



# Delivering placemaking 7

# Delivering placemaking

The spatial strategy sets a framework to deliver placemaking; a network of well designed, accessible and healthy neighbourhoods which collectively form One Tower Hamlets, a place of diversity, inclusiveness and opportunity.

## Where we want to be What it will look like

### SO25

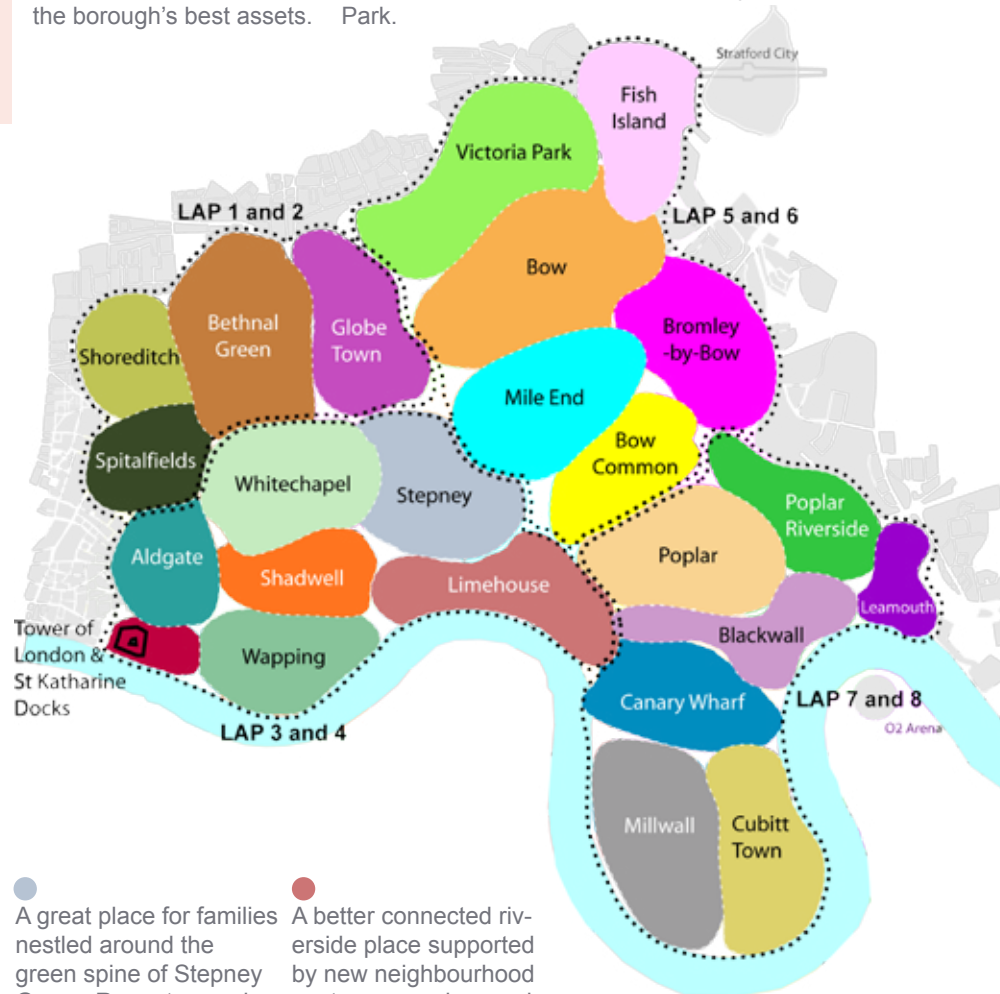
Deliver successful placemaking in Tower Hamlets to create locally distinctive, well designed, healthy and great places which interconnect with, respond and integrate into the wider London area.

- Reinforcing and reflecting the historic qualities in Shoreditch to shape future growth and improve connectivity.
- Will continue to be a historic gateway to the vibrancy of Spitalfields Market, Trumans Brewery and Brick Lane.
- Shaping the future of Bethnal Green around its rich history, strong residential communities and thriving Bethnal Green High Street.
- Uncovering Globe Town's historic and natural assets for existing and new communities to enjoy.
- Rediscovering its gateway role as a mixed use, high density area with a commercial centre.
- Reintegrating the Tower of London back into its surroundings.
- A historic place set around Whitechapel High Street with Crossrail and the Royal London Hospital providing a regional role.
- Integrating Wapping's working and residential communities and connecting them to the canals, basins and River Thames.
- Strengthening Watney Market town centre through re-connection onto Commercial Road and capitalising on investment opportunities.

Making Victoria Park an exemplary 21st century green space. Victoria Park will continue to be one of the borough's best assets.

Showcasing Bow's traditional character through its market, street patterns and relationship with Victoria Park.

A lively and well connected place with a vibrant town centre complemented by the natural qualities offered by the local open spaces.



A great place for families nestled around the green spine of Stepney Green, Regents canal and Mile End Park Leisure Centre.

A better connected riverside place supported by new neighbourhood centres on and around Commercial Road.

▲ Fig 39. Strategic visions for places

- A mixed use sustainable community offering a unique place to work and live, right next to the Olympic Park and within walking distance of Stratford.
- A prosperous neighbourhood set against the River Lea and Park and a transformed A12.
- Establishing Bow Common as a family focused residential neighbourhood set around the civic spine of St Paul's Way.
- Regenerating Poplar into a great place for families set around a vibrant Chrisp Street and a revitalised Bartlett Park.
- Transforming Poplar Riverside into a revitalised and integrated community reconnecting with the A12 and River Lea.
- Creating a modern waterside place where the River Lea meets the River Thames
- A mixed use area with a new town centre and the Town Hall as its commercial and civic hearts.
- Canary Wharf will retain and enhance its global role as a competitive financial district as well as adopting a stronger local function.
- A community brought together through its waterways and a newly established high street at Millharbour.
- A residential waterside place set around a thriving mixed use town centre at Crossharbour.

## How we are going to get there

SP12

Improve, enhance and develop a network of sustainable, connected, well-designed places across the borough through:

- a. Ensuring places are well-designed, so that they offer the right layout to support the day-to-day activities of local people.
- b. Retaining and respecting the features that contribute to each places' heritage, character and local distinctiveness.
- c. Ensuring places have a range and mix of dwelling types and tenures to promote balanced, socially mixed communities.
- d. Ensuring places have access to a mixed-use town centre that offers a variety of shops and services.
- e. Ensuring places have a range and mix of high-quality, publicly accessible green spaces that promote biodiversity, health and well-being.
- f. Promoting places that have access to a range of public transport modes in order for local people to access other parts of the borough and the rest of London.
- g. Ensuring places provide for a well-connected, safe, and attractive network of streets and spaces that make it easy and pleasant to walk and cycle.
- h. Ensuring places promote wider sustainability and assist in reducing society's consumption of resources and its carbon footprint.
- i. Ensuring development proposals recognise their role and function in helping to deliver the vision, priorities and principles for each place.

Please refer to Annex: Delivering placemaking (p.98)

### Key supporting evidence base

- PPS12: Local Spatial Planning 2008
- Local Government White Paper, 2007
- DCLG World Class Places, 2009
- RTP1 A New Vision for Planning, 2001
- DETR By Design, 2000
- Urban Design Compendium 1 & 2, 2007
- DETR Towards an Urban Renaissance, 1999
- LBTH Community Plan, 2008
- LBTH Urban Structure and Characterisation Study, 2009

## Why we have taken this approach

- 7.1 Placemaking is an increasingly important national objective. National guidance clearly sets out the challenge for local authorities, stating the need for planning to be “spatial” - dealing with the unique needs and characteristics of places<sup>164</sup>. This role of placemaking is key to delivering the national agenda of creating sustainable communities<sup>165</sup>. The links between quality of place and quality of life for residents, including wider positive outcomes are widely recognised<sup>166</sup>.
- 7.2 The Community Plan places great importance on the diversity of the borough and wider social cohesion of those living and working in Tower Hamlets<sup>167</sup>. The way we plan, build and design places has an important impact on this social agenda<sup>168</sup>. It is the role of this placemaking chapter to begin this complex placemaking process, which forms part of the wider spatial planning agenda. They are not fixed plans, but rather spatial frameworks that help steer those involved in shaping the built environment, in order to assist in creating liveable, sustainable and well designed neighbourhoods.
- 7.3 The Sustainability Appraisal process strongly supported the approach to placemaking, advocating it as a key spatial planning tool to help deliver sustainable communities<sup>169</sup>. In developing this approach in partnership with the Tower Hamlets Partnership, considerable and extensive analysis and consultation has been undertaken to shape future physical and social change in each identified place.
- 7.4 This section drives the process of delivering the spatial vision of Re-inventing the Hamlets. Collectively, all those involved in making great places can use these place visions to build upon the strengths and tackle the weaknesses of each place to help build the Community Plan vision of One Tower Hamlets.
- 7.5 The role of Delivering placemaking is to provide clear visions, priorities and principles for each of the places (please refer to Annex: Delivering placemaking). It aims to show how the combination of the borough wide strategies specifically directs the future of each place. These will be implemented through forthcoming planning documents, including DPDs and SPDs, as well as planning applications.