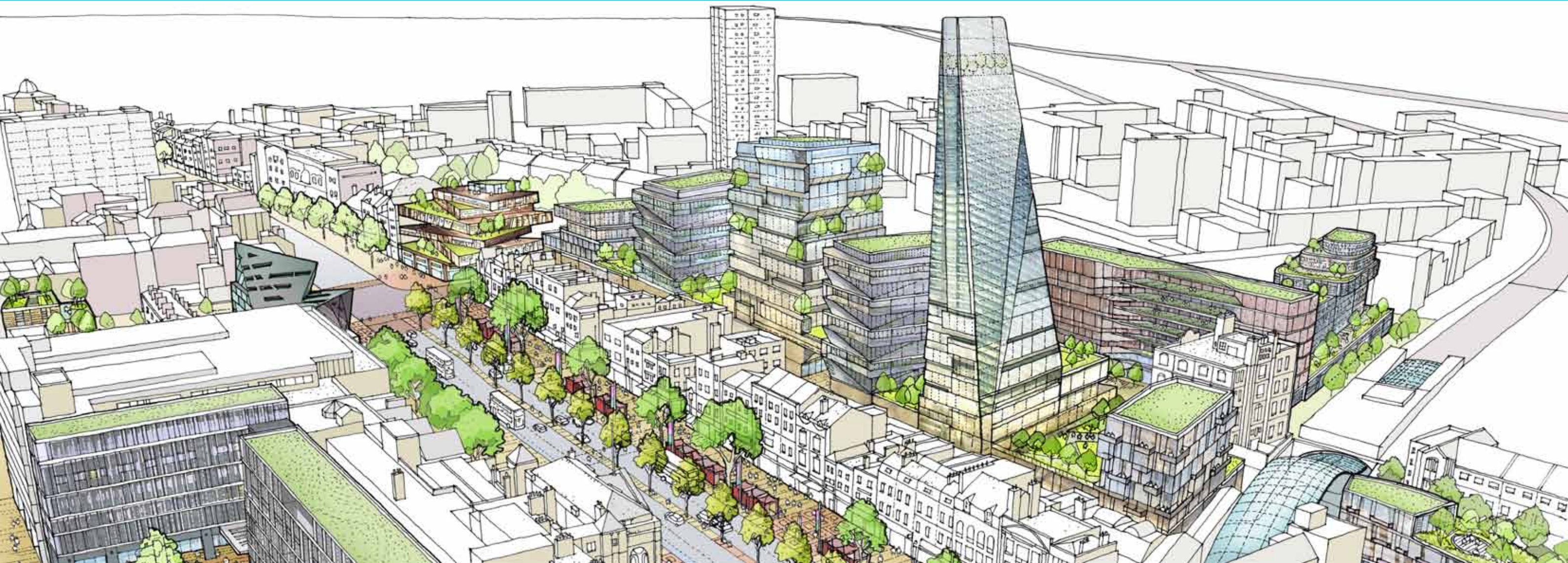




# WHITECHAPEL VISION









**Lutfur Rahman**  
Mayor  
London Borough of  
Tower Hamlets

I am delighted to be introducing The Whitechapel Vision Masterplan.

Whitechapel has historically been the heart of the local community – a key hamlet of the East End which has catered for the changing migrant population for generations. A symbol of the East End’s multi-layered history is the Brick Lane Mosque, which has previously served as a church and a synagogue. Within Whitechapel, many of the historic buildings still form part of the rich urban character, including the heritage churches and synagogues, and the historic shop fronts and hospital on the Whitechapel Road. These have been joined by new landmark buildings, including the East London Mosque, Idea Store and Royal London Hospital. This area has also been a historic centre of philanthropic and community organisations, which have served the changing communities of Whitechapel. The main high street and market are established thriving commercial centres which are used both by locals and visitors.

In recent years Whitechapel has experienced a number of changes which has cemented its role as a significant district centre both in Tower Hamlets, and within East London. These changes include the arrival of the London Overground line, the new Royal London Hospital, improvements to the street market, and High Street 2012 improvements.

Over the next decade, as the centre of London moves east, Whitechapel is uniquely placed to benefit from increased investment and development, to become a key destination within London.

Already well-connected, Whitechapel will benefit from the arrival of Crossrail in 2018, the further development of Queen Mary Medical School will result in a globally competitive research centre, and the growth of ‘tech city’ will increase the number of innovative and high tech businesses moving to the area.

We started this process as we know these developments are place-changing, and give an unprecedented opportunity to plan and develop and design a vibrant and successful new area for London. This is the right time for the Council to take the lead in making sure that the place of Whitechapel moves forward for the benefit of existing stakeholders, preserving what is good while using this opportunity to make the most of the future.

These improvements must be for all. They must celebrate and enhance the diverse community that live and work in the area.

This Masterplan highlights key transformations which we can deliver in Whitechapel when all key stakeholders work together. These include the possibility of new infrastructure including brand new public spaces for people to relax and enjoy; enhancing and growing the street market; developing a cultural centre and community facilities; and the creation of new industry hubs for medical research and culture, media and technology. Most excitingly the Masterplan highlights the benefit of the delivering a new 21st century civic hub for Tower Hamlets in Whitechapel to bring Borough services into the heart of the borough. Finally, this regeneration will result in at least 3,500 new homes and 5,000 new local jobs which will raise the quality of life for all our residents now and in years to come.

Yours sincerely

A handwritten signature in black ink, appearing to read 'L. Rahman', written over a light blue horizontal line.

Mayor Lutfur Rahman

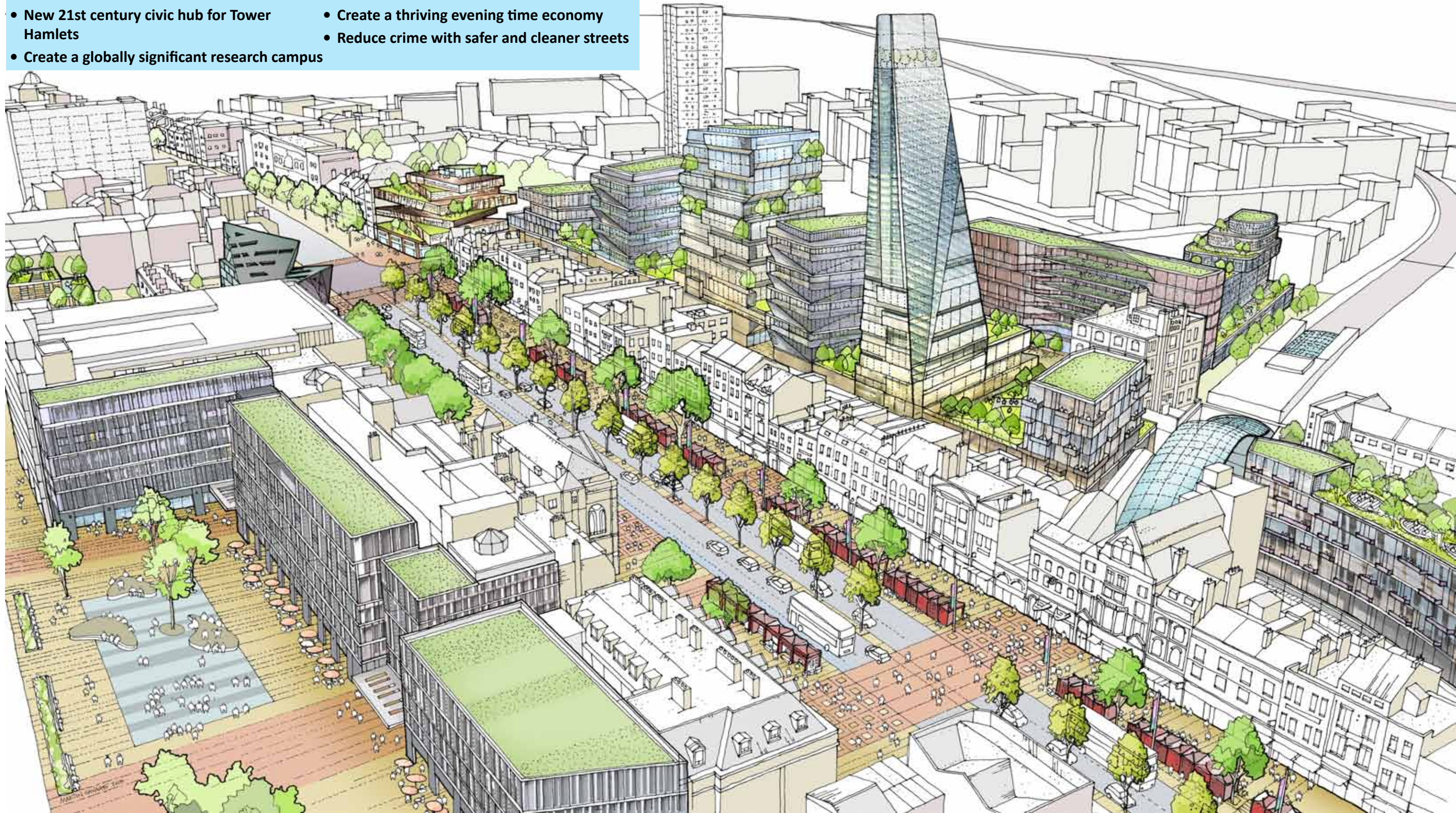


# WHITECHAPEL VISION: ADDING VALUE TO THE AREA'S FUTURE

- 3,500 new homes by 2025 including substantial amounts of new family and affordable homes
- 5,000 new local jobs
- 7 new public squares and open spaces
- New streets and public routes
- New 21st century civic hub for Tower Hamlets
- Create a globally significant research campus

- Expand creative industries including new local media hub
- New cultural centre and community facilities
- A destination shopping and leisure experience on Whitechapel Road
- Expand and improve the street market
- Create a thriving evening time economy
- Reduce crime with safer and cleaner streets

Whitechapel in 2025: An artist's impression for future of the area





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# 1. INTRODUCTION

## BACKGROUND

The London Borough of Tower Hamlets (LBTH) is at the heart of London's East End, and is one of the most vibrant and ethnically diverse boroughs in the capital. Straddling the City of London, Canary Wharf and Stratford, it is an area of rapid urban change and diversity. It is host to national and international economic hubs, which exist alongside densely populated residential areas with issues of overcrowding and social deprivation within its post war housing estates.

As a borough with a history of global inward migration LBTH enjoys a diverse range of built environment and rich architecture created by a legacy of unique cultural and heritage buildings contained within the established and well known 'Hamlets' that front the historic docklands, river edges and ancient arterial roman roads.

The hamlet and place of Whitechapel is at the historic heart of the borough with its strong sense of local identity, diverse economy, built character and well-connected location. In recent years Whitechapel has experienced a number of important changes including:

- The current and on-going construction of the new regional Crossrail line station;
- The extension of London Overground network to the area, completed in 2010;
- Public Realm Investment on Whitechapel Road as part of the Olympic initiative "High Street 2012" programme and English Heritage's "Partnership Schemes in Conservation Areas";
- The redevelopment of the new Royal London Hospital (RLH), which opened in 2012;
- Improvements to the Street Market
- Expansion of the TfL Cycle Hire Scheme and new Cycle Superhighway 2 connecting the area in 2010;
- Success and growth of the Queen Mary University London (QMUL) through the delivery of the Bio-Innovation centre in 2007; and
- Significant investment in public and private sector housing regeneration initiatives across the borough since 2004.

In the next 15 years Whitechapel is expected to change further, as a result of the following:

- Completion of Crossrail due to open in 2018;
- The location of a new civic and public service hub;
- The expansion of a world class combined health and education campus at the RLH and QMUL estates;
- The market demand to deliver a significant amount of new homes; and
- Strong local authority support to attract public and private sector investment.

Whitechapel is expected to deliver an exciting new future for its residents, and beyond, with significant opportunities to provide more jobs and new homes. At the heart of this will be a more vibrant district centre with an expanded retail core, leisure uses and community infrastructure.

## WHY A MASTERPLAN FOR WHITECHAPEL?

The challenge and the purpose of this masterplan is to manage the expected growth in Whitechapel and create a place that secures the benefits of growth for the community. The masterplan provides a clear and unique vision for the area, and guiding principles to support the future regeneration and development of Whitechapel. It aims to use the momentum, already created by Crossrail, combined with public sector investment to inspire a new and exciting place.

This masterplan is a result of a collaborative process between LBTH, the local community, key stakeholders and landowners. Consultation has been undertaken prior to, and during the preparation of the SPD, since January 2013 to ensure that there is a clear understanding of the key issues facing Whitechapel.

The masterplan forms the basis of a Supplementary Planning Document (SPD), which is being formally consulted on during September and October 2013. All views will be taken into consideration, and where possible included in the final version of the SPD.

## KEY THEMES AND OBJECTIVES OF THE WHITECHAPEL VISION MASTERPLAN SPD

- **Work collaboratively** with key stakeholders in the area, including landowners, developers and community organisations;
- **Establish** a detailed vision for the area;
- **Celebrate** and enhance Whitechapel as a diverse and thriving centre for residents;
- **Promote** Whitechapel as a place to work and conduct business;
- **Regenerate** the Whitechapel district centre regeneration;
- **Identify** opportunities to deliver new homes and infrastructure;
- **Embed** high quality place making; and
- **Deliver** a detailed implementation programme.

## PLANNING STATUS OF THE SPD

The SPD covers the Local Plan period to 2025 and aligns with policy objectives set out in the London Plan and National Planning Policy Framework (NPPF). It will be a material consideration in assessing planning applications within the masterplan boundary.

This SPD is not a standalone document and should be read in conjunction with the National Planning Policy Framework (NPPF) and local planning policy including the LBTH Core Strategy (CS) and the Managing Development Document (MDD). The SPD is also prepared in accordance with the London Plan and the emerging City Fringe Opportunity Area Planning Framework, which will provide Supplementary Planning Guidance to the London Plan.

## Policy Context of this SPD



Figure 1



# 2. WHITECHAPEL VISION MASTERPLAN AREA BOUNDARY

## The Masterplan Study Area

The masterplan study area boundary broadly aligns with the place of Whitechapel as set out within the Local Plan. It is centred on the busy Whitechapel Road (A11) situated on a major arterial route into London. The area comprises the key growth drivers of the expanding Whitechapel underground station, NHS Royal London Hospital and QMUL campus, civic activity at the IDEA store, places of worship at East London Mosque, the bustling street market and shops; all of which is surrounded by housing including social housing estates.

The **northern boundary** is defined by the railway line, which creates a physical boundary, separating Whitechapel from Bethnal Green.

The **western boundary** is defined by the place of Aldgate and characterised by a mix of uses that complement the commercial activity associated with the City of London to the south west and residential housing estate's to the north west. It is also the eastern boundary of the Aldgate Masterplan.

The **eastern boundary** is defined by an area which is considered to be the eastern extent of the place of Whitechapel. The area beyond is considered to be more characteristic of Stepney Green and Globe Town.

The **southern boundary** is defined along the northern side of Commercial Road (A13) which marks the beginning of the place of Shadwell and is considered to have a separate and distinct character fronted by Watney Market.

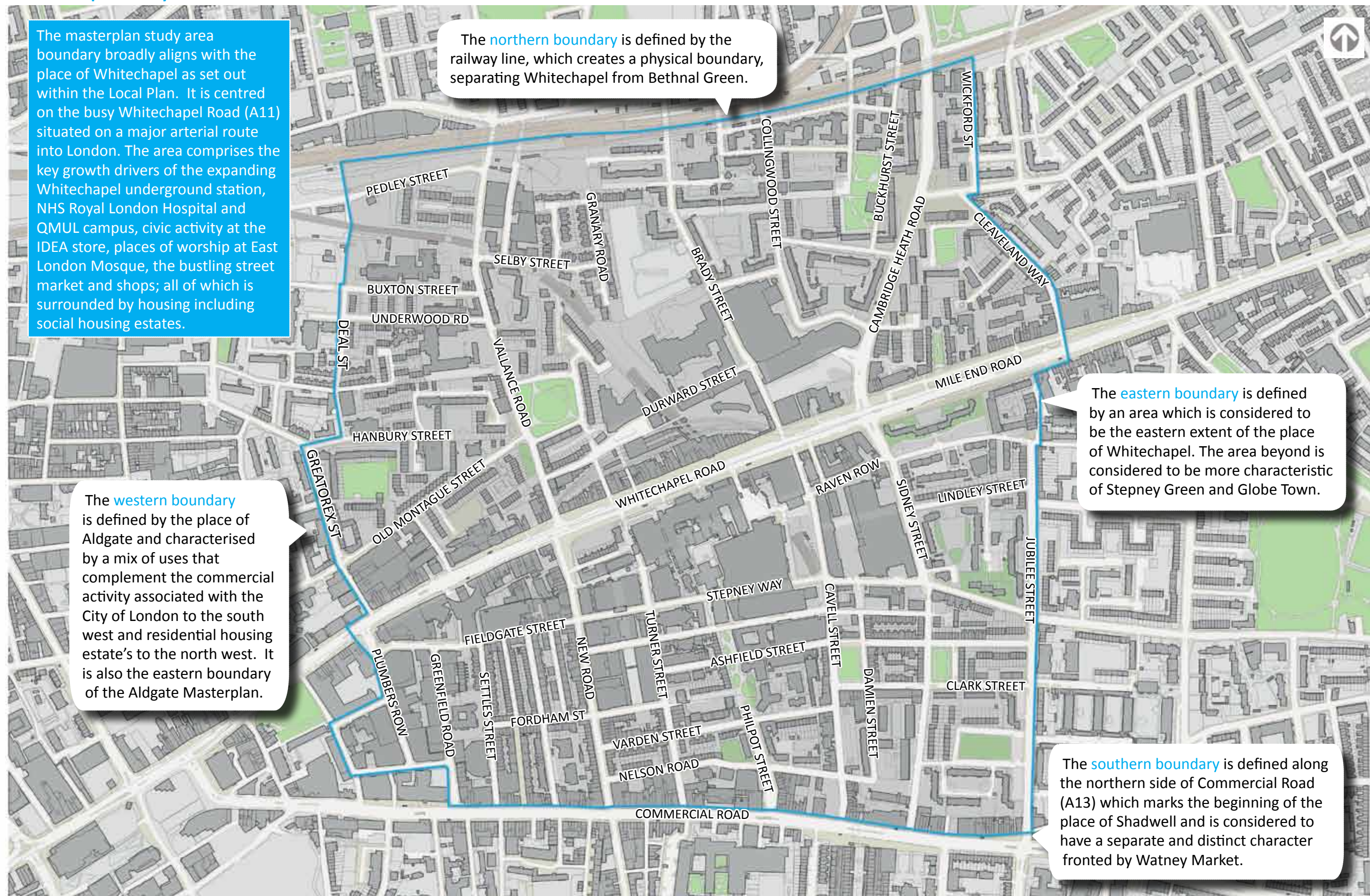


Figure 2 © Crown copyright and database rights 2013 Ordnance Survey, London Borough of Tower Hamlets 100019288



# 3. CONTEXT OF WHITECHAPEL: REGIONAL CONTEXT AND SIGNIFICANCE

One of Whitechapel's greatest assets is its strategically significant location, which is set to radically transform it as a major destination, and important hub within London.

## Whitechapel Strategic Connections

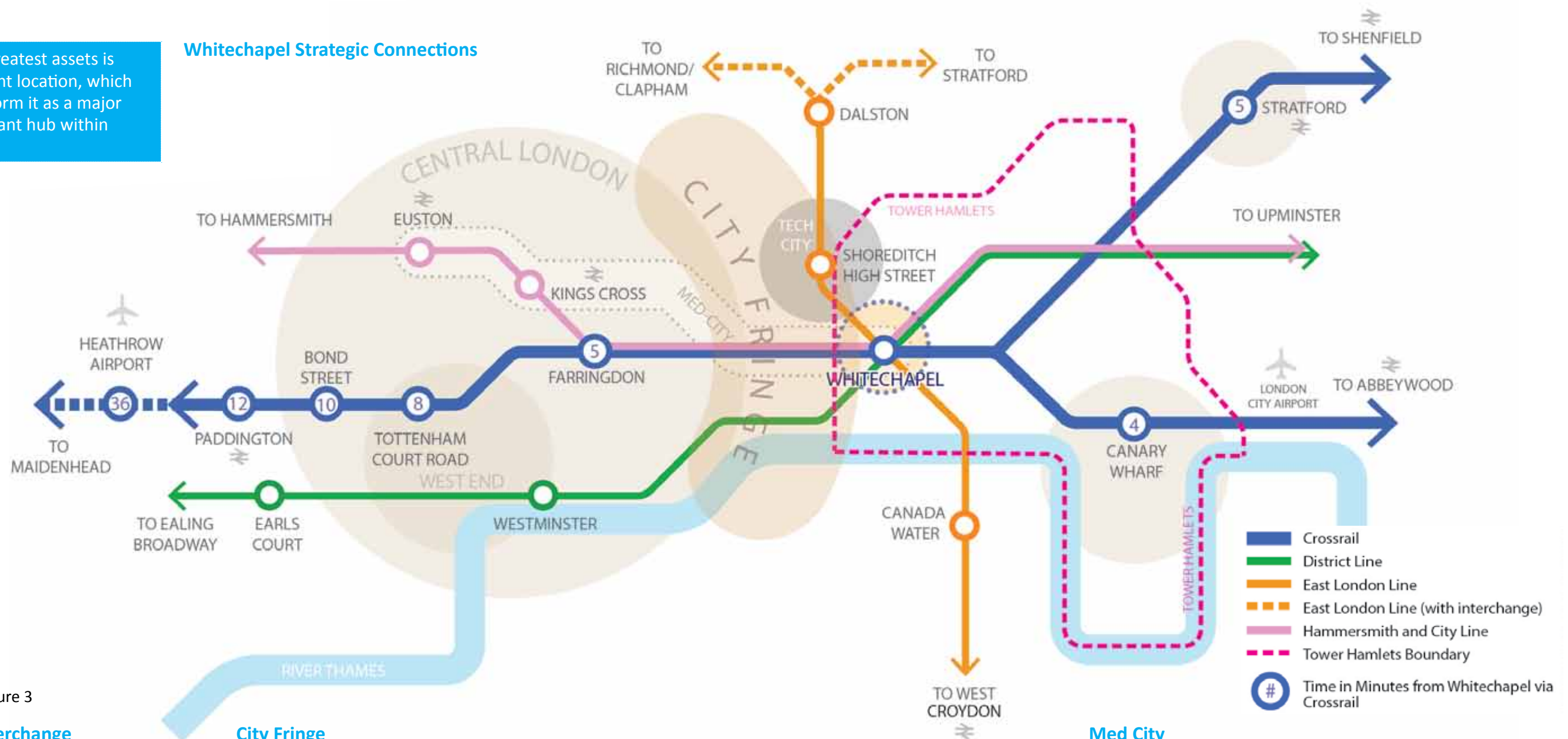


Figure 3

### Transport Hub and Interchange

In connectivity terms, the Whitechapel Crossrail station is currently under construction and is anticipated for completion in 2018. When the line opens, it will shorten journey times between Whitechapel and a number of other major growth areas including Canary Wharf, City Airport, Bond Street, Stratford City and Heathrow (Figure 3). This has significant implications for both national and international business, and will attract inward investment, more jobs, and opportunities for large scale regeneration in the Whitechapel area. Accessibility has been further increased by the recent completion of the East London Line, creating the London Overground orbital network.

### City Fringe

The Masterplan area is already included as part of the Greater London Authority's (GLA) City Fringe Opportunity Area Planning Framework, which recognises the area's potential for growth in jobs and housing (Figure 6). Whitechapel has long had a reputation for creativity, art, design and fashion, something which should be encouraged as a core component of the area's future and this work provides an opportunity to deliver upon these strategic aspirations. In 2013, the Mayor of London has also announced plans for a cluster of technology companies in East London commonly known as "Tech City".

Tech City is a planning policy initiative that seeks to recognise and promote London's fast emerging modern technological industries through a spatial designation which will be contained within the draft City Fringe Opportunity Area. The Tech City initiative is set to encompass and have impacts for a wider area of East London, including Whitechapel.

### Med City

The redevelopment of the RLH, and the associated medical research facilities within QMUL's Whitechapel campus offer a significant opportunity. Health, Bio-Tech and Life Sciences, are regularly cited as sectors which will play an important role in the future of the UK economy.

The Mayor of London has already referenced the importance of the sector in Whitechapel to the city as a whole. In his 2020 Vision he identifies:

*"a growing cluster of academic health science expertise - a 'Med City' that stretches along the Euston Road corridor from Whitechapel to Imperial West at White City." (pg.51)*



# 3. CONTEXT OF WHITECHAPEL: LOCAL CONTEXT

## TOWER HAMLETS BOROUGH CONTEXT

The place of Whitechapel is identified as one of 24 geographical hamlets of the borough identified within the Local Plan (Figure 4).

The borough benefits from large metropolitan green spaces at Victoria Park, Mile End Park and the newly opened Queen Elizabeth park all supported by an extensive network of rivers and canals linking the Olympic Park in north east to Limehouse Basin in the south on the River Thames.

Whitechapel is located in the western part of the borough, and has strong links to a number of surrounding centres, including Shadwell in the south, Bethnal Green to the north, Stepney and Globe Town to the east and Aldgate to the west.

## Whitechapel in the Borough Context

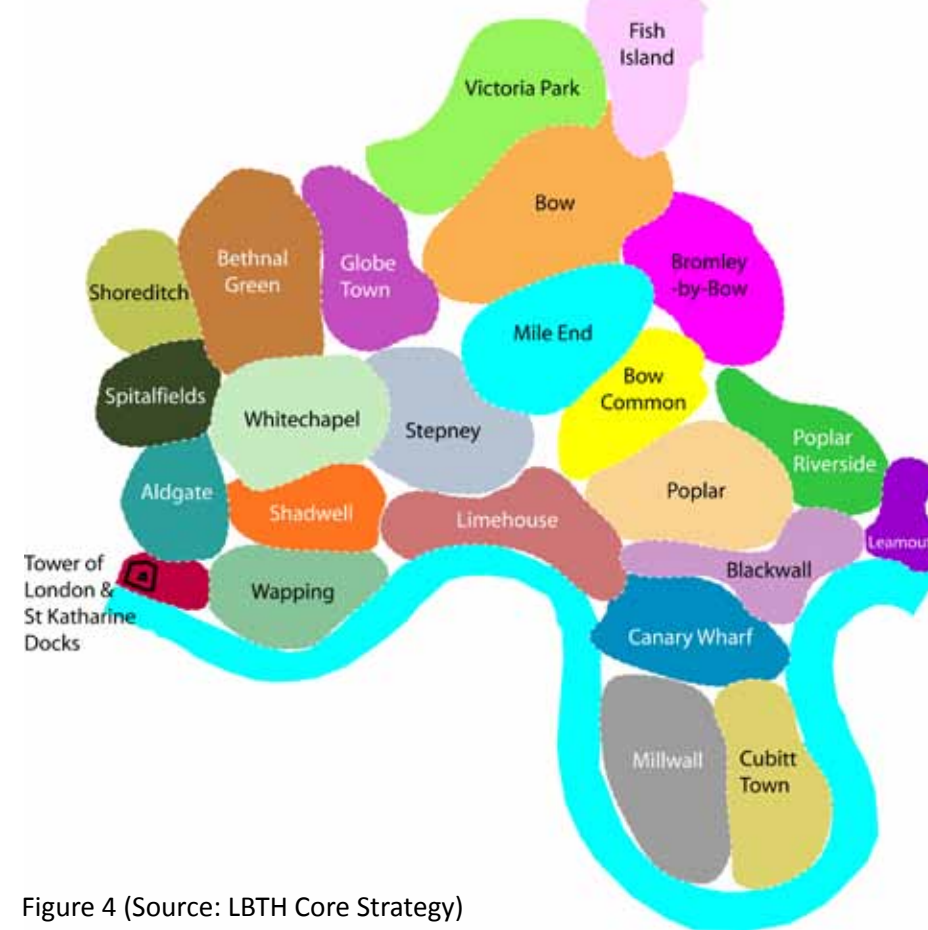


Figure 4 (Source: LBTH Core Strategy)

## WHITECHAPEL LOCAL CONTEXT

Whitechapel is defined as a District Centre within the Tower Hamlets town centre hierarchy (CS Policy SP01), which is the second largest type of town centre in the spatial hierarchy. The boundary incorporates the core retail area around Whitechapel Road (Figure 6).

The significant increase in accessibility provided by Crossrail will result in Whitechapel being able to expand the mix, scale and type of civic, retail, business and residential uses. The area is also defined as a Local Office Location with the potential to support the provision of a range and mix of employment uses and spaces (CS Policy SP06).

Figure 5 shows the 2010 Core Strategy vision for Whitechapel "as a thriving regional hub set along the historic and vibrant Whitechapel Road" (pg.106)

## Whitechapel in the Local Context

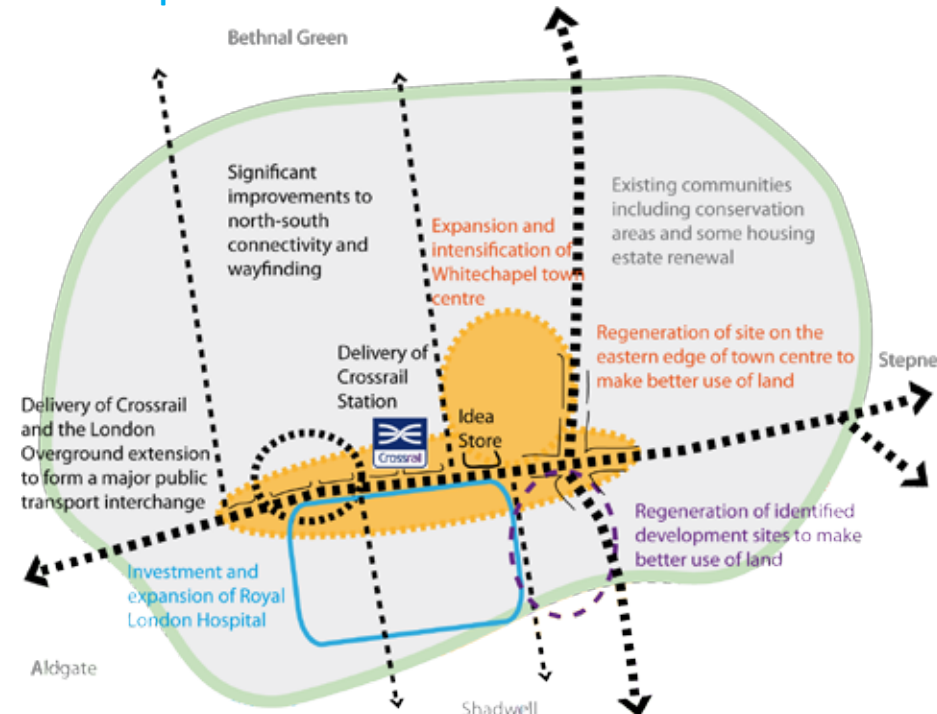


Figure 5 (Source: LBTH Core Strategy)

## GLA and LBTH Local Plan Designations

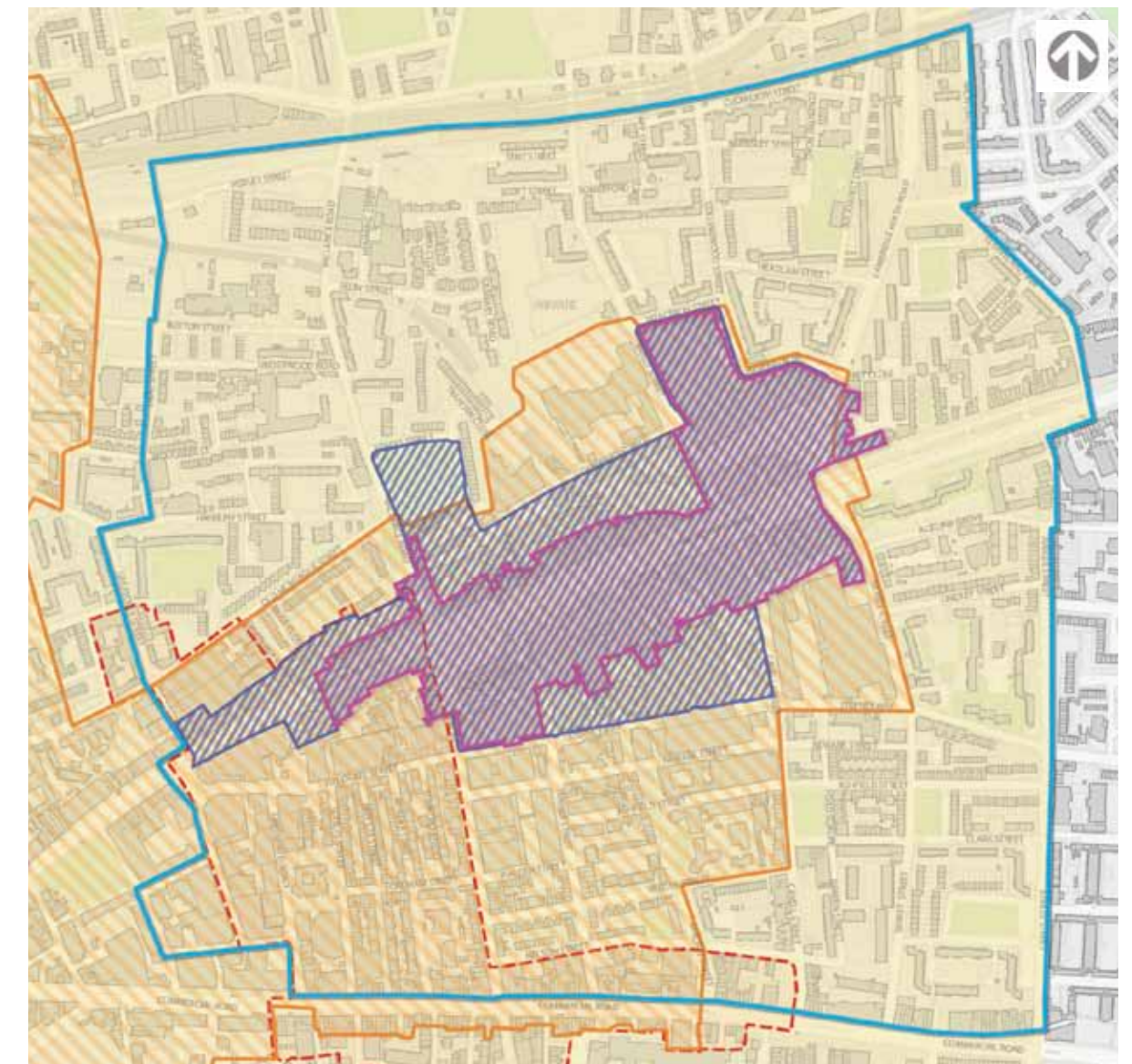


Figure 6 (Source: LBTH Local Plan) © Crown copyright and database rights 2013 Ordnance Survey, London Borough of Tower Hamlets 100019288

- Whitechapel Masterplan Boundary
- Whitechapel District Centre
- Local Office Location
- GLA Draft Tech City Boundary
- Tower Hamlets Activity Area
- GLA Draft OAPF City Fringe Boundary



# 3. CONTEXT OF WHITECHAPEL: KEY AREA CHARACTERISTICS



Figure 7



# 4. DEVELOPING THE VISION: BASELINE FINDINGS

The masterplan is underpinned by a thorough baseline analysis, which looked in detail at a number of topic areas. This section provides an overview of some of the key messages to emerge from the baseline. It is a combination of quantitative and qualitative analysis, and is grouped into a number of themes.

## The Local Community

The local population grew by approximately 33% between 2001 and 2011. The number of people living in Whitechapel is 17,600 and is projected to further increase as the area becomes more desirable to build new homes, businesses to locate, the expansion of the Queen Mary University campus, and Crossrail connecting Whitechapel to the wider regional rail network from 2018.

Currently the local community is characterised by:

- An ethnically diverse population with over 50% being within the Asian and Asian British ethnic group.
- An increasing White British population (22%)
- A young population with over almost 60% of people aged under 30.
- A population where just 54% of people use English as their first language which is lower than the rest of London (74%).
- A rise in educational attainment particular those with 5 or more GCSEs.
- A large community, faith and charitable presence that actively engages and positively contributes to the local area.

## Business and Employment

- Employment levels in the study area are lower than Tower Hamlets and London levels, but are showing signs of improvement with an increase of 46% between 2001 and 2011. This compares well to the London average, which experienced a smaller increase of 22%.
- The percentage of people of working age increased by 72% between the 2001 and 2011 Census.
- One of Whitechapel's greatest assets is its diversity. This is not just represented in the people who live there, but also in the diversity of the local businesses, and the products they sell.
- Local business survey data has revealed that a third of businesses surveyed rated their current location as average or worse than average.
- Survey data also shows that businesses would like to see cheaper more flexible business space available.
- The RLH is one of the major employers in the area, providing a significant amount of jobs both locally, and across London.
- There has been a greater shift towards occupational and management jobs with a 42% increase between 2001 and 2011, which is representative of a wider trend of up-skilling across the capital.



## Property

- Only 23% of people in Whitechapel own their own home, compared to 49% of people across London.
- There has been a significant rise in people in the private rented sector in Whitechapel with a 82% increase between 2001 and 2011. This is a much higher increase than the 62% figure across the rest of London
- While residential property prices are high in Whitechapel, they are not yet as high as some other places in London. However, they are likely to increase significantly because of the new Crossrail station.
- Whitechapel District Centre is healthy with low vacancies, and a strong and distinctive retail offer. Demand from retailers is good and retail and leisure uses are expected to be a viable development proposition.
- There are a number of housing estates surrounding Whitechapel District Centre, providing social housing where 40% of the local population reside.



## Transport and Movement

- Public transport accessibility levels in the study area are high as a result of bus and rail provision.
- Whitechapel is located in Zone 2 and as such provides an attractive prospect for pedestrians to alight from the train station and make their way along Hanbury Street towards The City.
- Whitechapel Road is wide and functions well, however when the market is in operation pedestrian movement and crossing the road is sometimes more difficult.
- TfL's Cycle Superhighway 2 links Whitechapel east-west from Stratford in East London to the City and is a key cycle commuter route
- The A11 is an important arterial road into London for private vehicular traffic and key servicing corridor to support central London businesses









# 4. DEVELOPING THE VISION: CONSULTATION

A first phase of preliminary consultation and engagement on the draft Whitechapel Vision Masterplan was undertaken between February and August 2013. This initial process sought to capture the issues and aspirations of various key stakeholders in the Whitechapel area, through a variety of different engagement methods and forms of communication and media. Further details of this preliminary stage of consultation are set out below, and in full in the Consultation Strategy (September, 2013) which accompanies the Masterplan.

**Whitechapel Masterplan website, Masterplan webpage on LBTH website, Press advertising and 'What next Whitechapel?' postcards** left in various community facilities, including the IDEA store. This sought to raise awareness amongst the local community about the preparation of a draft Masterplan for Whitechapel, and ask people for feedback about what they like about the area and what they would like to see improved in future years.

**Stakeholder Surgery (February 2013)** invited a wide number of groups including various local Residents Associations, charities, Registered Providers, elected ward Councillors, community organisations, institutions, businesses and local landowners and developers from across the Whitechapel area.

**Whitechapel Vision Launch (March 2013)** invited local businesses, faith organisations, charities, public sector organisations, local landowners, developers, and media and press.

**Whitechapel Masterplan Forums and Landowner workshops (April and July 2013)** involved large workshops held at the Whitechapel IDEA store inviting key stakeholders, including local landowners and developers, to discuss emerging plans and design for the area.

**Whitechapel Market Traders drop-in session (July 2013)** invited traders to attend a drop-in session to understand better their issues with and ideas for the market.

The formal statutory public consultation was undertaken for a six week period between 23 October and 4 November 2013. This stage of consultation sought to capture a wider audience from across the community as part of the Council's commitment to undertake a statutory public consultation on the draft Masterplan. Further details of this statutory stage of consultation are set out below, and in full in the Consultation and Engagement Report (December, 2013) which accompanies the Masterplan.

**Statutory consultee engagement (since March 2013)** The Council has engaged with a variety of statutory consultees including Transport for London, Crossrail, Greater London Authority (GLA), Barts Health NHS Trust, QMUL and other key local large business organisations including Royal Mail, Sainsbury's, Lidl and Safestore.

**Public Exhibition Drop-in sessions (1 and 16 October 2013)** To introduce and discuss the aims and objectives of the Masterplan SPD, and the spatial proposals contained in the draft document, to the general public

**Bespoke Residents Drop-in session (24 October 2013)** inviting local residents to discuss spatial proposals for specific sub areas within the Masterplan boundary

**Stakeholder Presentation session (8 October 2013)** Presentation of draft Masterplan to key stakeholder group (including landowners, developers, registered providers, organisations) with Question and Answers session

**Whitechapel Market Traders drop-in session (31 October 2013)** To engage with the market traders and to introduce the proposals for Whitechapel Market in the draft Masterplan

Comments and representations received through the consultation process have been used to finalise the Masterplan SPD

## WHAT YOU TOLD US...

Whitechapel has some interesting old buildings like the Blind Beggar pub

Whitechapel is unique in character, and the masterplan should build on that with attractive new buildings that the community can feel proud of

Shoppers would like to see larger national chains to add to the local retail offer. This will encourage more people to use Whitechapel instead of going to bigger centres like Stratford or Central London

The area around the station needs improving as it will get much busier when the new Crossrail line arrives

The area would benefit from a tidy-up, especially the High Street and the market

I love the IDEA store - it's a great place to do my homework



Some of the paving feels tired and rundown, there is also a lot of signage, which causes clutter and makes Whitechapel feel untidy

There is a lack of cafés, bars and restaurants, in Whitechapel, which makes the place feel deserted at night.

The area would benefit from further improvements to the High Street and market

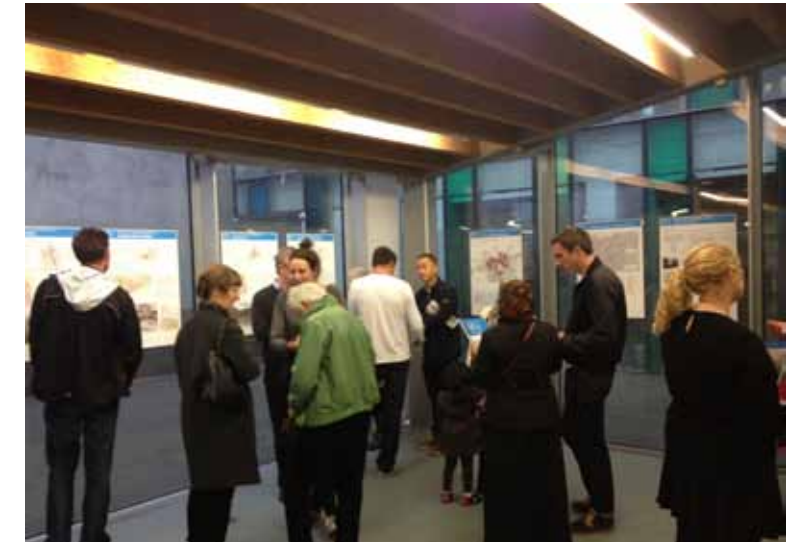
When I'm walking along the High Street I struggle to see both sides of the road clearly because of the market. It also makes crossing the road more difficult

There are some good facilities in the local area like the sports centre. However, there could be more for young people to do

There is overcrowding in some of the social housing estates, and a need for larger homes

There is a fear of crime away from the High St, particularly in the areas north, along Cavell Street, and some of the surrounding housing estates

Whitechapel is unique in character, and the masterplan should build on that with appropriate new development





# 5. THE VISION: GUIDING PRINCIPLES AND AMBITIONS

The masterplan is underpinned by a bold vision, for Whitechapel to inspire change, and drives future regeneration. The Whitechapel Vision, below, is an exciting and bold statement that summarises what the masterplan will achieve.

## THE VISION

*By 2025 the place of Whitechapel will be intensified and rejuvenated with new town centre uses, public spaces and activity stretching across both sides of Whitechapel Road and beyond. A diverse range of new mixed use developments will complement the existing character and function of the area, contributing to lively streets and high quality new public open spaces and squares that seamlessly connect the historic core of Whitechapel to its surrounding neighbourhoods.*

*Whitechapel's historic, cultural, and community assets will combine to create a destination with a unique sense of place in 21st century London. These important assets will be secured in its future as an enhanced Whitechapel, defined by its strong identity as a place to live, enjoy, do business, visit and invest.*

## GUIDING PRINCIPLES

The Vision is underpinned by three guiding principles, which will address the current challenges facing Whitechapel, as identified within the analysis and consultation sections of this masterplan document, while embracing the opportunities presented by future changes.

The three guiding principles are to:

1. Strengthen Whitechapel's District Centre
2. Promote Sustainable Communities
3. Deliver High Quality Places

The guiding principles are supported by a number of core ambitions, which will raise the quality of life for residents, improve employment opportunities and to make an attractive place for visitors to the area.

## 1. STRENGTHENING WHITECHAPEL'S DISTRICT CENTRE



### Creating employment growth

*The promotion of Whitechapel's emerging employment sectors can increase the range and quality of jobs for local people.*

The ambition is to facilitate the expansion of the Health, Bio-Tech and Life Sciences industries at the QMUL and RLH to play a key role in creating the new Med-City in Whitechapel. The other important sectors for the area that will generate new jobs are Retail, Public Services, Media, Creative Production and Technology, and Culture, Leisure and Entertainment that will boost the visitor economy.

### Supporting local business

*Whitechapel is a thriving and diverse centre of commercial activity which must be protected through the support of existing local businesses and trade while also harnessing new business opportunities in the area as it changes over time.*

The masterplan will seek to secure new high quality commercial space through new development opportunities which includes creating flexible space for local small medium enterprises (SMEs) to use, new modern retail units, improvements to infrastructure to support traders and offering training and skills development.



### Expanding and diversifying Town Centre Activity

*The arrival of the new Crossrail line in 2018 and the anticipated expansion of the Med-City campus will significantly increase footfall in Whitechapel town centre area and create a greater demand for the new retail, culture, community, leisure and entertainment activity. It is anticipated that approximately 3,500 homes will be built and therefore the local population will significantly increase by 2025.*

In light of these changes, it is a vital Whitechapel is able to respond to meet the future demands of the resident, working and visitor population, and ensure it captures the economic benefit through expansion and diversification of uses and activities.

### Enhancing the Street Market

*The popular street market characterises the place of Whitechapel and is a key contributor to the local economy and visitor offer. At present the street market is not achieving its full potential as a thriving retail offer due to several operational challenges including, the need for better servicing and storage arrangements, diversifying the goods on offer, enforcement regarding licencing, training and support for traders, and the need to modernise the design and appearance of the stalls.*

The ambition of the masterplan is to support the enhancement and expansion of this famous London street market in close consultation with traders and local businesses to ensure its long term success.



# 5. THE VISION: GUIDING PRINCIPLES AND AMBITIONS

## 2. PROMOTING SUSTAINABLE COMMUNITIES



### Tackling Social Deprivation

*The last 10 years have seen improvements to social and economic conditions in Whitechapel against indicators such as improved educational attainment and reduced unemployment. Historically philanthropic, faith and community organisations have been very active in Whitechapel and continue to play an important role in reducing social deprivation.*

The masterplan must actively support these organisations and seek to address these conditions to ensure it maximises the opportunities from new development, growth and investment in the area to raise the overall standards of living for local residents. This will be delivered through new affordable homes, more jobs, skills and training, better physical environment and public health interventions.

### Improving the housing offer

*Overcrowding and waiting lists for social housing in Tower Hamlets remain persistently high at approximately 22,000 in 2013.*

Of the 3,500 new homes a minimum 35% will be affordable homes and therefore the local population will significantly benefit from additional modern housing provision. The masterplan must create the right conditions to harness investment and improvement in the existing social housing through refurbishment and the delivery of a new affordable housing. By improving housing quality and standards, it will create the right conditions for education attainment, accessibility to jobs and better health.



### Improving educational attainment, training and skills

*Levels of educational attainment in school aged children and young adults in Whitechapel are still lower than Tower Hamlets and London average.*

The Masterplan must ensure it improves educational attainment through access to education and facilities at local schools in the area, create new programmes linking employers with training opportunities and skills development and continue to work with local partners including the Council Skills Match programme, Job Centre Plus and social housing registered providers. New development will present opportunities to capture benefits through agreements with developers and major employers to train and employ local people directly and through the supply chain.

### Supporting Culture, Leisure and Community Uses

*Whitechapel has long had a reputation for creativity, media, art, design and fashion.*

This should be promoted and encouraged as a core component of the area's future. On-going investment in these sectors will protect and improve Whitechapel's cultural attractions. The masterplan will promote a wide range of new leisure, cultural and entertainments uses as well as capture the benefits from new development to deliver modern and inclusive community infrastructure and facilities to support the growing resident population especially for families.

## 3. DELIVERING HIGH QUALITY PLACES



### Protecting and Enhancing Heritage

*Whitechapel's rich heritage is one of its unique features and defines its urban character.*

The masterplan will protect and enhance the existing historic environment and heritage assets through delivering high quality architecture and new public spaces. Empty buildings and properties will be encouraged to be refurbished, where possible, and new development will be required to sensitively plan to an appropriate scale, mass and appearance which promotes high quality design, and responds to Whitechapel's context.

### Transforming the Public Realm to create a better environment

*Crime, fear of crime and antisocial behaviour were some of the most significant community concerns raised during consultation.*

Providing active street frontages along key routes and improving the streetscape quality will create friendly, active and safe streets. Creating an attractive unified public realm including new squares and green space will provide "breathing space" between buildings and new social spaces for the community.



### Improving Accessibility

*At a strategic level, public transport connectivity in Whitechapel is excellent. However, at a local level there are numerous barriers to movement created by large blocks, poorly planned housing estates, lack of sufficient town centre car parking and transport infrastructure (e.g. bridges, rail line and major roads) that prevent easy movement.*

The masterplan will promote new connections and increased legibility through new pedestrian and cycle routes linking the area which in turn will support better access for local people to jobs, shops and services. Town centre car parking will be supported in the existing food superstore location.

### Sustainable Development

*Whitechapel benefits from being a highly accessible location for public transport and therefore can support higher residential densities which is more environmentally and socio-economically sustainable.*

The masterplan will require new development to incorporate the highest standards of sustainable design. It will also promote biodiversity and sustainable drainage through creation of new green spaces across the area. The RLH has an existing district heating network, and there is potential to connect with development sites to create a local decentralised energy network offering low carbon energy in Whitechapel.



# 5. THE VISION: SPATIAL CONCEPT

The Spatial Concept is a broad land use and activity framework for Whitechapel that carefully draws from evidence within the baseline findings, urban design analysis, and consultation process to date which all inform the Vision's guiding principles and core ambitions. These all translate on plan into the spatial concept for Whitechapel which begins to physically map a future planning framework for the area. The spatial concept diagram will inform the more detailed planning and design guidance for the key places of changes known in Whitechapel as the Key Place Transformations contained within the next section of this Masterplan document.

## Destination District Centre

- Whitechapel will continue to serve its local population through its retail and leisure offer.
- It will build on this by expanding and strengthening the diversity of uses so it becomes a destination for living, working and visiting.
- Activity will be focused on Whitechapel Road, and defined by the key gateways, announcing arrival into Whitechapel.

## Expanded Retail and Leisure Offer

- A secondary loop linked to Whitechapel Road will provide a range of complementary retail, leisure and business activity.

## A Place to Live

- Provide new opportunities for residential led mixed-use development, along with additional community infrastructure to cater for existing and new residents, especially affordable and family homes.
- Important opportunities for improvements to existing housing estates, and new infill development.

## Civic Hub

- The Whitechapel Road frontage of the RLH has the potential to become a focus for civic uses.
- Potential to locate civic and public services, provide community, cultural and media facilities and other complimentary land uses typical in town centre locations.

## The Vision Spatial Concept

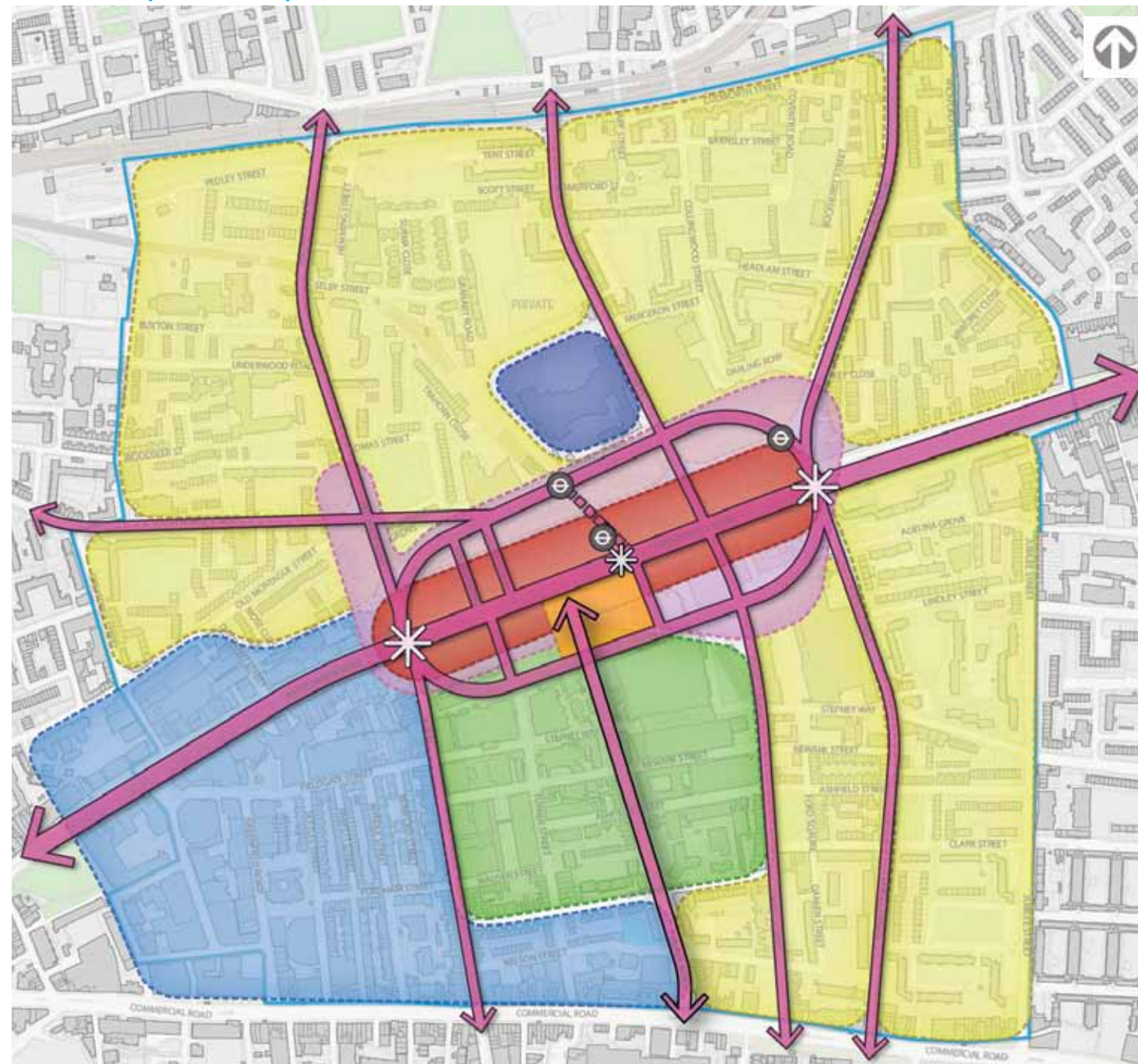


Figure 9 © Crown copyright and database rights 2013 Ordnance Survey, London Borough of Tower Hamlets 100019288

## Leading Land Uses at Lower Levels

<span style="color: red;">■</span> Core Retail	<span style="color: green;">■</span> Med-City Campus	<span style="color: purple;">■</span> Education
<span style="color: pink;">■</span> Mixed Leisure/ Retail	<span style="color: orange;">■</span> Civic Hub	<span style="color: blue;">■</span> High Street Gateway
<span style="color: blue;">■</span> Cultural, Community and Creative Quarter	<span style="color: yellow;">■</span> Living	<span style="color: pink;">↔</span> Key Route

## Med City Campus

- Opportunity to expand the Health, Bio-Tech and Life Sciences sector in Whitechapel through the evolution of the activities of the RLH & Barts Health NHS Trust and QMUL.
- Potential to bring together a number of disciplines to provide globally significant research activity and commercial spin-offs, as well as opportunities for learning, training and skills development for local people in Whitechapel and borough wide.
- The north and central areas of the Med City campus promote greater academic and research activity with residential, retail and leisure uses. The southern areas provide for new high density neighbourhood living, supported by affiliated Small and Medium Enterprises, retail and community uses around a new public open space.

## Cultural, Community and Creative Quarter

- The inclusion of Whitechapel within the GLA's 'Tech City' and City Fringe Opportunity Area recognises this quarter as an area with a rich existing creative industry sector.
- Provision of flexible work spaces for local Small and Medium Enterprises to support ongoing production, including small scale manufacturing in high tech, creative, local media and internet based businesses will create jobs and added value in the local economy
- Protecting, enhancing and refurbishing business space for new start-ups on New Road, Fieldgate Street and Greenfield Road and other surrounding streets in this quarter
- The quarter also includes many existing faith and charitable organisations who play an important role locally, both by promoting social cohesion and in wider projects to reduce social deprivation. They are recognised as playing an important community role which benefits local people and the masterplan would seek to support and enhance their provision through infrastructure improvements.



# 5. THE VISION: OPEN SPACE AND MOVEMENT STRATEGY

The following spatial strategies translate the overarching spatial concept into recommendations for new open space, and routes across the area; and a townscape strategy.

**Whitechapel Road (A11)** is the central component of public realm, movement and town centre activity across Whitechapel and importantly acts as a key arrival route and thoroughfare for the area. The Road importantly binds together public gathering space with the street market, shops, local services, businesses, and community and faith buildings. As the urban design and transport analysis (Section 4) has shown the Road and surrounding street network and spaces do not knit the whole core and wider Whitechapel place coherently to allow smooth movement across the area. Therefore the Masterplan (Figure 10) proposes a strategy to improve the arrival experience, significantly enhance public realm and connectivity through new proposed routes and public squares linking key activity hubs and open spaces to and around Whitechapel Road.

The **three major gateway spaces** will mark arrival points into Whitechapel around key junctions and in front of the Crossrail entrance and Civic Hub. The gateways will be defined in a number of ways, including landmark buildings, public realm and public art.

The formation of a **secondary loop** that runs parallel to Whitechapel Road provides the opportunity for a network of seven new spaces. The **green spine** creates a pedestrian friendly green space through the heart of the Med City Campus with new direct connections to Whitechapel Road.

The three **north-south secondary routes** will be the focus of major streetscape improvements to encourage pedestrian movement. **Entrance nodes** have been defined where spaces should encourage movement into Whitechapel from key routes which connect to the wider area and station entrances.

Enhancing existing **green spaces** and the potential to open up private spaces to the community, such as Brady Street Cemetery, should be explored. Throughout the area opportunities to provide additional street trees to contribute to Tower Hamlets Green Grid should be exploited.

Where possible, **east-west connections** through the housing estates to the north of Whitechapel Road will be promoted. Where development opportunities arise efforts should be made to link into existing street networks and provide activity along new streets to ensure they are overlooked, and result in a more secure environment. Significant enhancement of existing spaces, within and surrounding housing estates, are required to provide attractive safe environments which contribute to resident well-being.

Open Space and Movement Strategy

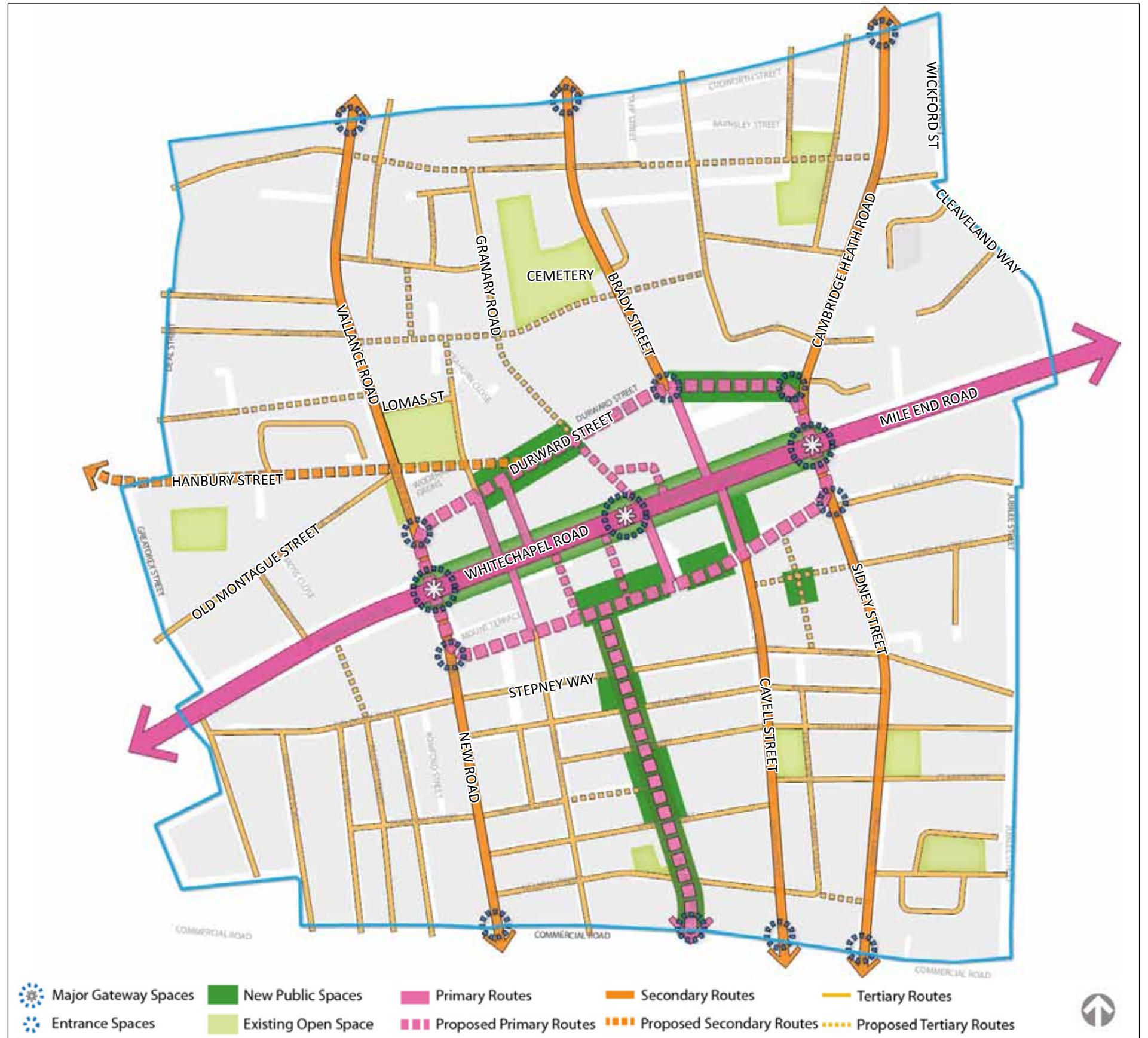


Figure 10



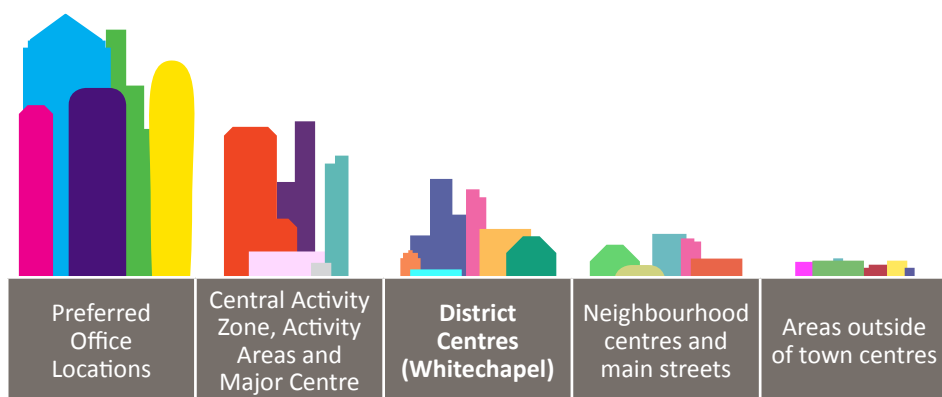
# 5. THE VISION: TOWNSCAPE STRATEGY

As a District centre; in proximity to the City of London, Whitechapel's townscape is characterised by **historic assets** as well as **high quality modern buildings** such as the Idea Store, Blizard Building and Innovation Centre. There are however buildings and sites within the area that require redevelopment to meet the ambitious vision for Whitechapel. Figure 11 shows how these important urban design and planning issues interrelate within Whitechapel.

As a District Centre; in proximity to the city fringe; with excellent public transport accessibility, **higher density development** is considered appropriate in Whitechapel. Areas suitable for higher density are identified within the masterplan. These areas provide the opportunity to generate a critical mass of floorspace to support regeneration and create landmarks on key routes and destination within the urban structure of Whitechapel.

**Landmark buildings** are an important visual representation of regeneration and provide an opportunity to provide high quality architecture within the existing built environment. In some areas, where redevelopment can provide significant regeneration benefits for Whitechapel, a new landmark building may be expressed as a high quality taller building. Existing taller buildings include the new RLH building which currently marks the skyline and views into and out of Whitechapel. In this context, taller buildings designed by high quality architecture provide an opportunity to positively contribute to the new built form and character of Whitechapel.

Any taller buildings should be sensitive to existing heritage assets, not just in terms of immediate or neighbouring visual impact, but also in a London wide impact, in line with the London View Management Framework. They should also be carefully considered in terms of their environmental impact on the amenity of adjacent residential areas, open spaces, particularly the ground floor plane to ensure successful integration with the existing built environment.



Source: Illustration showing building heights for LBTH Preferred Office Locations and the town centre hierarchy (MDD, Fig 9 page70)

Townscape Strategy

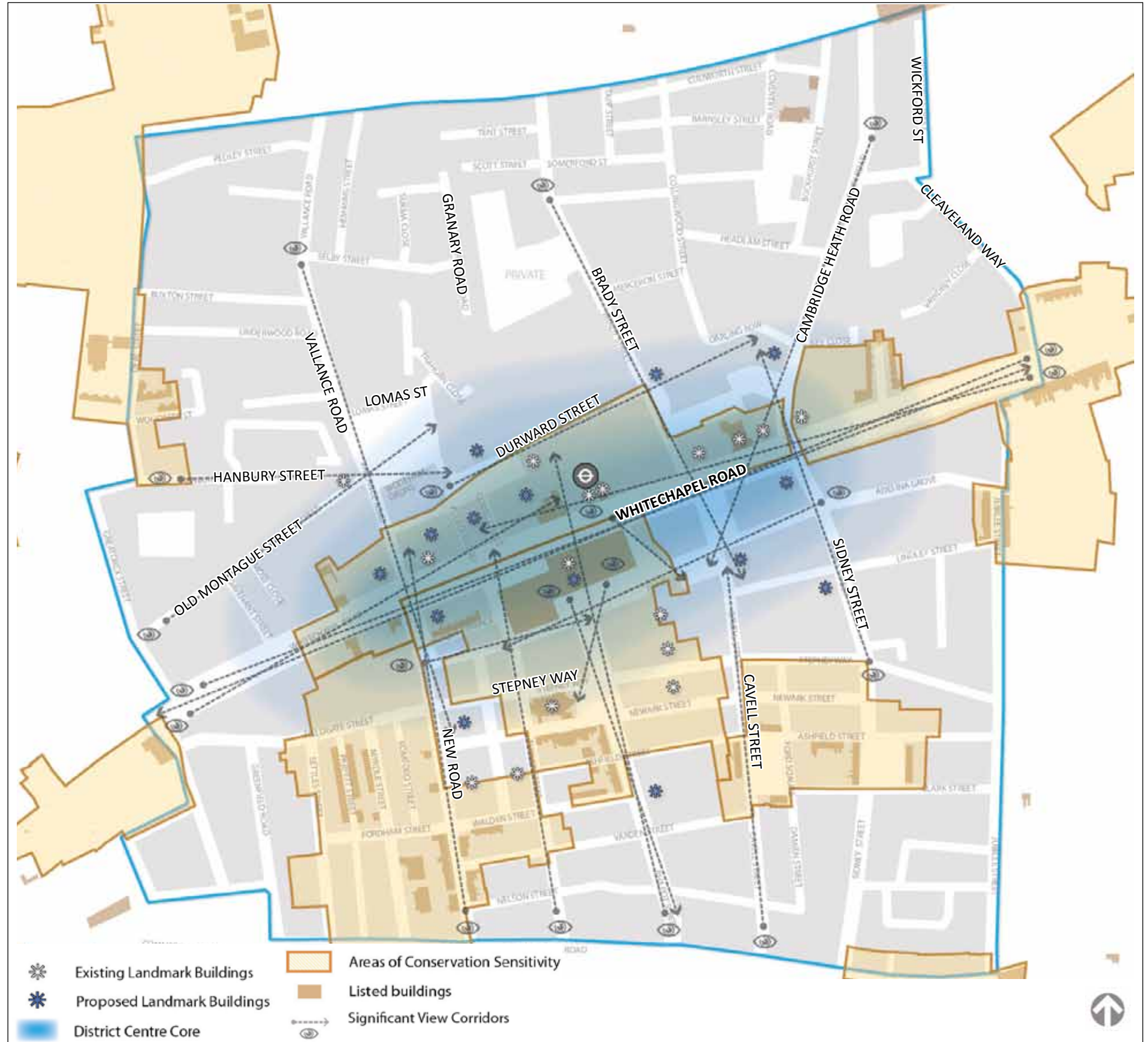


Figure 11



# 6. THE MASTERPLAN: 6 KEY PLACE TRANSFORMATIONS

The Whitechapel Masterplan: Transformational Changes

To deliver the Vision, 6 Key Place Transformations have been identified to target specific locations for regeneration through transformational and significant interventions that intend to make Whitechapel a world class destination for living, working and visiting. These are set out below.

## 6 KEY PLACE TRANSFORMATIONS

1. Revitalising Whitechapel Road
2. New Civic Hub
3. Durward Street Gardens
4. Med City Campus
5. Raven Row
6. Cambridge Heath Gateway



Figure 12

- |  |                         |
|--|-------------------------|
| Whitechapel Public Realm Enhancement                               | Green Route             |
| Over-station Development   | Major Development Sites |
| New Civic Hub  | Key Routes              |
| New Public Open Spaces and Squares along proposed secondary 'loop' | Gateways                |



# 6. THE MASTERPLAN: 6 KEY PLACE TRANSFORMATIONS

The indicative Masterplan (Figure 13) is intended to act as a design guide for new development showing how the area can be spatially planned in the future, yet flexible enough to accommodate alternative layouts so long as it achieves the guiding principle and core ambitions of the Masterplan.

Together with wider area interventions, the Masterplan focuses on 6 Key Place Transformations across Whitechapel, based on opportunities to create new places structured around public spaces, iconic buildings and structures with vibrant mix of uses each having a distinct character and offer.

With this in mind, the planning guidance intends to design a coherent and integrated Whitechapel and avoid inward looking development by maximising the public access and enjoyment as one whole area.

## 6 KEY PLACE TRANSFORMATIONS

1. **Revitalising Whitechapel Road** - Supporting the town centre by making Whitechapel Road easier for pedestrian movement, as part of a major public realm improvement scheme, including enhancement of the street market.
2. **New Civic Hub** - bringing back the former RLH building into civic use to improve the range of public services provided in the town centre, as well as co-locating opportunities to provide new employment, retail, office, cultural and community facilities.
3. **Durward Street Gardens** - a new high quality urban quarter to enliven the area to the north of the new Crossrail station. It will provide new homes, retail, offices and public spaces, including modernising and redeveloping the leisure centre and building over the station and rail track.
4. **Med City Campus** - supporting the expansion of the health, bio-tech and life sciences research activities supported by new opportunities for higher density residential and mix of uses based around a new 'green spine'.
5. **Raven Row** - a new neighbourhood within Whitechapel centred on residential-led development with improved links to the town centre and hospital, with supporting commercial uses.
6. **Cambridge Heath Gateway** - redevelopment of the Sainsbury's site with a new larger store, residential and community facilities, including the potential relocation of the leisure centre. It is centred around a future secondary Crossrail entrance.

The Whitechapel Masterplan: Key Place Transformations

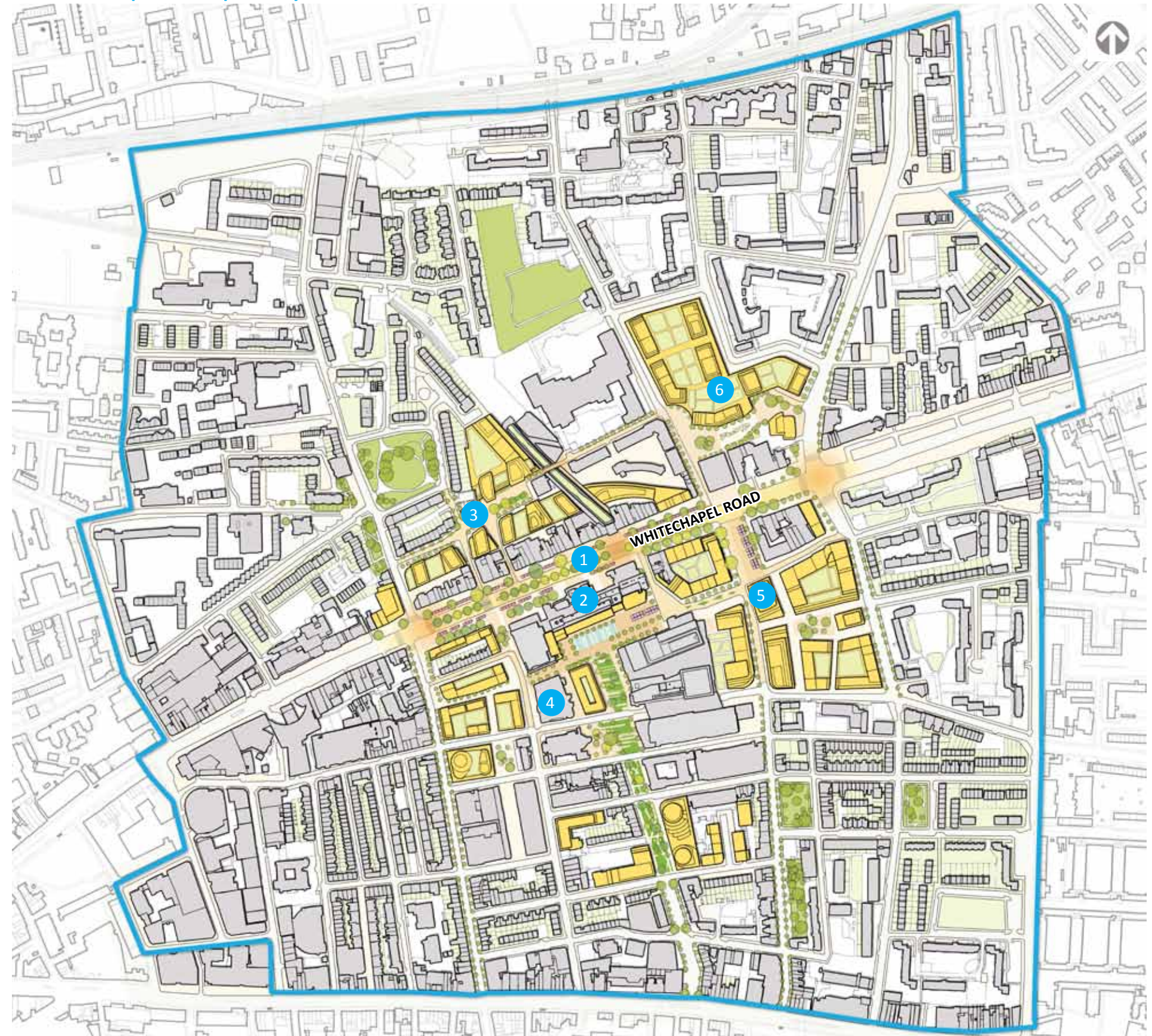


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# KEY PLACE TRANSFORMATION 1: REVITALISING WHITECHAPEL ROAD

## Challenges and Opportunities

The Baseline findings, Urban Design analysis, and Consultation messages reveal a number of challenges with Whitechapel Road, including:

- Lack of sense of **arrival** into Whitechapel
- Poor **streetscape** along Whitechapel Road
- Need for better **signage** to allow for way-finding
- Issues with pedestrian movement through **market**
- Lack of activity on **south side** of Whitechapel Road
- Need to expand and diversify **retail and leisure offer** in District centre

## Masterplan Initiatives

The issues above will be addressed through a range of interventions in the Masterplan, as set out below.

### 1: Creating 'Gateways' into Whitechapel

Three key 'gateways', at the New Road (1a) and Cambridge Heath Road (1b) junctions and in front of the new Crossrail station entrance (1c), will:

- Announce people's arrival into Whitechapel through iconic buildings
- Help define Whitechapel as a distinct and unique world-class destination
- Be created through new public spaces, public art and new landmark buildings on corner sites. New landmark buildings will aid way-finding, create visual interest, whilst protecting existing townscape in terms of height and form along the A11 corridor.

### 2: Transforming the Public Realm

Whitechapel Road will undergo a significant and comprehensive Public Realm Improvement Scheme to transform the appearance of this key route through Whitechapel and lift and regenerate the Whitechapel area as a whole. Practical interventions will include:

- Iconic infrastructure on Whitechapel Road, delivered through an international design competition
- Improved movement/pedestrian crossings and way-finding
- New north-south links extending to Whitechapel Road (from over-station development and through RLH campus)

## Key Urban Design and Planning principles for Whitechapel Road

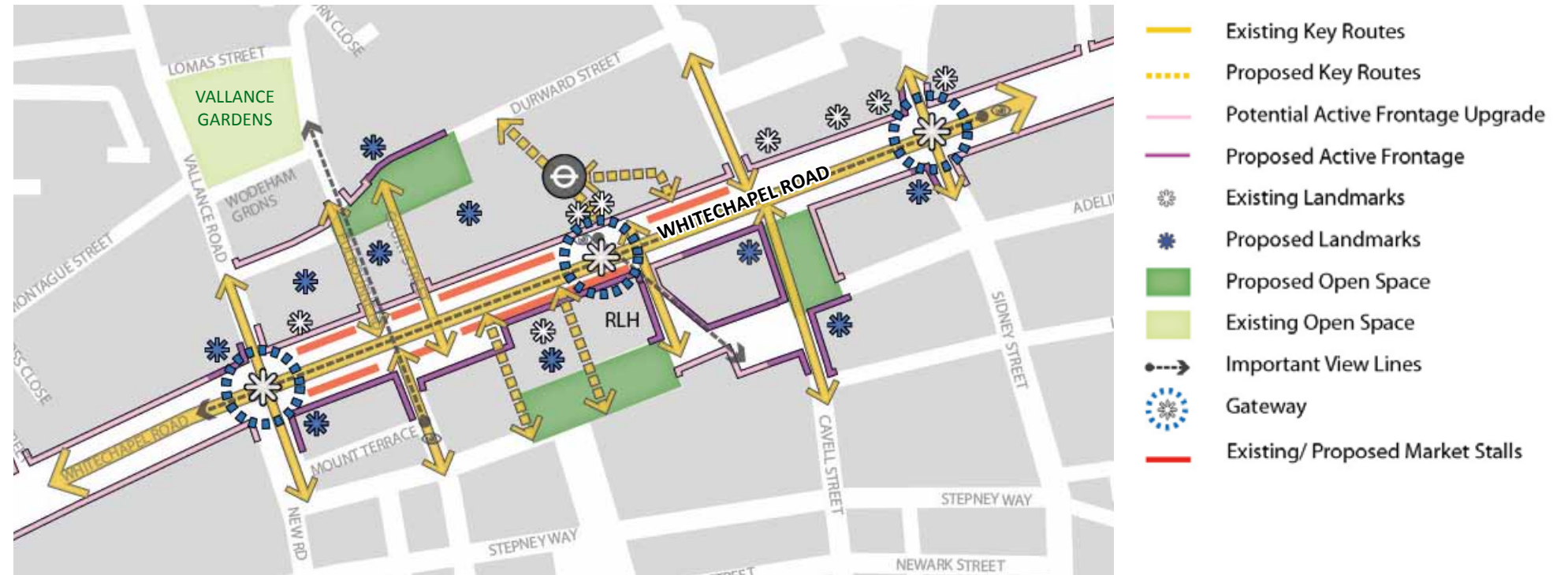


Figure 14

## Illustrative Masterplan Interventions for Whitechapel Road

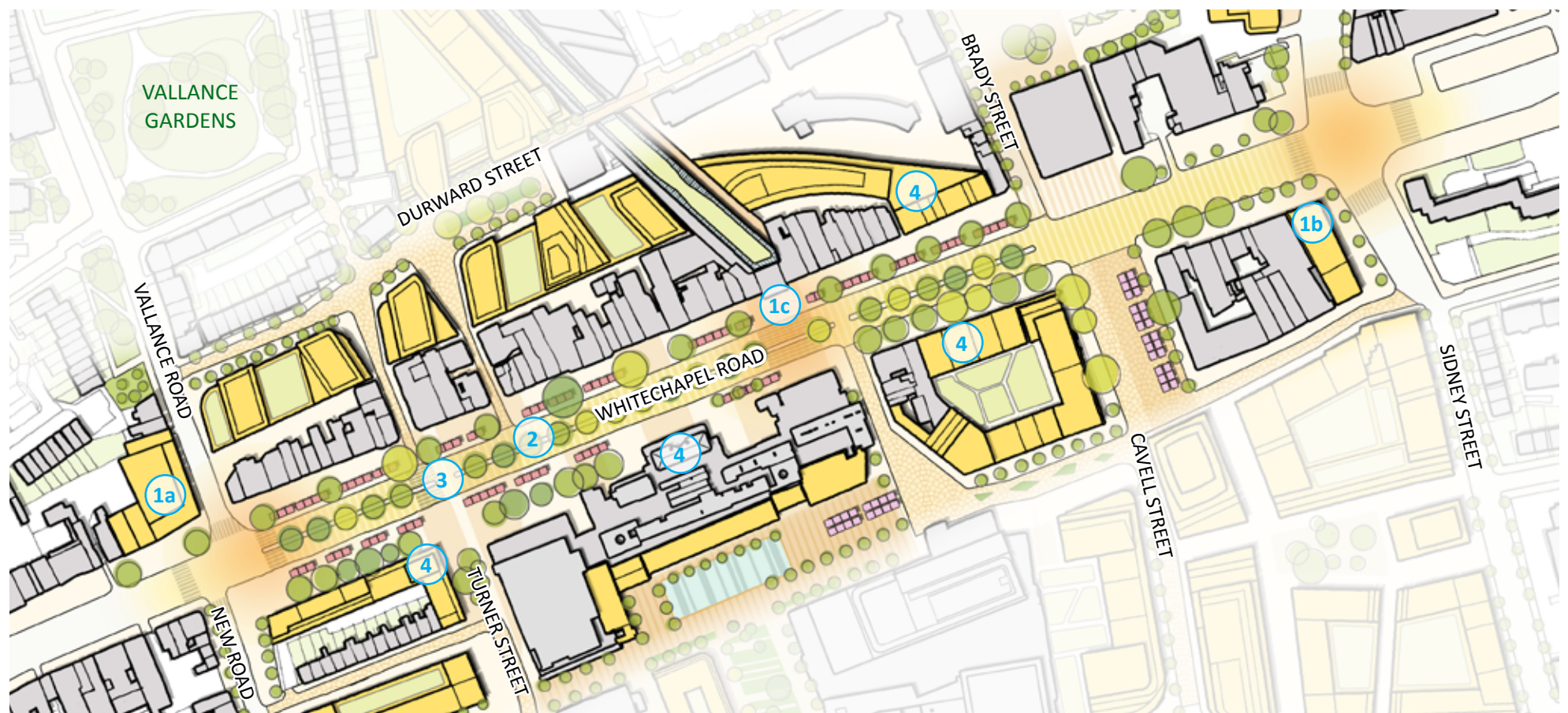


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# KEY PLACE TRANSFORMATION 1: REVITALISING WHITECHAPEL ROAD

- Greening Whitechapel Road including new trees and soft landscaping
- Reducing street clutter, improved paving and signage
- Better street lighting and new seating
- Creating distinct public spaces outside key buildings such as the Idea Store and RLH frontage.

### 3: Enhancing Whitechapel Street Market

Whitechapel's famous street market is a historic, diverse and vital component of the area which will be retained, primarily along Whitechapel Road. Several interventions are proposed to enhance the market, including:

- New high-quality stalls to improve appearance and impression of market
- Stalls positioned to improve pedestrian movement through the market
- Potential to relocate some stalls on southern side of Road close to the Civic Hub and new retail units will be explored
- Potential for speciality markets within new public squares
- Strategy for future diversification of retail offer

### 4: Diversifying Retail and Leisure Activity

Several interventions are proposed to further enhance and diversify the existing retail and leisure offer as the area changes:

- Buildings on northern side of road will be retained, and where possible will undergo shop upgrades to provide modern store layouts internally; and the historic fabric repaired, externally.
- Small number of underutilised sites along the northern frontage requiring infill retail development.
- Promotion of a mix of cafes, restaurants, bars and leisure activities to support the night-time economy
- Over-station development to the east of the station provides a significant opportunity to provide new retail units
- Increasing activity on southern side of road will be achieved through bringing the historic RLH into use as a Civic Hub and providing new retail development

### How might Whitechapel Road look?



Figure 16 View looking west from Whitechapel station across Whitechapel Road towards Old Royal London Hospital building

### Masterplan Interventions for Whitechapel Road



Figure 17 Birdseye view looking northwest across Whitechapel Road



# KEY PLACE TRANSFORMATION 1: REVITALISING WHITECHAPEL ROAD

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation along Whitechapel Road will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners, and funding streams.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
2 4 1c	<p><b>Whitechapel Road Public Realm Improvements:</b></p> <p>Whitechapel Road will undergo a significant and comprehensive Public Realm Improvement Scheme to transform the appearance of this key route through Whitechapel and lift and regenerate the Whitechapel area as a whole.</p> <ul style="list-style-type: none"> <li>• Crossrail public realm improvements</li> <li>• Continuation of HS2012 shopfront upgrades</li> <li>• Iconic piece of infrastructure along Whitechapel Road</li> <li>• Integrated and Upgraded cycle and bus infrastructure</li> <li>• Gateways to Whitechapel</li> </ul>	<p>Need to undertake improvements to Whitechapel station entrances and arrival experience</p> <p>Continue the legacy of shop front upgrades of HS2012 scheme and ongoing management and enforcement.</p> <p>Area is in significant need of improvement to make Whitechapel Road public realm attractive, functional and safe especially on south side which includes important frontage sites at Barts Health NHS Trust owned sites at Old Royal London Hospital building and current car park, the Royal Mail site, and Whitechapel Mission. These sites will be expected to contribute towards the public realm improvements.</p> <p>The Future Market Strategy will be fully integrated with the public realm improvements.</p>	<p>LBTH</p> <p>TfL</p> <p>Crossrail</p> <p>Barts Health NHS Trust</p> <p>English Heritage</p> <p>QMUL</p> <p>Market traders</p> <p>Retailers</p> <p>Police</p>	<p>S106 / CIL /S278</p> <p>Private developers</p> <p>Mayor of London Road Strategy</p> <p>LIP</p> <p>Private sector funding</p> <p>Other public sector</p>	High	Short-Medium term (2013-2023)
3	<p><b>Future Market Plan</b></p> <ul style="list-style-type: none"> <li>• An up to date market plan bespoke to Whitechapel street market to plan for improvements to operations, canopy design, locations, function and education over the next 15 years.</li> </ul>	<p>Significant need of improvement to modernise market operations and available space, and resolve number of issues for market including toilet, waste and storage facilities.</p> <p>Diversify and expand the market investigating southern side of Whitechapel Road and other new spaces created by development sites, along with evening and speciality markets.</p>	<p>LBTH</p> <p>Market traders</p> <p>Shop traders</p> <p>Local businesses</p> <p>TfL</p>	<p>LBTH Market Plan</p> <p>S106/CIL</p>	High	Short-term (2013-2018)
1a	<p><b>Western Gateway (Whitechapel Road/ Vallance Road/New Road Junction) :</b></p> <ul style="list-style-type: none"> <li>• Regeneration of key sites would enable development of modern new retail and other commercial space with residential uses above.</li> <li>• The works could also encompass highway improvements at this key 'gateway' junction as well as adjacent public realm improvements.</li> <li>• Potential for Iconic structure at Barts Health NHS Trust owned corner site at Whitechapel/New Road site or adjacent footway/cycle hire station and Whitechapel Road/Vallance Road corner site.</li> </ul>	<p>Need to improve the quality of public realm at this important crossroad junction at the western end of the district centre to help to create an important "<b>western gateway</b>" into Whitechapel</p> <p>Adjustments to traffic signal timings and junction layout to improve efficiency and pedestrian crossing experience. Particular emphasis on improving cycle safety and reducing queues on side roads.</p> <p>Need to regenerate dilapidated and potentially unsafe buildings on the Vallance Road corner site, which have liabilities attached to their current poor state of repair.</p> <p>Opportunity to increase in residential density, delivering <b>new homes especially affordable homes.</b></p>	<p>LBTH</p> <p>TfL</p> <p>Landowners</p> <p>Developers</p> <p>Registered Providers</p>	<p>S106/CIL / S278</p> <p>Mayor of London's Roads Strategy</p> <p>LIP</p> <p>Private sector funding</p>	High	Short-term (2013-2018)



# KEY PLACE TRANSFORMATION 1: REVITALISING WHITECHAPEL ROAD

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
1b	<p><b>Eastern Gateway</b> (Whitechapel Road Cambridge Heath Road/ Sidney Street):</p> <ul style="list-style-type: none"> <li>The works should encompass highway improvements at this key 'gateway' junction as well as adjacent public realm improvements.</li> <li>Potential for Iconic structure</li> </ul>	<p>Need to improve the quality of public realm at this important crossroad junction at the eastern end of the district centre will help to create an important "eastern gateway" into Whitechapel</p> <p>Adjustments to traffic signal timings and junction layout to improve efficiency and capacity.</p> <p>Emphasis on improving pedestrian and cycle safety, reducing queues on side roads.</p>	<p>LBTH</p> <p>TfL</p> <p>Shop traders, Local businesses</p>	<p>S106/CIL</p> <p>Mayor of London's Roads Strategy</p> <p>LIP</p> <p>Private sector funding</p>	Medium	Short-term (2013-2018)
4	<p>Servicing <b>Shopfront Refurbishment and Upgrades</b> to areas including:</p> <ul style="list-style-type: none"> <li>New Road</li> <li>Vallance Road</li> <li>Remaining streets within and on periphery of Whitechapel district centre</li> </ul>	<p>The original HS2012 improvements have had a positive affect on local business, and also improves people's perceptions of the area.</p> <p>There are a number of other street and parades that would also benefit from similar improvements</p>	<p>LBTH</p> <p>English Heritage</p> <p>National Lottery</p> <p>TfL</p> <p>Local traders</p>	<p>HS2012</p> <p>National Lottery heritage funding</p> <p>Private sector funding</p>	Medium	Short-Medium term (2013-2023)
1b	<p><b>Barclays bank site:</b></p> <ul style="list-style-type: none"> <li>Redevelopment of the prominent corner site for improved retail space with residential uses above</li> </ul>	<p>The block is of poor architectural quality, and presents a blank frontage along Sidney Street, as well as being of fairly low density.</p> <p>An increase in residential density should be considered on this prominent gateway site to maximise its development potential.</p> <p>Significant improvements to the quality of this important key corner site at the eastern end of the district centre will help to create a "eastern gateway" into Whitechapel</p>	<p>Landowners</p> <p>Developers</p> <p>LBTH</p> <p>Barclays</p>	<p>Private sector funding</p> <p>S106/CIL</p>	Low	Long term (2024+)



# KEY PLACE TRANSFORMATION 2: NEW CIVIC HUB

## Challenges and Opportunities

- The Baseline findings, Urban Design analysis, and Consultation messages reveal exciting opportunities for:
- Re-use of historic former Royal London Hospital buildings
- Expansion in public services sector
- Improved movement links through the RLH site
- New public spaces for all to enjoy

## Masterplan Initiatives

### 5: Creating a new Civic Hub

A new Civic hub, this would:

- Position Borough services at the heart of the community
- Create significant employment opportunities in Whitechapel within the public sector
- Promote other uses within the Civic hub including retail, leisure and community and cultural facilities at ground floor level, and a potential local media hub
- Allow the sensitive re-use of the historic former RLH buildings, with retention of the historic frontage
- Create new pedestrian routes through the Civic Hub
- Enable a clear line of visibility between the station, new Civic hub, and public square behind the old Royal London Hospital Building

### 6: Creating a new Civic Square

The Masterplan proposes the creation of a large new civic square behind the new Civic Hub. This new area will provide space for:

- A meeting place and focal point for the community including residents, workers and visitors to the area
- Temporary and specialist street markets
- Community events and festivals

### 7: Temporary Public Art and Uses

- Hoardings fronting vacant Royal London hospital dressed with temporary public art and pop up use.

## Key Urban Design and Planning principles for New Civic Hub

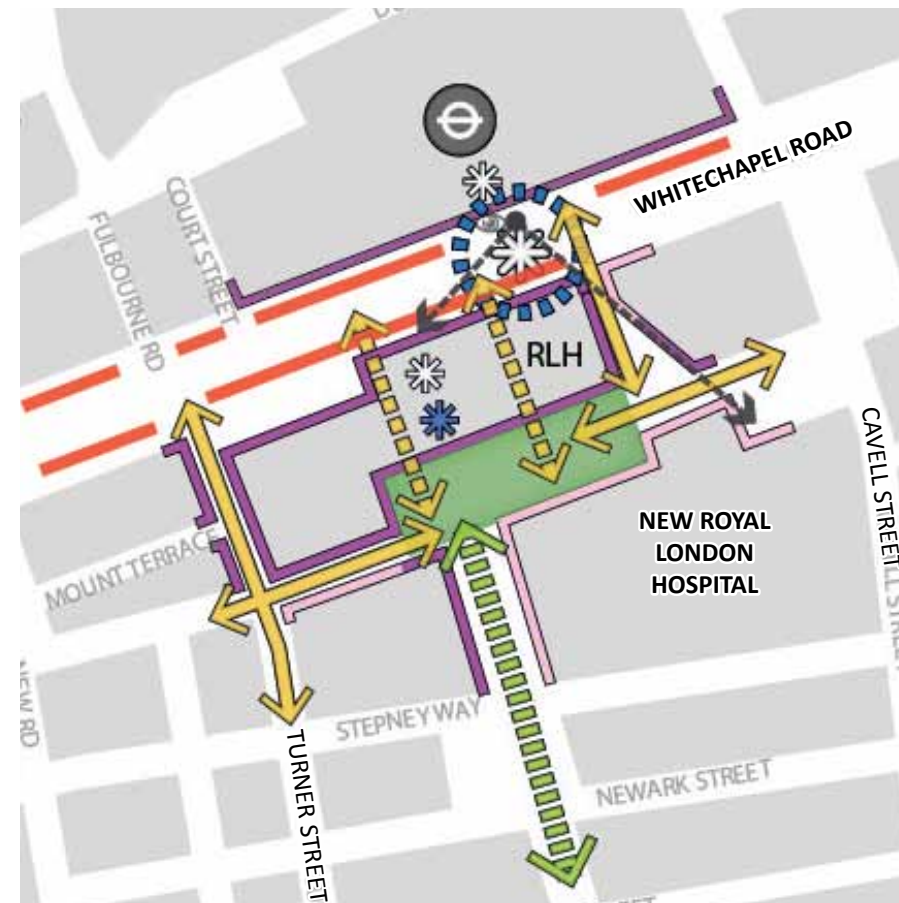


Figure 18

- Existing Key Routes
- ⋯ Proposed Key Routes
- - - Potential Active Frontage Upgrade
- Proposed Active Frontage
- ✳ Existing Landmarks
- ✳ Proposed Landmarks
- Proposed Open Space
- - - > Important View Lines
- ✳ Gateway
- ⋯ Green Spine
- - - Existing/ Proposed Market Stalls

## Illustrative Masterplan Interventions for New Civic Hub

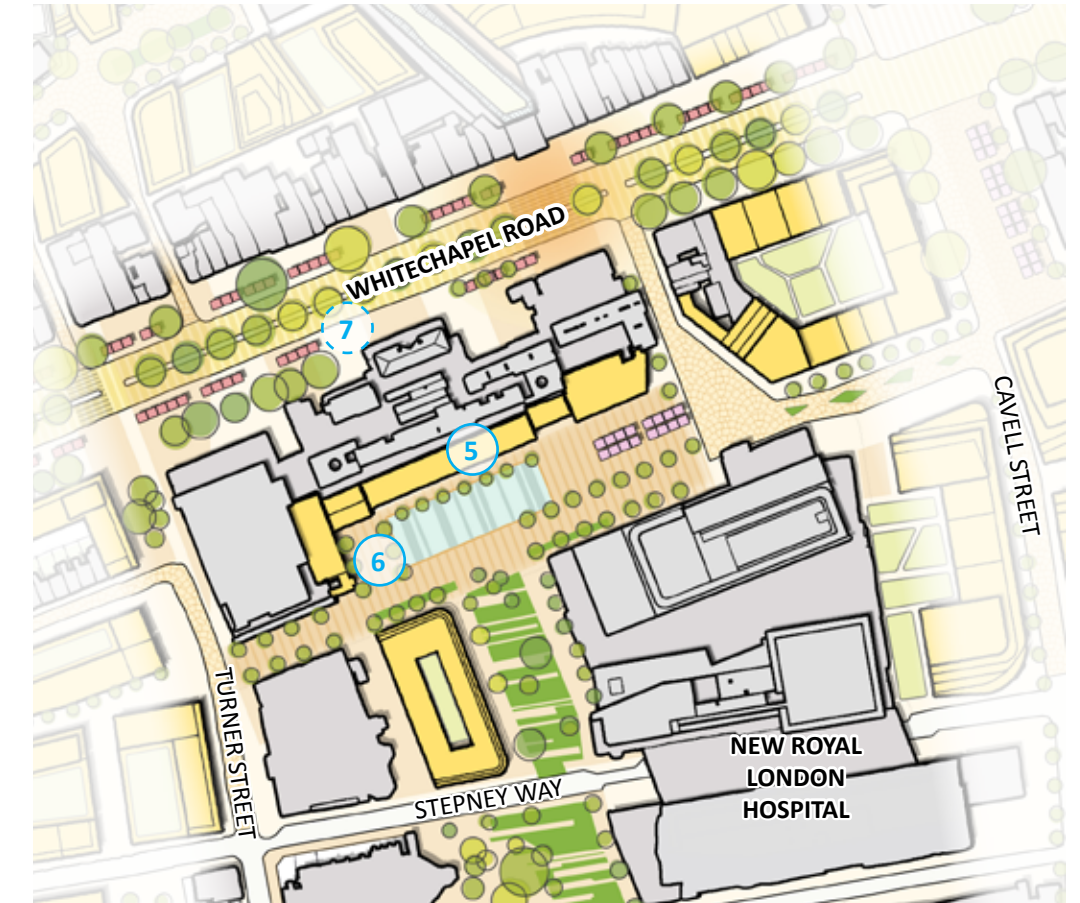


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# KEY PLACE TRANSFORMATION 2: NEW CIVIC HUB

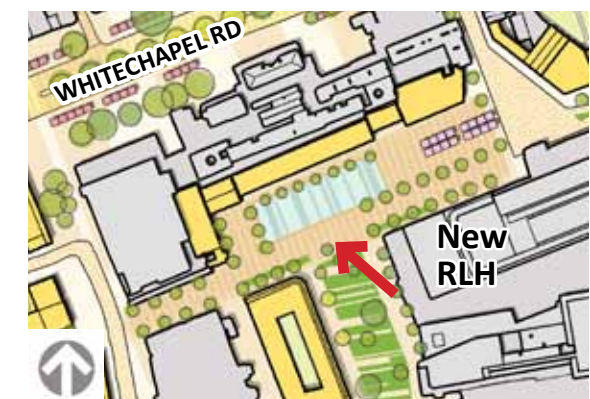
What the New Civic Hub might look like?



Figure 20 View looking northwards towards new civic square and building at back of old Royal London Hospital building

## KEY INTERVENTIONS

- Civic Hub
- Whitechapel Civic Square
- Complementary community and commercial uses
- Reuse of heritage buildings
- New routes through to the High St
- Integration of hospital entrance



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 2: NEW CIVIC HUB

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation into a new Civic Hub will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners and funding streams.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
5	<b>Vacant Old Royal London Hospital buildings</b> <ul style="list-style-type: none"> <li>Sensitive refurbishment and reuse of the Grade 2 listed former Royal London Hospital building complimented with modern buildings for civic led office mix use development to include community, education, retail, cultural, leisure conference, SME space, and local media uses.</li> </ul>	<p>The new Royal London Hospital may release this land and buildings for regeneration with benefits that include:</p> <ul style="list-style-type: none"> <li>The retention and enhancement of the main Grade 2 listed building with potential to contribute significantly to repair and enhance the urban character and heritage of Whitechapel's townscape</li> <li>Provide pedestrian connections through the building from Whitechapel Road</li> <li>Create significant employment opportunities within the public sector</li> <li>New civic uses could be a strong anchor to attract other commercial enterprises including retail and SME space to locate in the area, generating new opportunities for increased activity and employment</li> </ul>	<p>Barts Health NHS Trust</p> <p>Developers</p> <p>English Heritage</p> <p>LBTH</p>	<p>S106/CIL</p> <p>Private sector funding</p> <p>LBTH</p>	High	Short-Medium term (2013-2023)
6	<b>New Civic Square behind vacant Royal London Hospital</b> <ul style="list-style-type: none"> <li>Set around new high quality public realm, civic squares, routes and open spaces.</li> </ul>	<p>Lack of open public space in the area so the creation of a new civic square provides for much needed open space to add value to Whitechapel's offer by:</p> <ul style="list-style-type: none"> <li>Improving north-south and east-west permeability</li> <li>Clear settings and entrances to public buildings</li> <li>Providing new high quality open spaces for all the local community, workers and visitors to enjoy</li> </ul>	<p>LBTH</p> <p>English Heritage</p> <p>Barts Health NHS Trust</p> <p>QMUL</p> <p>Developers</p>	<p>S106 / CIL</p> <p>Private sector funding</p>	High	Short-Medium term (2013-2023)
7	<b>Temporary Public Art and Uses</b> <ul style="list-style-type: none"> <li>Hoardings fronting vacant Royal London hospital dressed with temporary public art and pop up use</li> </ul>	<p>The current visual appearance of the vacant building frontage is bleak and unattractive and requires some temporary animation and activity to enhance the perception of Whitechapel especially upon exiting the station.</p>	<p>LBTH</p> <p>Barts Health NHS Trust</p> <p>Community/ schools/ voluntary</p>	<p>S106</p> <p>Private sector donation</p> <p>Other public sector</p>	High	Short-term (2013-2018)



# KEY PLACE TRANSFORMATION 3: DURWARD STREET GARDENS

## Challenges and Opportunities

The Baseline findings, Urban Design analysis, and Consultation messages reveal both challenges and exciting opportunities in this Masterplan area, including:

- Lack of public open space
- Need to expand and diversify the retail and leisure offer
- Potential to provide high density residential development and enhance existing heritage assets
- Some examples of poor quality public realm and inactive frontages along secondary routes
- Lack of legibility and way-finding around Whitechapel
- Lack of permeability and movement links through area

## Masterplan Initiatives

The new Crossrail station creates significant opportunities for regeneration. The entrance to the new Crossrail station will greatly increase pedestrian footfall through the Durward Street area, particularly for commuters and visitors walking west towards Brick Lane and the City of London, and a number of interventions are proposed around this area.

### 8: Creating Durward Street Gardens

- Development centred around a new public space known as 'Durward Street Gardens'
- Creation of a vibrant and active new space surrounded by a mix of retail, entertainment, leisure and residential uses
- Integration with existing historic buildings on Durward Street

### 9: Creating a Landmark Station

Over-station development will enable:

- High density residential development on upper floors providing new homes especially affordable homes
- Mix of active retail, office, leisure and community uses on lower floors
- Opportunity to provide iconic landmark buildings to visually mark the location of the new station and assist with wayfinding

## Key Urban Design and Planning principles for Durward Street Gardens



- Existing Key Routes
- Proposed Key Routes
- - - Potential Active Frontage Upgrade
- - - Proposed Active Frontage
- ⊙ Existing Landmarks
- ⊙ Proposed Landmarks
- Proposed Open Space
- Existing Open Space
- Important View Lines
- ⊙ Gateway
- Green Spine
- Market Stalls

Figure 21

## Illustrative Masterplan Interventions for Durward Street Gardens



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# KEY PLACE TRANSFORMATION 3: DURWARD STREET GARDENS

## What Durward Street Gardens might look like?

### 10: Re-developing the Leisure Centre

- Retain and enhance to create a modern leisure facility on site or within the locality in accordance with Councils Leisure Strategy and operational requirements.
- Retail uses on ground floor will help activate new public space in front of a new Crossrail station entrance
- High density residential development on upper floors providing new homes

### 11: Making better links

- Public realm upgrades proposed along secondary routes in this area
- Stronger connection to be made along Court Street and Fulbourne Street towards Whitechapel Road to draw people into new Durward Street Gardens
- New connection to be created through Vallance Gardens towards Hanbury Street



Figure 23 View looking east along Durward Street towards Sainsbury's supermarket



Current view from east along Durward Street

### KEY INTERVENTIONS

- New public square
- Animating an underused area of Whitechapel
- Landmark over Crossrail station
- New leisure centre
- New residential, retail, office and leisure uses
- Improved connections to wider area
- Protect and enhance heritage assets



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 3: DURWARD STREET GARDENS

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation along Durward Street will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners and funding streams.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
9	<p><b>Whitechapel Over-station Development</b></p> <p>Redevelopment of TfL land at Whitechapel station and surrounding holdings:</p> <ul style="list-style-type: none"> <li>• Provide high density development defined by iconic, high quality architecture and enhanced heritage assets</li> <li>• New retail arcade and commercial uses fronting Durward Street and Whitechapel Road to incorporate a large entrance ticket hall at ground floor</li> <li>• Permeable north-south connectivity from Whitechapel Road to Durward Street</li> <li>• Mix of commercial uses at ground floor level</li> <li>• Residential above</li> <li>• Associated public realm improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to intensify land use on underutilised airspace above Whitechapel station in the heart of the district centre, with the provision of new homes and increased commercial and community activity at lower levels</li> <li>• The current urban built form and the railway line creates severance immediately to the north of Whitechapel Road and redevelopment could offer a solution to link the surrounding areas to the north</li> <li>• Visually mark the station with high quality iconic architecture to aid legibility and state the area's ambition and new townscape character</li> </ul>	<p>TfL</p> <p>Crossrail</p> <p>Developers</p> <p>Local Businesses</p> <p>English Heritage</p> <p>LBTH</p>	<p>Private sector funding</p> <p>Potential for TfL to contribute to early enabling development costs</p>	High	Medium to Long term (2019- 2028)
10	<p><b>Whitechapel Leisure Centre</b></p> <p>Redevelopment of the leisure centre to provide higher density development:</p> <ul style="list-style-type: none"> <li>• New ground floor public leisure facility with associated retail and other commercial land uses.</li> <li>• Alternatively, the leisure centre could be re-provided at major redevelopment sites</li> <li>• Potential for retail, leisure, and other town centre uses</li> <li>• Residential above especially affordable homes.</li> <li>• Associated public realm improvements</li> <li>• Need to ensure continuity of leisure provision in the area during redevelopment</li> </ul>	<p>The proposal would enable a new enhanced leisure facility to come forward.</p> <ul style="list-style-type: none"> <li>• Provision of new homes</li> <li>• Redevelopment of this site would also enable higher density development, which would in design terms relate better to the new over-station development on the opposite side of Durward Street</li> <li>• Improved Leisure Centre facilities</li> </ul>	<p>LBTH</p> <p>Developers</p>	<p>Private sector funding, including, public realm improvements.</p> <p>S106 / CIL contributions for leisure centre, if required.</p> <p>LBTH land holding</p>	High	Short-Medium term (2013-2023)
8	<p><b>Durward Street Gardens</b></p> <ul style="list-style-type: none"> <li>• Public realm improvements to Durward Street includes a new public open space.</li> </ul>	<ul style="list-style-type: none"> <li>• Important opportunity to enlarge and improve the public realm and provide new open space around the transport Interchange while providing amenity for businesses and local residents</li> <li>• Provide a better synergy and design solution to the higher density development proposed by the new over-station development on the opposite side of Durward Street</li> </ul>	<p>Developers</p> <p>LBTH</p> <p>Crossrail</p> <p>TfL</p> <p>GLA</p>	<p>S106 / CIL</p> <p>Public and Private sector funded</p> <p>Potential for TfL to contribute to early enabling development costs</p>	High	Medium term (2019-2023)



# KEY PLACE TRANSFORMATION 4: MED-CITY CAMPUS

## Challenges and Opportunities

The Baseline findings, Urban Design analysis, and Consultation messages reveal challenges and exciting opportunities including:

- Improvements in educational attainment
- Lack of public open and green space
- Lack of permeability and movement links through area
- Expansion of existing Health, Bio-Tech and Life Sciences industries at the RLH and QMUL

## Masterplan Initiatives

### 12: Creation of a Med-City campus

- Academic, research and health service facilities of RLH and QMUL to be primarily clustered in this area to create a campus improving educational attainment and job opportunities for the local community especially among younger people.
- Opportunities for QMUL to significantly increase their presence in the area with a comprehensive range of academic, office, student facilities and new housing particularly in the sites fronting onto New Road (12a, 12b, 12c, 12d). While this will primarily consist of new buildings the potential to restore the historic Outpatients Building (12c) should be explored.
- Range of complementary uses to support the campus and new housing will be required, including: retail, community infrastructure, cafes/restaurants, start up business space, accommodation associated with QMUL and ancillary parking to support RLH.
- Potential to provide a new Council leisure facility for the local community in Whitechapel.
- Due to the conservation areas and listed buildings within the area any new development will need to be of the highest quality, and enhance and protect these heritage assets.

## Key Urban Design and Planning principles for Med-City Campus

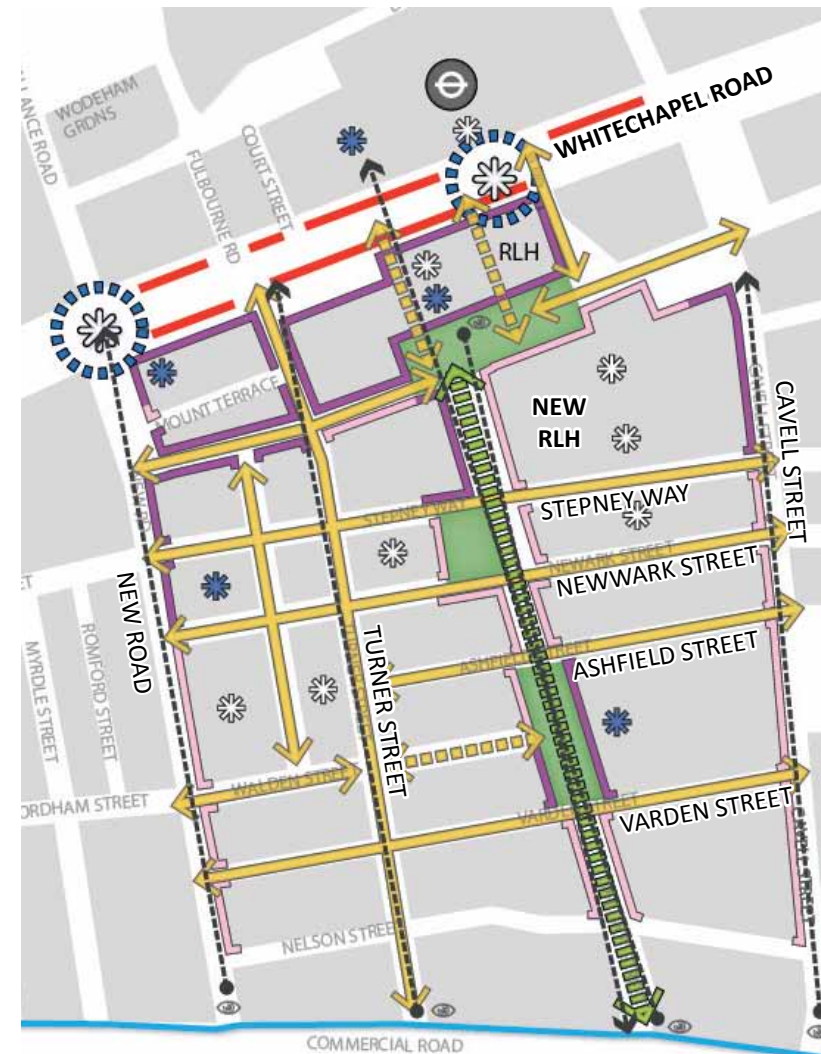


Figure 24

- Existing Key Routes
- - - Proposed Key Routes
- - - Potential Active Frontage Upgrade
- - - Proposed Active Frontage
- ★ Existing Landmarks
- ★ Proposed Landmarks
- Proposed Open Space
- - - Important View Lines
- ★ Gateway
- - - Green Spine
- - - Existing/ Proposed Market Stalls

## Illustrative Masterplan Interventions for Med-City Campus

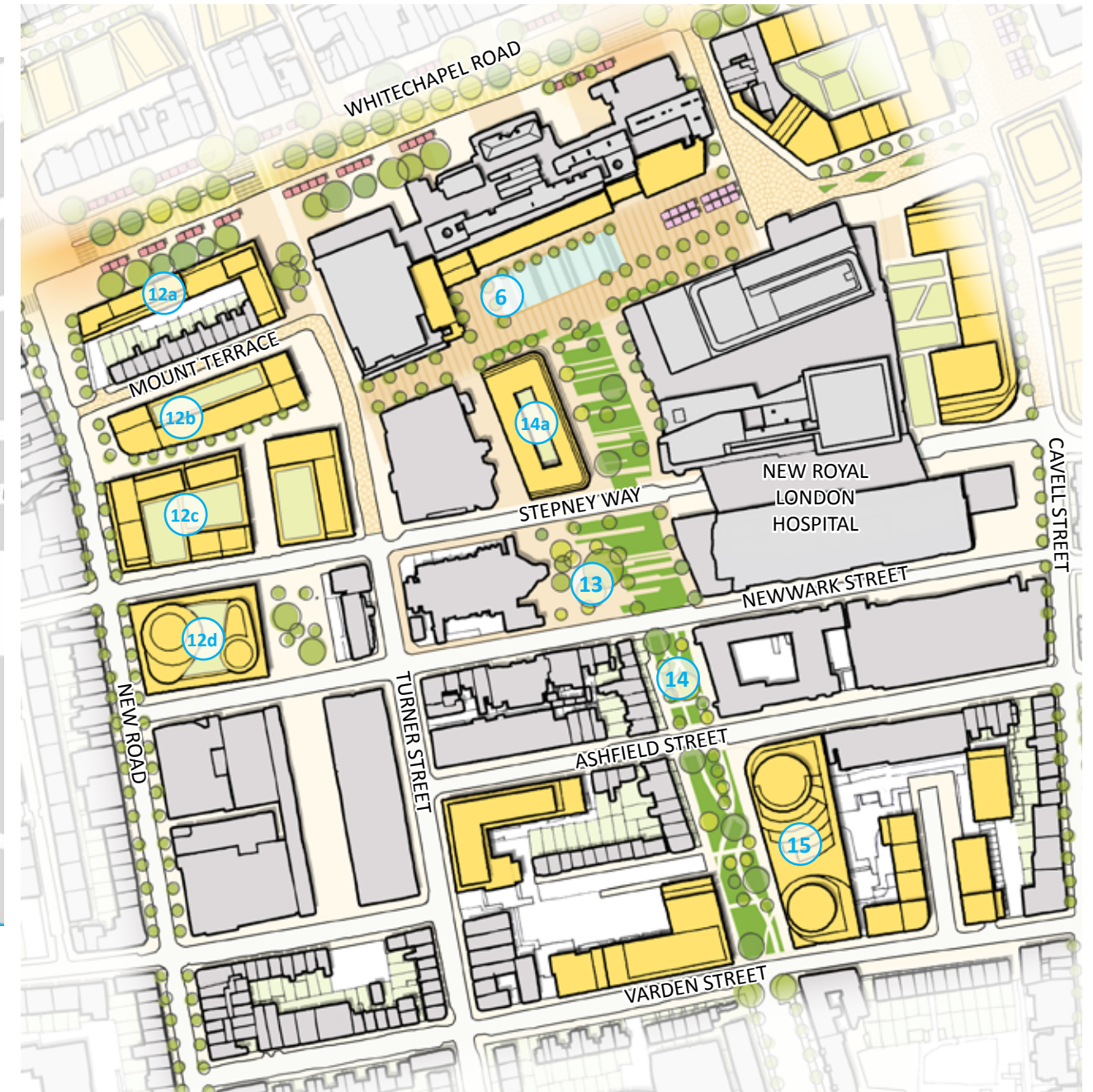


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# KEY PLACE TRANSFORMATION 4: MED-CITY CAMPUS

## What the Med-City Campus might look like?

### 13: Enhance Heritage Assets

A new church square (13) will sit along the green spine to create a unique space that frames the Grade II\* listed Church of St. Augustine with St. Phillips.

The new square will also enhance the setting of the Grade II listed 43-69 Philpot Street, and the London Hospital Conservation Area.

### 14: Creation of a Green Spine

A defining feature of the campus area is the new Green Spine that runs from Commercial Road up along Philpot Street, through to the new civic square at the Civic Hub (6) and beyond up to Whitechapel Road. The Green Spine will:

- Create a convenient north-south pedestrian route improving permeability and movement links through the area
- Create an active green space for social interaction, events and spill out space for surrounding uses
- New buildings (15 & 14a) fronting onto the green spine should contribute to the Med-City campus and provide active frontages at the ground floor



Figure 26 View looking northwards to new civic hub up Green Spine



Current view looking northwards from existing RLH accommodation on Varden Street

### KEY INTERVENTIONS

- Green Spine - new public park
- Globally significant research and business cluster
- Academic facilities
- New local jobs
- Integrated campus
- Potential for new leisure centre
- New homes
- Protect and enhance existing heritage assets



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 4: MED-CITY CAMPUS

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation into a Med-City Campus will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners, funding streams, and key next steps.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
13 14	<p><b>Green Spine:</b> Creation of new north/south central green linear park between Whitechapel Road and Commercial Road across the 'Med City' new campus</p> <ul style="list-style-type: none"> <li>Refurbishment of existing green space.</li> <li>New lighting and street furniture</li> <li>New church square with public art and entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Create a much needed active green space for Whitechapel with a range and diversity of places for the community to enjoy, relax and socialise within.</li> <li>Enhance the setting of existing heritage assets including important listed buildings</li> </ul>	<p>Developers</p> <p>QMUL</p> <p>Barts Health NHS Trust</p> <p>LBTH</p> <p>English Heritage</p>	<p>S106 / CIL</p> <p>Private Sector</p>	High	Short-term (2013-2018)
12a 12b 12c 12d 14a	<p>Barts Health NHS Trust owned sites (New Road) <b>Regeneration of New Road</b> and surrounding streets to include buildings and public realm running south from Whitechapel Road to Newark Street:</p> <ul style="list-style-type: none"> <li>Mix of educational/office space and residential uses above (potentially related to QMUL) in blocks to the south of Whitechapel Road, along New Road.</li> <li>Complementary town centre commercial and community uses with active frontages at lower street levels</li> <li>Accommodation associated with QMUL and new market and affordable housing</li> <li>Creation of iconic buildings, structures and high quality public realm at the western gateway north of the listed Mount Terrace with the potential to provide a new pedestrian link to Whitechapel Road</li> <li>Potential for the scheme to have capacity to accommodate new leisure and community sports centre</li> <li>Some ancillary car parking associated with RLH</li> </ul>	<p>Parts of the Barts Health NHS Trust are available now for redevelopment due to the provision of a new hospital.</p> <ul style="list-style-type: none"> <li>Create a more legible and coherent series of development blocks to form a new 'Med City' campus for Whitechapel</li> <li>Increase permeability and connectivity through this large site</li> <li>Renew this key area of Whitechapel</li> <li>Increase the presence of QMUL and RLH in the area</li> <li>Increase job opportunities within the education and health sectors and provide enhanced educational opportunities</li> <li>Increase residential density</li> <li>Enhance the setting of the Grade II listed 18-34 Mount Terrace</li> </ul>	<p>Barts Health NHS Trust</p> <p>QMUL</p> <p>Developers</p> <p>Registered Providers</p> <p>TfL</p> <p>LBTH</p> <p>English Heritage</p>	<p>Private sector funding</p> <p>Landowners</p> <p>Developers</p> <p>S106/CIL</p>	Medium	Short-term (2013-2018)
15	<p>Former Barts and The London Charity owned site (Varden Street and Ashfield Street) <b>Redevelopment of the existing NHS nursing accommodation site.</b></p> <ul style="list-style-type: none"> <li>A high density new residential quarter to accommodate family sized homes especially affordable homes and specialist housing.</li> <li>Opportunities for offices and research space associated with QMUL and RLH</li> <li>Creation of large new open space characterised by a north/south central green spine of open space</li> <li>Refurbishment of the existing listed buildings</li> <li>Complementary land uses on ground floor level to provide active frontages along the Green Spine, including small scale retail (shops, cafes, restaurants) and other community facilities as appropriate.</li> </ul>	<p>Opportunity to redesign this major site to accommodate higher standard of new residential buildings, and ensure that this area better integrates and contributes to Whitechapel's urban fabric.</p> <ul style="list-style-type: none"> <li>Opportunity for higher density development with provision of new homes especially affordable homes</li> <li>Increase the presence of QMUL and RLH in the area to contribute the new Whitechapel 'Med City' campus</li> <li>Create new open space and safer permeable routes through the area linking Commercial Road (south) to Whitechapel Road (north)</li> </ul>	<p>Private Developers</p> <p>QMUL</p> <p>Barts Health NHS Trust</p> <p>LBTH</p> <p>Registered Providers</p> <p>Residential Community</p> <p>English Heritage</p>	<p>Private sector funding</p> <p>Developers</p> <p>Landowners</p> <p>S106/CIL</p>	Medium	Short to Medium term (2013 - 2023)



# KEY PLACE TRANSFORMATION 5: RAVEN ROW

## Challenges and Opportunities

The Baseline findings, Urban Design analysis, and Consultation messages reveal challenges and exciting opportunities including:

- Lack of public spaces
- Examples of poor public realm and inactive frontages
- Opportunities to expand and diversify market and retail offer
- Increase residential and commercial density

## Masterplan Initiatives

This area currently consists of a number of large underutilised blocks. The potential exists to create a vibrant area with new residential-led mixed-use development along Cavell Street and Raven Row.

### 16: Creating a New Public Square

- New public square proposed on Whitechapel Road
- Provide breathing space for surrounding new and existing buildings
- Draw people in to this area
- Potential suitable location for expansion of market, or a weekly speciality market
- Redevelopment of Whitechapel Mission as a new public square will provide substantial benefits to adjoining sites.
- Redevelopment opportunities should facilitate the upgrade of new premises for the Whitechapel Mission either on site or relocated to a new site within close proximity to centre of Whitechapel

### 17: Enhancing area around RLH entrance

- Public realm improvements to the area surrounding the hospital entrance should provide space for patients and visitors to sit and relax
- Redevelopment of surrounding sites (19a and 19b) should provide high density development to include residential, retail, leisure and office space. Ground floor frontages should be active at day and night with cafe and restaurant uses.
- Reprovision on site or relocation of the existing postal depot operation (19a), whichever maximises the redevelopment opportunities

## Key Urban Design and Planning principles for Raven Row

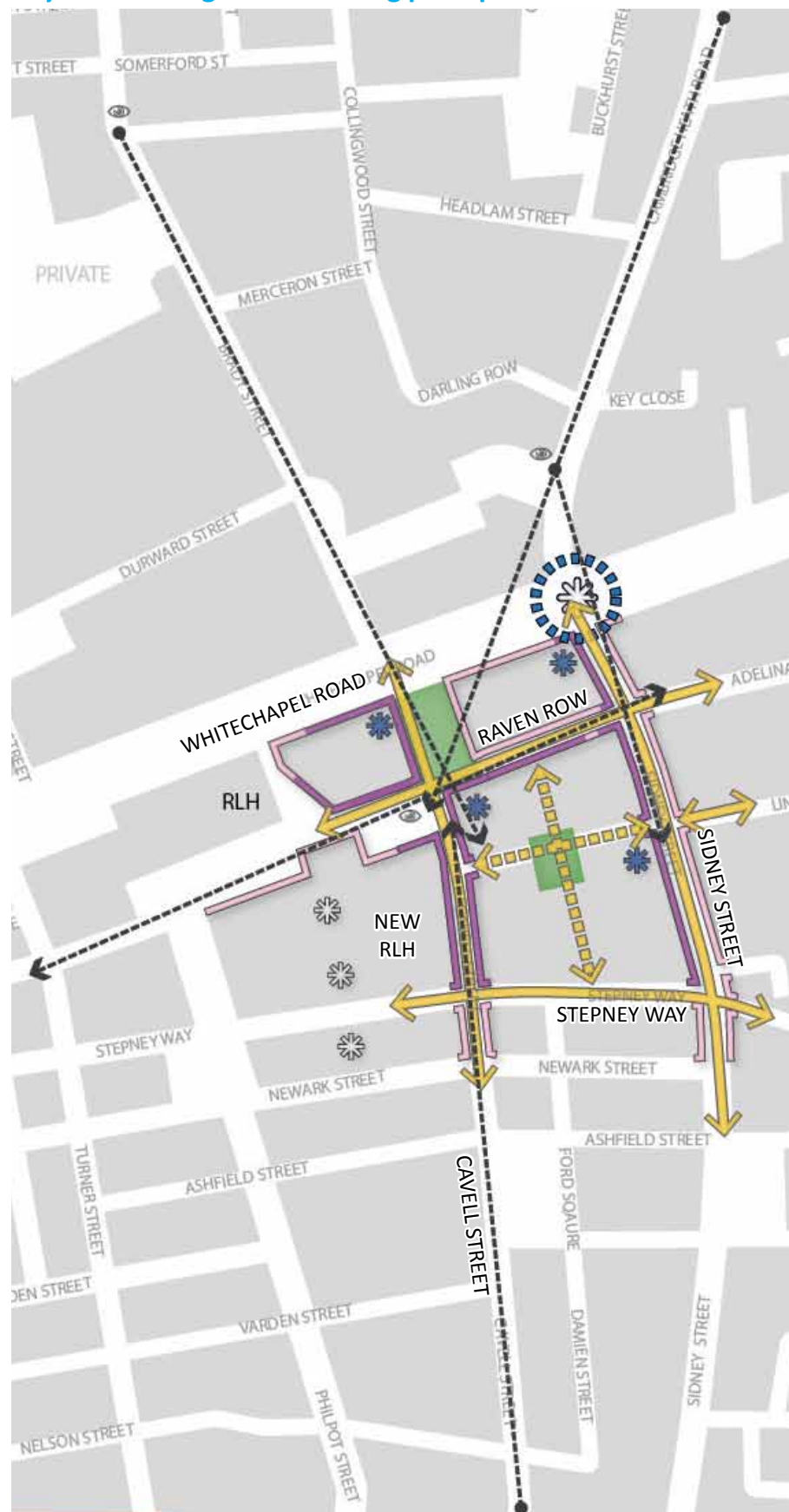


Figure 27

## Illustrative Masterplan Interventions for Raven Row

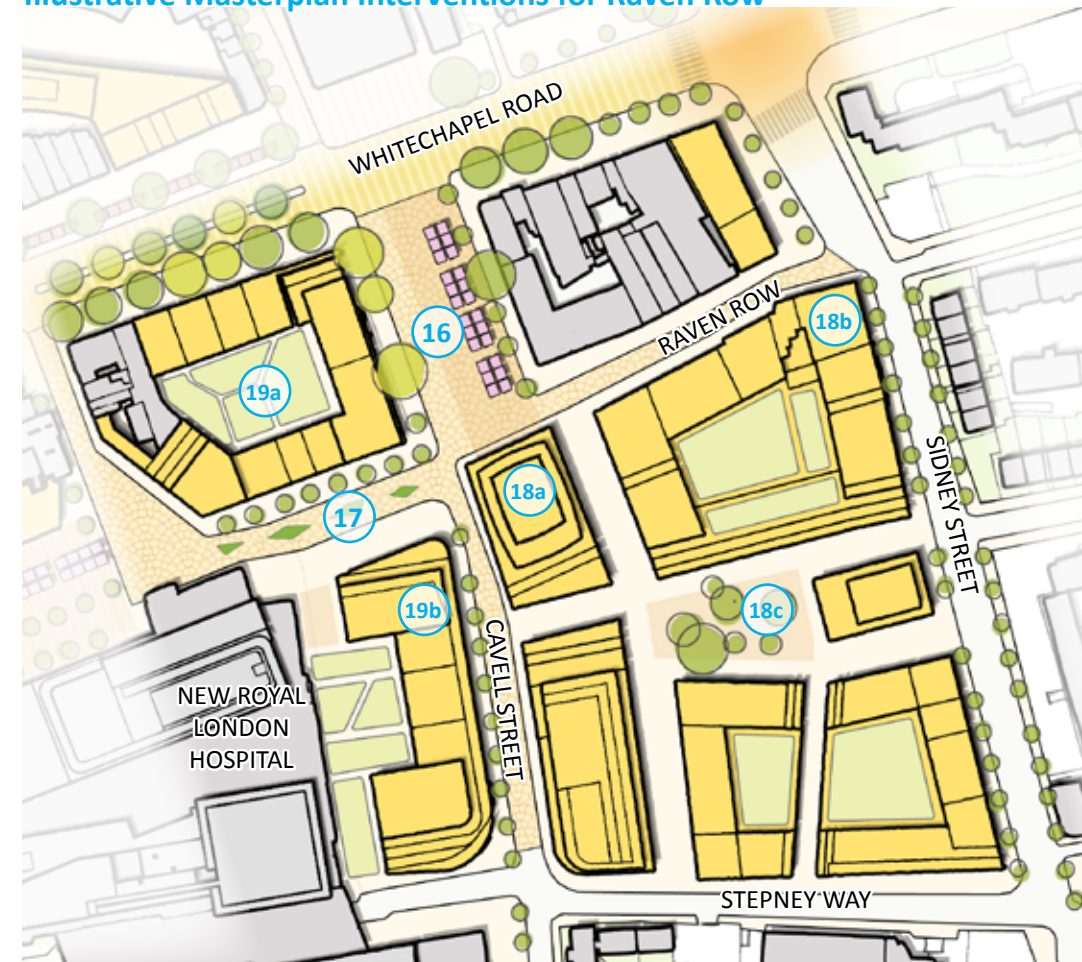


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- Existing Key Routes
- Proposed Key Routes
- Potential Active Frontage Upgrade
- Proposed Active Frontage
- Existing Landmarks
- Proposed Landmarks
- Proposed Open Space
- Important View Lines
- Gateway



# KEY PLACE TRANSFORMATION 5: RAVEN ROW

## What Raven Row might look like?

### 18: Maximising activity, new homes and permeability

- Development sites (18a, 18b, 18c) are in strategically important locations in terms of visibility and use. The Council will expect high quality iconic architecture to key sites seen from long views along Brady Street, Cambridge Heath Road, Cavell Street, Sidney Street, Whitechapel Road and Mile End Road.
- Potential opportunities for high density residential development providing new homes, especially affordable homes.
- Promote mix of uses and active frontages including a range of retail, leisure, office (prioritising SME space), hotel and community uses.
- Opportunities to provide storage space for nearby street market within development sites.
- New development should seek to provide high levels of permeability to the existing surrounding street network



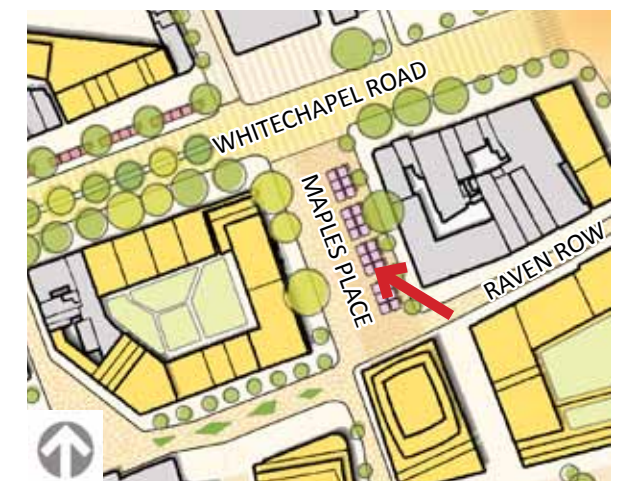
Figure 29 View looking northwards across new public square towards IDEA store



Current view looking northwards up Maples Place to Idea Store

### KEY INTERVENTIONS

- New public space
- Potential space for speciality markets
- New homes especially affordable family homes
- Community facilities
- New affordable SME space
- Specialist Housing
- New retail, office and leisure uses
- Support for existing business activity and operations



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 5: RAVEN ROW

What Raven Row might look like?



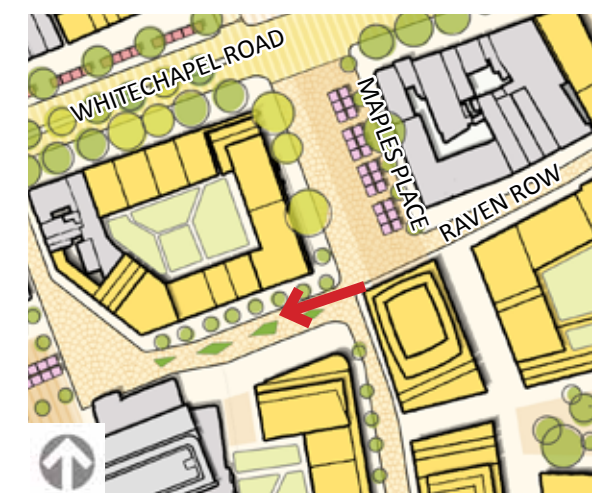
Figure 30 View looking west from Raven Row towards new Royal London Hospital entrance



Current view from Raven Row looking west towards new Royal London Hospital entrance

## KEY INTERVENTIONS

- New public space
- Potential space for speciality markets
- New homes especially affordable family homes
- Community facilities
- New affordable SME space
- Specialist Housing
- New retail, office and leisure uses
- Support for existing business activity and operations



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 5: RAVEN ROW

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation of Raven Row will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners and funding streams.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
18a 18b 18c	Sites at Cavell Street/Raven Row/Sidney Street/Stepney Way <b>A comprehensive regeneration</b> of large current Safestore warehousing's site and adjacent sites to provide a residential-led, mixed use development to include: <ul style="list-style-type: none"> <li>New homes especially affordable and family dwellings</li> <li>A new series of residential blocks</li> <li>New large open space and permeable routes through</li> <li>Reprovide SME space and small scale retail</li> <li>New leisure use including hotel</li> <li>Community facilities</li> </ul>	Opportunity to create a comprehensive mix use development and intensify land uses with high density residential development making provision for new homes, especially affordable new homes, with mixed uses and active frontages at ground floor <ul style="list-style-type: none"> <li>Opportunity to create high permeability through the area with new connections and active street frontages</li> <li>Opportunity to replace bulky, unattractive building currently on Safestore site and improve townscape in this area</li> <li>Potential new community and affordable employment space</li> <li>Provide new public open spaces and squares to support high density development.</li> </ul>	Landowners Developers Registered Providers	Private sector S106/CIL for public realm improvements	High	Short Term (2013-2018)
16	<b>Whitechapel Mission (Raven Row/Maples Place)</b> <ul style="list-style-type: none"> <li>Redevelopment and re-provision of existing Mission building</li> <li>Provision of a new public open space.</li> <li>Maximise residential densities in the area.</li> </ul>	<ul style="list-style-type: none"> <li>Creating a high quality new public space in the core of the Whitechapel district centre for wider community to enjoy</li> <li>The Mission's re-provision could provide the Charity with improved facilities and accommodation in the local area</li> <li>Ensuring the network of streets is highly permeable in and around the hospital and through connections to adjacent sites.</li> </ul>	LBTH Whitechapel Mission Developers Landowners	Re-provision cross funded by on site development. CIL, S106 to upgrade new square.	Medium	Medium term (2018-2023)
19a 19b	The Royal Mail (post office depot site) is a <b>strategic regeneration opportunity</b> located in the centre Whitechapel district centre and directly from the south side of Whitechapel Road. A new development should be defined by iconic high quality architecture for the area and London <ul style="list-style-type: none"> <li>Provide retail, leisure and commercial space on lower floors</li> <li>Higher density residential above</li> <li>Allied to public realm improvements outside the main Royal London Hospital Entrance and rear of Post Office</li> <li>Reprovision of the existing post depot operation is assumed to be retained on site as part of any redevelopment. Off site provision should also be encouraged to maximise the development opportunity in this central location</li> </ul>	<ul style="list-style-type: none"> <li>The current building is of poor architectural quality, so there is opportunity to enhance townscape along Whitechapel Road by its redevelopment</li> <li>Current building only partially in use so represents an opportunity for intensification of use</li> <li>Opportunity for the provision of new homes, particularly affordable new homes</li> <li>Opportunity for mixed uses with active frontages at ground floor</li> <li>Constraints associated with building over the East London Line overground cut and historic "Rail Mail" tunnel</li> </ul>	Landowners Developers Registered Providers LBTH GLA	Private sector funding, including public realm improvements	Medium	Medium term (2018-2023)
17	<b>Public Realm Improvements (Raven Row Area)</b> <ul style="list-style-type: none"> <li>New Civic Square adjacent to Royal Mail site</li> <li>Public realm improvements and upgrades to: Cavell Street, Raven Row, Sidney Street</li> <li>Reduce traffic and servicing</li> <li>Pedestrianisation</li> </ul>	<ul style="list-style-type: none"> <li>Public realm improvements to mitigate the impact of large scale development in the area and new spaces for the community to enjoy</li> <li>Refurbishment of historic Raven Row street and buildings</li> </ul>	LBTH Developers	S106 and CIL Private sector funding	Medium	Short-Medium term (2013-2023)



# KEY PLACE TRANSFORMATION 6: CAMBRIDGE HEATH GATEWAY

## Challenges and Opportunities

The Baseline findings, Urban Design analysis, and Consultation messages reveal challenges and exciting opportunities including:

- Lack of public spaces
- Examples of poor public realm and inactive frontages
- Opportunities to expand and diversify market
- Need for new homes especially affordable and family homes
- Need for addition community facilities relating to education, skills and training linked to the IDEA store.

## Masterplan Initiatives

The safeguarded second entrance to the Crossrail station will need to be opened once the Durward Street entrance reaches capacity, which is expected around 2021, to relieve pressure of overcrowding. The station entrance will also create a new gateway to the area.

### 20: Sainsburys Redevelopment

- Potential to redevelop the existing Sainsbury's site with a new larger store and a high density residential development above providing new homes especially affordable and family homes
- Opportunities to provide new leisure facilities, education, skills and training space to benefit local residents and businesses on the site

### 21: New public space and active frontages

- Redevelopment of Sainsbury's site should provide a new public space where Durward Street meets the site (21a) with a direct connection through to the new station and Cambridge Heath Road (21b).
- Active frontages should be provided along these spaces and to Cambridge Heath Road street frontage creating animated streets

Key Urban Design and Planning principles for Cambridge Heath Gateway

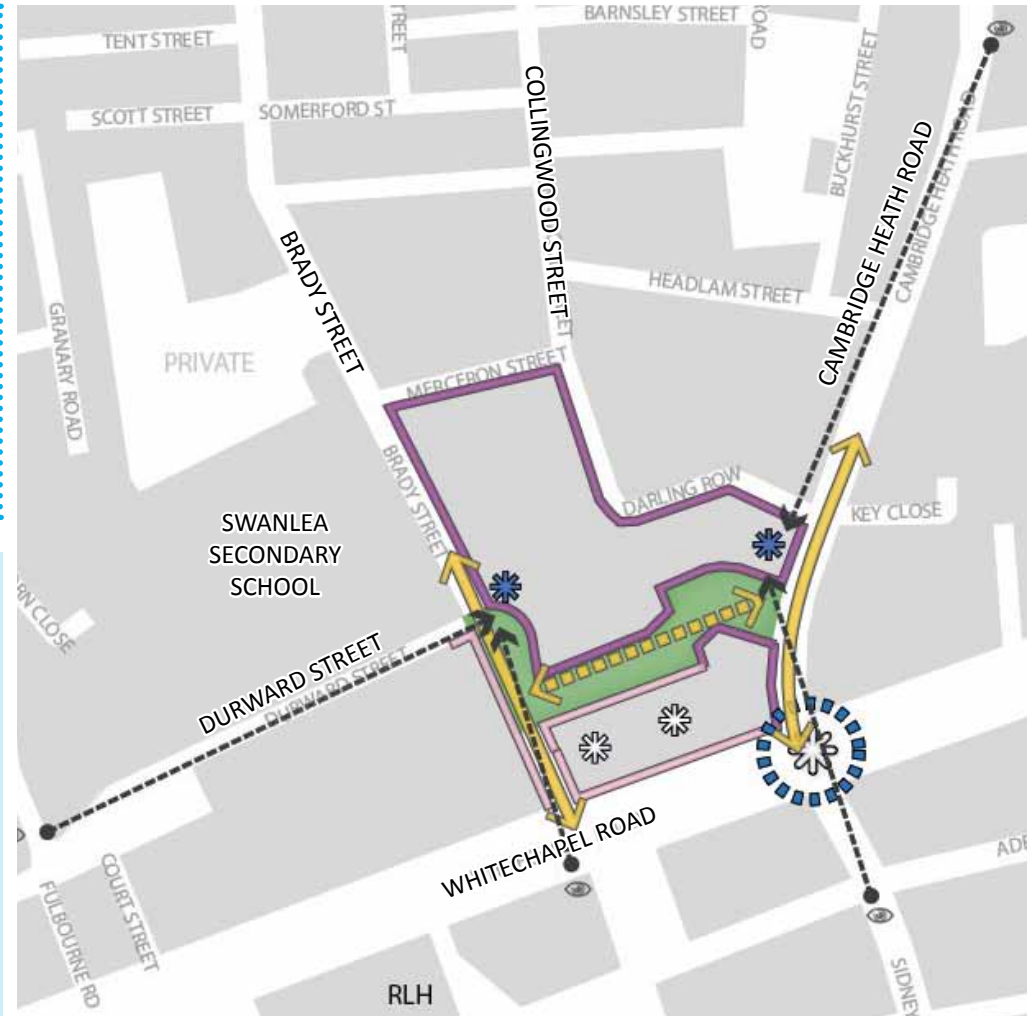


Figure 31

Illustrative Masterplan Interventions for Cambridge Heath Gateway

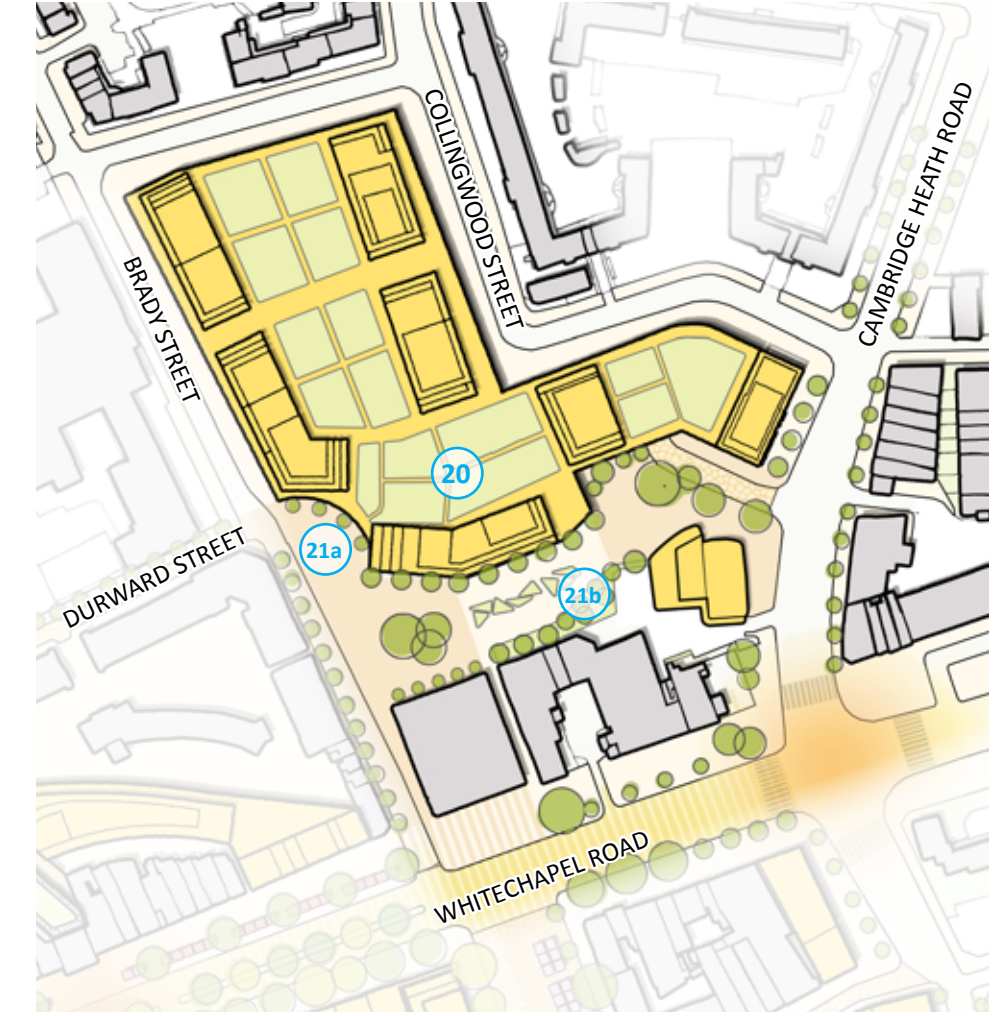


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- Existing Key Routes
- ⋯ Proposed Key Routes
- Potential Active Frontage Upgrade
- Proposed Active Frontage
- ⊛ Existing Landmarks
- ⊛ Proposed Landmarks
- Proposed Open Space
- Important View Lines
- ⊛ Gateway



# KEY PLACE TRANSFORMATION 6: CAMBRIDGE HEATH GATEWAY

What the Cambridge Heath Gateway might look like?



Figure 33 View looking east from Brady Street towards Cambridge Heath Road across new public space behind existing IDEA store



Current view looking east from Brady Street towards back of IDEA store

## KEY INTERVENTIONS

- New public space
- Second Crossrail entrance
- Redeveloped Sainsbury's
- Potential for new leisure centre
- New homes
- Community facilities



Location plan showing viewpoint



# KEY PLACE TRANSFORMATION 6: CAMBRIDGE HEATH GATEWAY

## DELIVERY SCHEDULE

The delivery schedule below sets out how this key place transformation of Cambridge Heath Gateway will be delivered over the lifetime of the SPD, setting out the individual projects, their priority, timescales, potential delivery agents/partners and funding streams.

Plan Ref	Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
20	<p>Sainsbury's site (Cambridge Heath Road)</p> <p>Reconfiguration of the existing food store to provide a residential mixed use scheme:</p> <ul style="list-style-type: none"> <li>New enlarged retail food superstore</li> <li>New Residential development above</li> <li>New public open space at south of site and around Cambridge Heath Crossrail entrance</li> <li>New and improved pedestrian routes from Durward Street to Cambridge Heath Road</li> <li>Potential new community facilities including community, education and leisure uses</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity for comprehensive redevelopment of the site and surrounds once Crossrail construction works are completed in 2018</li> <li>Mixed use scheme offers higher density development with new homes, especially affordable new homes</li> <li>New mix of uses including potential community, education and leisure uses with active frontages at lower levels</li> <li>Enhance permeability through area and public realm, with provision of new public space</li> </ul>	<p>Landowners</p> <p>Developers</p> <p>TfL</p> <p>LBTH</p> <p>Registered Providers</p>	<p>Private sector funding, including public realm improvements.</p> <p>S106/CIL</p>	High	Short Term (2013-2018)
21a 21b	<p>Public realm improvements - New Crossrail Gateway</p> <ul style="list-style-type: none"> <li>New Brady Street Square</li> <li>Cambridge Heath Road Square</li> </ul>	<ul style="list-style-type: none"> <li>Will act as an important gateway to Whitechapel from the east, and create a sense of arrival into the area</li> </ul>	<p>Developers</p> <p>Landowners</p> <p>TfL</p>	<p>Private sector funding</p> <p>S106/CIL</p> <p>TfL funding</p>	Medium	Medium term (2019-2023)



# 7. DELIVERING THE VISION: DELIVERY STRATEGY

Delivering the Vision sets out how physical interventions recommended in the Whitechapel Masterplan are proposed to be practically implemented over time.

The delivery schedules for the Key Place Transformations show the description and rationale for individual projects across the area, the strategic priority, approximate timescales, and the potential delivery agents/ partners with associated likely funding streams.

## DELIVERY BODIES

**LBTH Council** - The local authority is a key regeneration body with considerable statutory planning and other powers that can enable major and comprehensive regeneration opportunities.

**Key Landowners** - For Whitechapel, the significant land owners are TfL, QMUL and RLH / Barts Health NHS Trust as well as private sector landowners such as Sainsbury's, Safestore and Royal Mail. The collaboration and cooperation of the key stakeholder organisations will be crucial for bringing forward and delivering the Masterplan vision and regeneration opportunities.

**Other Key Partners** - could include the Greater London Authority (GLA), English Heritage, Housing Associations and community and faith groups, organisations and charities, Crossrail and Whitechapel residents.



## PLANNING DELIVERY TOOLS

### Further Studies

A number of further studies are proposed by the Masterplan, these are set out in detail in the schedule below and include (but not exclusive to):

- Whitechapel Road Public Realm project
- Updated Street Market Plan
- Public Health study
- Housing Estates capacity study

### Design and Development Briefs

A number of development and design briefs are suggested for major sites, including:

- Vallance Road junction
- Over-station development
- LBTH Leisure Centre site
- Sainsburys' site
- Royal Mail site
- Safestore/Cavell St/Sidney St site
- Former Barts and London Charity site
- QMUL
- Other medium scale sites within the Masterplan boundary

### Other Initiatives

Other legal and financial delivery mechanisms may be utilised, including:

- Development competitions
- Joint ventures
- Public Private partnerships
- Land assembly

## FUNDING

While the proposed development sites themselves are generally viewed as sufficiently viable, to deliver the scope of change across Whitechapel, there may be other funding and resource streams that need to be tapped into, including:

- TfL – for specific highways proposals in the masterplan, as well as integrating over-station development into Whitechapel station.
- Community Infrastructure Levy / S106 Agreements – funds from planning obligations secured through planning permissions, from major development schemes, could help deliver requisite supporting physical and social infrastructure for the local area.
- Other Public Sector- Other public sector funding streams arising from bodies such as GLA and other local, regional and Central Government schemes might have funding pots available to help bring forward new homes, community facilities or infrastructure.
- European Structural Funds

Additional contributions may be vital in securing wider and on-going environmental improvements, particularly in areas which are likely to be unaffected by new development. This might, for example, include a continued programme of frontage improvements and building refurbishments, such as has previously occurred through the HS2012 Historic Buildings Programme. The funding regime is recognised as continually evolving, and over the delivery timeframe of the masterplan other funding avenues may arise.

## VIABILITY CONSIDERATIONS

Viability analysis has been undertaken for the masterplan investigating and analysing the key development sites. The viability analysis is a property and financial based feasibility study evaluating a range of scheme options for each site applying high level build costs against estimated land assembly costs. The viability analysis identifies that redevelopment and intensification is generally able to generate financially positive development schemes, with capacity to secure wider improvements to Whitechapel's streetscape and community offer. The viability testing generally points toward:

- Ability to support high quality improvements to the public realm immediately connected to the sites and to the wider area.
- Capacity to deliver a significant amount of new affordable housing
- The collective capability of sites being able to pay for the proposed transport and movement improvements.
- The ability to fund additional community infrastructure including new open space, schools, libraries, skills and training programmes and other required facilities.
- The potential to overcome significant technical and engineering constraints.





# 7. DELIVERING THE VISION: PHASING PLAN

The evolution of Whitechapel will occur through a series of phased redevelopment. The anticipated phasing programme has regard to matters such as infrastructure implementation, relocations, land assembly as well as landowner appetite and aspirations to develop. The indicative development phases are;

- Short term (2013 - 2018),
- Medium term (2019 – 2023); and
- Long term projects (2024+)

It is acknowledged that the phasing of development will need to be carefully managed through the masterplan SPD to ensure that high quality, coordinated design outputs are achieved.

## Short Term (2013 – 2018)

- 1a Whitechapel Road/Vallance Road Junction
- 15 Former St. Bart's Trust site
- 13 Royal London Hospital (New Road Sites)
- 18 Safestore/Cavell Street/Raven Row
- 20 Sainsbury's, Cambridge Heath Road

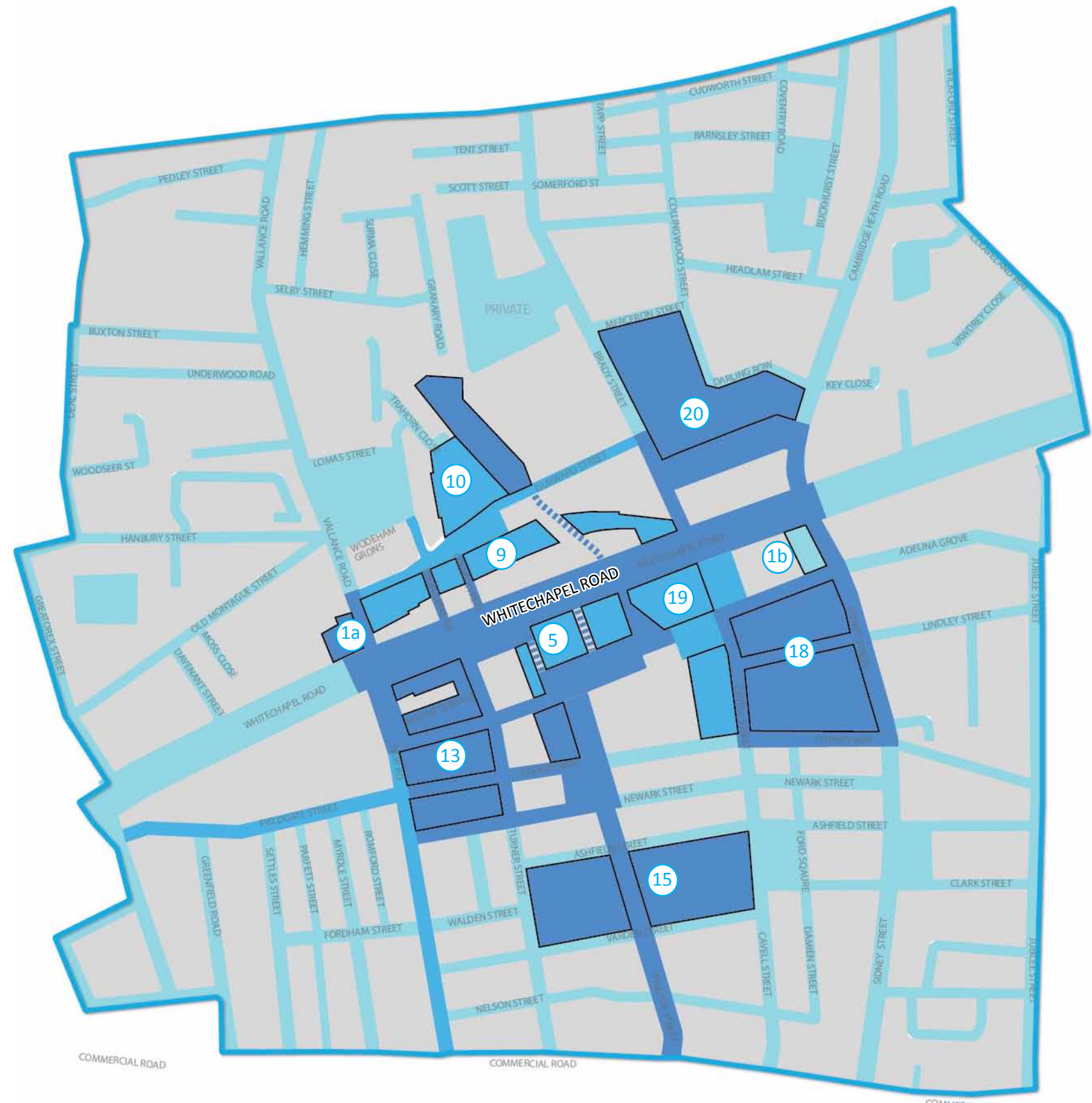
## Medium Term (2019 – 2023)

- 10 Whitechapel Leisure Centre
- 9 Whitechapel over-station development
- 5 Old Royal London Hospital (New Civic Hub)
- 19 Royal Mail

## Long Term (2024+)

- 1b Barclays

- Short Term
- Medium Term
- Long Term
- New Route





# 7. DELIVERING THE VISION: WIDER INTERVENTIONS ACROSS WHITECHAPEL

In addition to the individual delivery projects for each of the Key Place Transformations as set out in the individual Delivery Schedules, there are also a number of interventions which relate to the wider Masterplan area, as outlined below.

Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
<p><b>‘Quick win’ improvements to area</b></p> <ul style="list-style-type: none"> <li>Quick wins are intervention the local authority can lead on with a short time period working with key stakeholders to support temporary uses in vacant buildings and spaces to increase activity in the area and suggest that transformation is underway in Whitechapel</li> </ul>	<ul style="list-style-type: none"> <li>To benefit of existing residents, employees and visitors to the Whitechapel area and to improve impressions and perception of the area</li> <li>Work with partners to deliver temporary landscaping and public realm solutions e.g. around Mount Terrace / NHS car park corner site to improve visual aesthetic in short term</li> </ul>	LBTH Landowners Developers Private sector Voluntary/Charities	S106 / S278 / CIL Private sector sponsorship GLA	High	Short Term (2013-2014)
<p>Targeted <b>Employment support</b> for individuals and families in Whitechapel</p> <ul style="list-style-type: none"> <li>Enhanced employment support should focus on supporting people into jobs in the London labour market as a whole and not just new opportunities within Whitechapel.</li> </ul>	<ul style="list-style-type: none"> <li>In line with the Tower Hamlets Employment Strategy LBTH to work with its partners to support those in employment need, particularly where they face barriers not currently tackled by mainstream provision.</li> </ul>	LBTH Registered Providers Community groups Skillsmatch Local employers including RLH/QMUL	LBTH other Public sector other	High	Short to Medium Term (2013-2023)
<p><b>Enterprise Facilitation</b> for young people in Whitechapel</p>	<ul style="list-style-type: none"> <li>Targeted support to local young people to introduce and educate them about concepts of enterprise and business start-up through workshops and company visitors</li> <li>This should ensure that current young people in the area are ready to participate when new SME spaces become available in the area</li> </ul>	LBTH Local schools Local youth centres/ groups Further Education Local technology and creative production companies	LBTH other Public sector other	High	Short to Medium Term (2013-2023)
<p>Development of <b>Sector based Curricula and Training</b> for young people in Whitechapel</p>	<ul style="list-style-type: none"> <li>Work with schools and Further Education (FE) providers to develop local curricula linked to the target growth sectors identified within the Masterplan (including health, education, public sector industries).</li> <li>Could include the development of new learning materials, company visitors and business to student mentoring.</li> </ul>	LBTH Local schools Further Education Local employers including RLH/QMUL/LBTH and businesses	LBTH other Public sector other	High	Short to Medium Term (2013-2023)
<p><b>Vallance Road/Whitechapel Road Junction</b></p> <ul style="list-style-type: none"> <li>Pedestrian and cycle improvements to increase safety and improve crossing experience at this busy and dangerous junction.</li> <li>Removal of Road Safeguarding on Vallance road and associated sites</li> </ul>	<ul style="list-style-type: none"> <li>The road widening of Vallance Road/New Road/ Whitechapel junction north-south is no longer considered a strategic priority and the Council is not pursuing this highways road widening improvement programme in this location and instead promoting a comprehensive regeneration of the corner site.</li> </ul>	LBTH TfL	S106 / S278 / CIL LIP London Mayor’s Cycle Plan	High	Short to Medium Term (2013- 2023)
<p><b>Upgrade Walking Infrastructure</b></p> <p>A series of new walking routes and open spaces across the core and wider area of Whitechapel will vastly improve north-south and east-west movement. The masterplan proposes:</p> <ul style="list-style-type: none"> <li>Improvements to 20 new and existing public routes and streets connecting and integrating the community</li> <li>7 new public spaces and squares</li> </ul>	<ul style="list-style-type: none"> <li>Whitechapel currently suffers from poor connectivity which creates issues fear of crime, safety and general perception of a run down environment which lacks permeability. This in turn restricts movement for residents, workers and visitors. Transformation interventions to ‘unlock’ and repair the street network should greatly improve the walking experience across the area.</li> </ul>	LBTH TfL Developers Landowners Registered Providers	S106 / S278 / CIL LIP	High	Short to Medium Term (2013-2023)



# 7. DELIVERING THE VISION: WIDER INTERVENTIONS ACROSS WHITECHAPEL

Project Description	Project rationale	Delivery Partners	Funding streams	Priority	Timescale
<b>Improve Cycle Infrastructure</b> <ul style="list-style-type: none"> <li>Upgrades to existing cycle routes including Cycle Superhighway 2</li> <li>Promotion of new secondary routes as part of joint LBTH and TfL Strategy</li> <li>Additional public cycle parking and docking stations</li> <li>Provision of private and public cycle parking on major development sites.</li> </ul>	<ul style="list-style-type: none"> <li>Projected cycling level will increase significantly over the lifetime of the masterplan due to the increasing population in the area and the wider borough. This will increase the demand for better cycling infrastructure in terms of safe routes for all levels of cyclists.</li> <li>Adequate facilities including secure parking, changing facilities and signage are required in Whitechapel. Further upgrades to Cycle Superhighway 2 are required by TfL.</li> </ul>	LBTH TfL Developers Landowners Local Businesses Registered Providers	S106 / S278 / CIL LIP Mayor of London's Cycle Plan	High	Short to Medium Term (2013-2023)
<b>Whitechapel Estate Capacity and Improvement Study</b> A study to assess housing estate capacity within Whitechapel masterplan area focussing on potential to explore housing regeneration opportunities to maximise residential densities especially new affordable homes and improve public realm/ landscape on the estates.	<ul style="list-style-type: none"> <li>To meet the acute need of providing more affordable and family homes in the area</li> <li>To enhance the public realm and environment that will improve safety, crime, amenity and health of local residents.</li> <li>Improve existing housing stock quality in the area</li> </ul>	LBTH RPs THH Private Sector GLA	LBTH S106/CIL Other public sector	High	Short to Medium Term (2013-2023)
<b>Medium Scale Sites</b> Carefully manage the development and growth of medium scale sites outside the district centre by preparing specialist design and planning advice that fulfils and delivers upon the ambitions of the Whitechapel Vision Masterplan	To maximise opportunities for higher residential densities by sensitively integrating new medium scale residential and mixed-use schemes with existing neighbourhoods to create sustainable and balanced communities.	LBTH Private Sector	LBTH	Low	Short to Medium Term (2013-2023)
<b>New market 'pilot' projects</b>	<ul style="list-style-type: none"> <li>Budget to support 'pilots' (i.e. infrastructure and marketing ) to test new types and location of markets within Whitechapel</li> </ul>	LBTH – Markets Team Market traders	S106 / CIL	High	Short to Medium Term (2013- 2023)
<b>Retail Training and Visual Merchandising</b> Support for existing retail and service businesses within Whitechapel to ensure that they are ready to capitalise upon changing demographic profile (and demand) and increased footfall	<ul style="list-style-type: none"> <li>This should include appraisal of current offer as well as advice on marketing and visual promotion</li> </ul>	LBTH Retail Consultants Local businesses	S106 / CIL GLA	Medium	Short Term (2013-2018)
<b>Wider Highway and Public Realm Improvements</b> A number of existing streets across the study area further upgrades to improve sate of repair, accessibility and general appearance to include landscaping. Priority should be given to New Road/ Vallance Road, Fieldgate Street, Turner Street, Sidney Street, Cavell Street and Hanbury Street.	<ul style="list-style-type: none"> <li>Improve business and investor confidence within this important commercial area</li> </ul>	LBTH TfL Developers	TfL S106/CIL	Medium	Short - Medium term (2013-2023)
<b>Whitechapel Public Health Study</b> A innovative study to improve local health amongst the residing Whitechapel population identifying and piloting town planning interventions and projects that will measurably improve public health locally.	<ul style="list-style-type: none"> <li>Currently health in Whitechapel is poor to average measured across a number of indicators and this a key contributor to quality of life for local residents.</li> </ul>	LBTH Public Health Specialist consultants Registered Providers NHS Charities QMUL	LBTH and NHS funding	Medium	Short Term (2013-2018)
<b>Bus Stop Improvements</b> Re-organisation and improvements of bus stops along core routes as part of public realm improvements to ensure good levels of public accessibility to London Bus network. <ul style="list-style-type: none"> <li>I-Bus initiative for real time information.</li> <li>Re-locations where necessary</li> <li>Facilities and stands updated and shelter capacity increased</li> </ul>	<ul style="list-style-type: none"> <li>The anticipated increased residential and employment density over the next 15 years will increase the demand on the London bus network and therefore location of new bus stops to serve existing and new sites especially large sites as a means of sustainable modes of transport.</li> </ul>	LBTH TfL	TfL S106 / S278 / CIL	Low	Short to Medium term (2013- 2023)



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