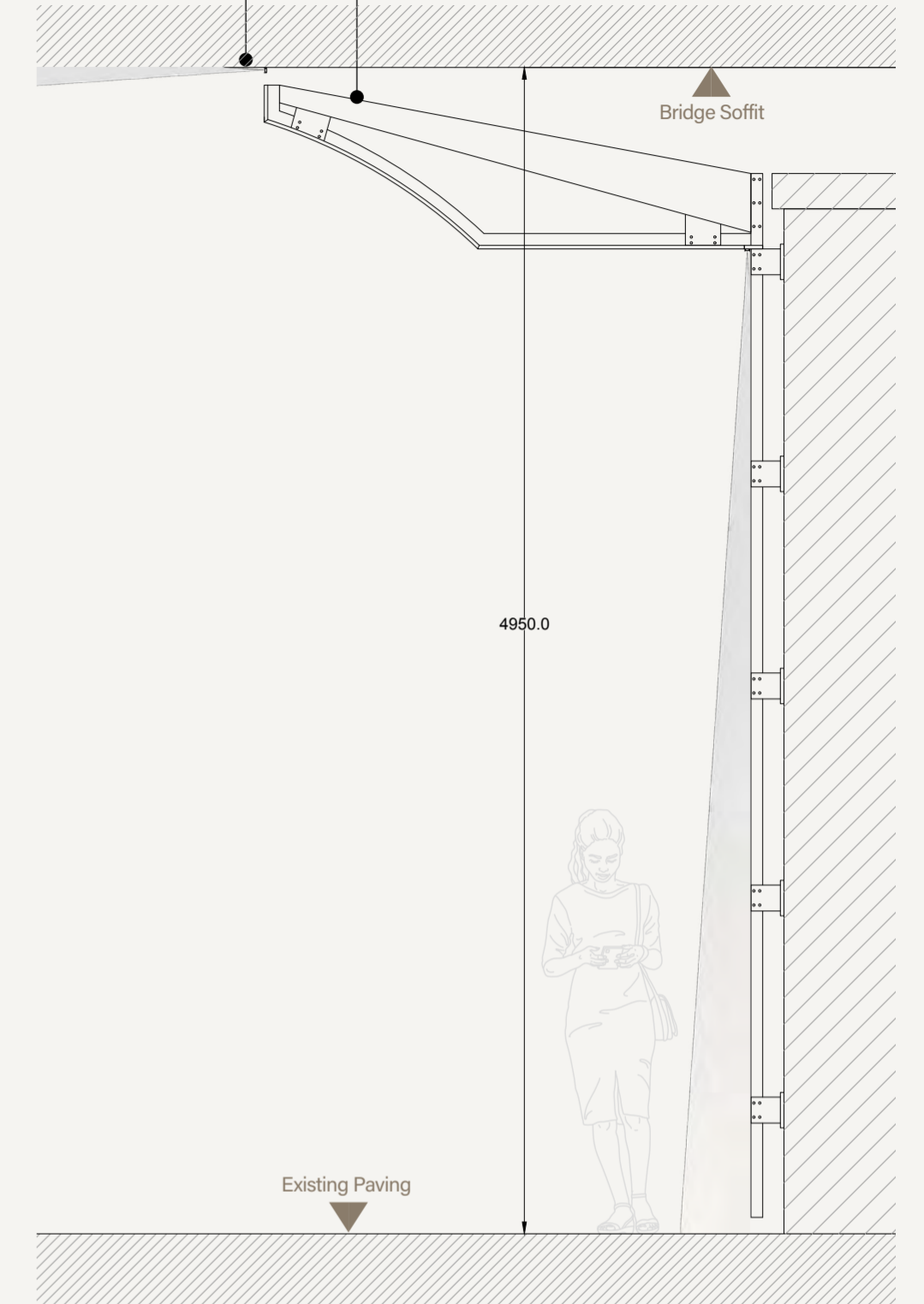
Our starting point is Windrush heritage murals, envisioned to be co-created with Studio Voltaire and the community, tell authentic Clapham stories. Our proposed mural here references John Melhuish Strudwick, the Pre-Raphaelite painter who is from Clapham.



Initial mural visual created by Polysmiths, depicting Windrush arrival, juxtaposed with Clapham Sect members, with the Holy Trinity and Clapham Common in the background.

Feedback 1: turn 'confusing' name into wayfinding  
 Feedback 2: Lighter & Safer abutments  
 Feedback 3: Community co-creating mural

Feedback 4: Network Rail bridge structure maintenance  
 Feedback 5: Vertical elements & height  
 Feedback 6: Comprehensive lighting for safety



Revised Visual of the Gateway to Clapham, incorporating feedback from Phase 1 jury, input from Structural Engineer on Network Rail compliance, and enhanced lighting and wayfinding.

A 'Cantilevered Frame', designed in collaboration with Price & Myers, to ensure minimal structural insertion to Network Rail asset, and compliance with Cat 3 checks.

## For Phase 2: Improved, deliverable design through listening and collaboration

We initiated discussions with Structural Engineer Price & Myers, with extensive experience working with Network Rail.

We have also reached out to some of the jury members, whom we view are important local stakeholders and collaborators, contributing positively to the design and delivery.

We have experience delivering good public realm projects, and fundraising with our clients.

We understand risks, and through measurable improvements to user experience, we will work with you to assess the success of the project.

We have the capability and attitude to help strive toward a safer, better-connected, and more prosperous Clapham.

### What this means for you and for Clapham?



**SAFETY IMPACT:**  
 A Place People Feel Secure  
 dedicated lighting and sightline improvement



**IDENTITY IMPACT:**  
 A Place with Meaning and Pride  
 celebrating diverse communities



**CONNECTIVITY IMPACT:**  
 Better Movement  
 wayfinding for healthy street and TfL connection



**ECONOMIC IMPACT:** Supporting  
 Local Prosperity  
 low maintenance, increased footfall