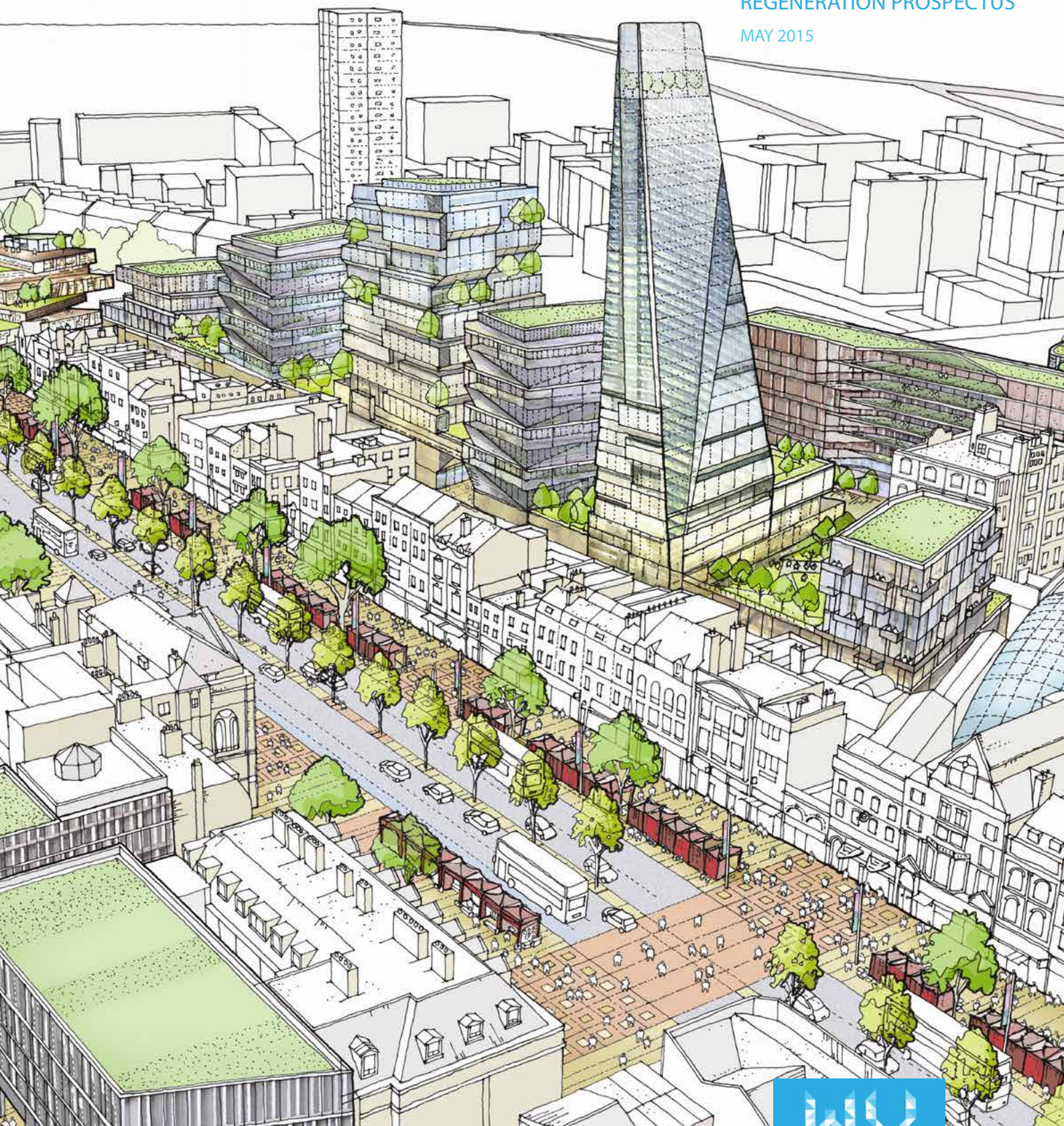


# DELIVERING THE WHITECHAPEL VISION

REGENERATION PROSPECTUS

MAY 2015



## DELIVERING THE WHITECHAPEL VISION

In 2014 the Council launched the national award-winning Whitechapel Masterplan, to create a new and ambitious vision for Whitechapel which would enable the area, and the borough as a whole, to capitalise on regeneration opportunities over the next 15 years. These include the civic redevelopment of the Old Royal London Hospital, the opening of the new Crossrail station in 2018, delivery of new homes, and the emerging new Life Science campus at Queen Mary University of London (QMUL).

These opportunities will build on the already thriving and diverse local community and local commercial centre focused on the market and small businesses, as well as the existing high quality services in the area, including the award winning Idea Store, the Whitechapel Art Gallery, and the East London Mosque.

The creation and delivery of the Whitechapel Vision Masterplan has galvanised a huge amount of support and excitement from a diverse range of stakeholders, including local residents and businesses, our strategic partners the Greater London Authority and Transport for London, and local public sector partners in Barts NHS Trust and QMUL as well as the wider private sector.

There is already rapid development activity in the Whitechapel area, with a large number of key opportunity sites moving forward and investment in the area ever increasing.

The key objectives of the regeneration of the area include:

- Delivering over 3,500 new homes by 2025, including substantial numbers of local family and affordable homes;
- Generating some 5,000 new jobs;
- Transforming Whitechapel Road into a destination shopping area for London
- Creating 7 new public squares and open spaces.
- Creating a world class Life Science Campus at QMUL

We will be kickstarting this work with three key initial projects:

- 1) The relocation of the Town Hall into the Old Royal London hospital site, providing the opportunity to bring high quality public services into the heart of this regeneration plan.
- 2) The development of the Life Science Campus, bringing world class research facilities and creating local jobs, skills, training and investment.
- 3) The arrival of Crossrail will allow a radical transformation and enhancement of Whitechapel Road and the Station, improvements to the famous street market and the creation of a new destination shopping experience for London with a safer and greener environment for pedestrians and cyclists to enjoy.

The delivery of this vision has come at exactly the right moment - when the council's role in building local communities and local economies for the future is vital. This is only the beginning and the Whitechapel Delivery Team looks forward to working with you all to bring our vision to life.



*Whitechapel Gallery*

# WHAT'S GOOD ABOUT WHITECHAPEL?

## HIGHLY CONNECTED

As the City moves east, Whitechapel is set to become one of the most connected places in the capital by public transport, with a significant rail and tube interchange at Whitechapel station. Crossrail is expected to connect the centre of Whitechapel to Heathrow in 36 minutes, City Airport in 7 minutes, Bond Street in 9 minutes, Canary Wharf in 3 minutes and Stratford in 5 minutes.

## RICH HISTORY

From being on the vital Roman trade route during the first millennium to becoming the birthplace of modern philanthropy, Whitechapel has a rich history and is full of interesting stories, often characterised by extremes of social conditions in the times of Victorian London. No more was Whitechapel at the centre of national attention than during the tragic murders committed by Jack the Ripper, the Siege of Sidney Street by Winston Churchill and the Second World War bombing of the East End. However, Whitechapel is also the birthplace of invention and innovation, typified by the world's oldest business enterprise at the Whitechapel Bell Foundry.

## DIVERSITY OF PEOPLE

The local population grew by approximately 33% between 2001 and 2011 making it one of the fastest growing areas in London and the UK. 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 in and for businesses to locate to. Currently the local community is characterised by an ethnically diverse population with over 50% being within the Asian and Asian British ethnic group and a young population with over 60% of people aged under 30.

## CULTURE

Whitechapel has a vast and diverse mix of culture influenced by the waves of migrants that have lived and continue to live in the area. This gives the area its vibrancy and edge over many other locations in London. The famous street market offering ethnic food and garments, the eclectic mix of cuisine just a stones throw from Brick Lane, and the cultural attractions of Whitechapel Art Gallery and the Royal London museum attract artists, musicians and new businesses to the area.



### **WORLD-CLASS HOSPITAL**

The Royal London Hospital is a world-class hospital facility and an integral part of the Whitechapel area. It has undergone a £1 billion redevelopment to improve the provision of health care in East London. The new building was designed by the architect HOK, and has become a catalyst for development interest within the area. Barts Health NHS Trust is currently developing its clinical strategy which will be enabled by a supporting workforce and estates portfolios.



### **MODERN LIFE SCIENCES RESEARCH**

QMUL is 228 years old and has 17,840 students in total offering subjects in Humanities, Science and Medicine within 5 campuses, one being centrally located in Whitechapel. It has an annual income of £300 million and the Medical College of the Royal London Hospital (now part of Barts and The London School of Medicine and Dentistry) was England's first medical school when it opened in 1785. The modern Blizard building and Bio Innovation Centre are hubs of clinical research excellence.



### **CIVIC PRESENCE**

The Whitechapel Idea store is London's second busiest public library with over 750,000 visitors last year, of which 80% were visitors from outside the borough. Designed by world-renowned architect David Adjaye, this 21st century public facility has been the template for modern sustainable libraries, being accessible to all and including a crèche, community meeting rooms, café and open internet access. The new Civic Hub, centred on the old Royal London Hospital front block on Whitechapel Road, will provide more centrally located Council services for local residents.



# THE MASTERPLAN VISION AND KEY OBJECTIVES

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 Whitechapel's future as an enhanced town centre, defined by its strong identity as a place to live, enjoy, do business, visit and invest in.



## Improving Accessibility

At a strategic level, public transport connectivity in Whitechapel is excellent. The Vision will promote new connections and increased legibility through new pedestrian and cycle routes linking the area. In turn, this will support better access for local people to jobs, shops and services.

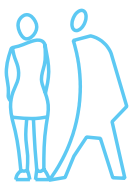


Whitechapel is a thriving and diverse centre of commercial activity which must be protected through the support of existing local businesses and trade while also harnessing new business opportunities in the area as it changes over time.

## Supporting Local Business

The promotion of Whitechapel's emerging employment sectors can increase the range and quality of jobs for local people. This will be facilitated by the expansion of the Health, Bio-Tech and Life Sciences industries at the new Life Science Campus in Whitechapel. The other important sectors for the area that will generate new jobs are Retail, Public Services, Media, Creative Production and Technology, and also Culture, Leisure and Entertainment that will boost the visitor economy.

## Creating Employment Growth



The popular street market characterises the place of Whitechapel and is a key contributor to the local economy and visitor offer. The Council supports the enhancement and expansion of this famous London street market in close consultation with traders and local businesses to ensure its long-term success.



## Enhancing the Street Market

## Sustainable Development

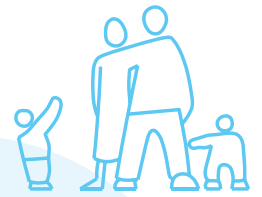


The Vision will require new development to incorporate the highest standards of sustainable design. It will also promote biodiversity and sustainable drainage through the creation of new green spaces across the area to create a low carbon community in Whitechapel.



### Transforming the Public Realm

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



An improved town centre will support new and enhanced retail, culture, community, leisure and entertainment activities. It is anticipated that approximately 3,500 homes will be built and therefore the local population will significantly increase by 2025. It is vital Whitechapel is able to respond to meet the future demands of residents, workers and visitors and ensure it captures the economic benefit of these people through expansion and diversification of uses and activities.

The Masterplan Vision will ensure it improves educational attainment through access to education and facilities at local schools in the area, and also create new programmes linking employers with training opportunities and skills development.

### Improving educational attainment, training and skills



The last 10 years have seen improvements to social and economic conditions in Whitechapel against indicators such as improved educational attainment and reduced unemployment. The Vision will actively support 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.

### Tackling Social Deprivation

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 Vision will create the right conditions to harness investment and improvement in the existing social housing through refurbishment and the delivery of new affordable housing. By improving housing quality and standards, it will create the right conditions for educational attainment, accessibility to jobs and better health.

### Improving the Housing Offer



### Expanding and Diversifying Town Centre Activity



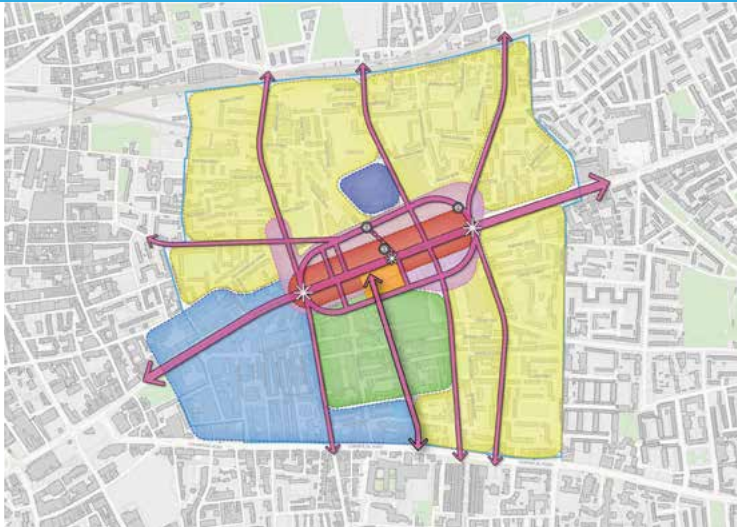
Whitechapel has long had a reputation for creativity, media, art, design and fashion. This will be promoted and encouraged as a core component of the area’s future. On-going investment in these sectors will protect and improve Whitechapel’s cultural attractions. The Vision will promote a wide range of new leisure, cultural and entertainment uses as well as capture the benefits from new development to deliver a modern and inclusive community.

### Supporting Culture, Leisure and Community Uses

### Protecting and Enhancing Heritage

Whitechapel’s rich heritage is one of its unique features and defines its urban character. The Vision will protect and enhance the existing historic environment and heritage assets through delivering high quality architecture and new public spaces.





### The Spatial Concept

- Core Retail
- Mixed Leisure/ Retail
- Cultural, Community and Creative Quarter
- Med-City Campus
- Civic Hub
- Living
- Education
- ✳ High Street Gateway
- ↔ Key Route

## THE SPATIAL FRAMEWORK

The Whitechapel Vision Masterplan has been produced by the London Borough of Tower Hamlets in partnership with planning and masterplanning consultants BDP. It sets out a spatial planning framework to manage regeneration and redevelopment in Whitechapel over the next 15 years.

It carefully draws on baseline evidence work including detailed urban design strategy, economic analysis, specialist transport advice and property appraisal together with public consultation.

The spatial concept diagram physically maps the future land uses and spatial planning framework for the area. The spatial concept informs the key places of change in the Whitechapel Vision known as the 6 Key Place Transformations.



### 6 Key Place Transformations

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





# THE 6 KEY PLACE TRANSFORMATIONS

**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.

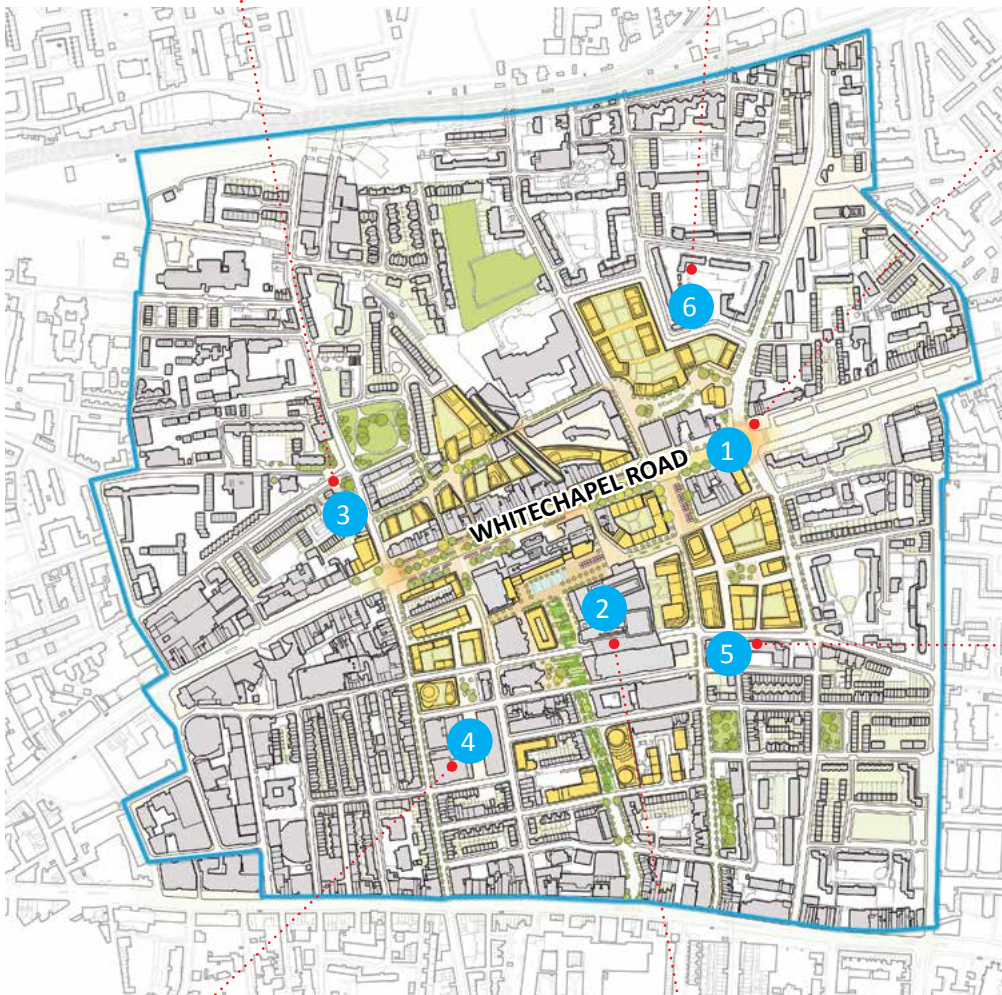
**6. Cambridge Heath Gateway** - Redevelopment of the Sainsbury's site with a new larger store, residential and community facilities, including the potential relocation of the leisure centre. It is centred around a future secondary Crossrail entrance.

**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.

**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.

**4. Life Science Campus** - Supporting the expansion of the health, bio-tech and life sciences research activities by capitalising on new opportunities for associated higher density residential and a mix of uses based around a new 'green spine'.

**2. New Civic Hub** - Bringing back the former Royal London Hospital building into civic use to improve the range of public services provided in the town centre, as well as opportunities to co-locate new employment, retail, office, cultural and community facilities.



## CIVIC HUB REGENERATION

This exciting civic hub regeneration initiative will locate a new 21st Century town hall to the site of the vacant Grade 2 listed Old Royal London Hospital in the heart of Whitechapel. The relocation of the Council town hall offices to this highly valued historic building is a key regeneration driver delivered by the Whitechapel Vision and will create a public sector service hub. The new Civic Hub will be set around a new high-quality Civic Square, which will offer enhanced routes and spaces for the local community, workers and visitors to use and enjoy. It will also be complimented by a mix of new uses, including new retail, cultural and community facilities to provide for a vibrant and sustainable development that all local residents, visitors and businesses can easily access, use and enjoy.



Grade II listed former RLH building from Whitechapel Road



Illustrative masterplan interventions for New Civic Hub

The entrance to the new Civic Hub, in the restored Grade II listed former RLH building, on Whitechapel Road



The new Civic Square and Civic Hub at the back of the former RLH building



**KEY INTERVENTIONS**

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

## REVITALISING WHITECHAPEL ROAD AND THE STATION

The revitalisation of Whitechapel Road is a key regeneration component of the Vision. It includes an ambitious transformation of the road and the public realm, which will promote Whitechapel town centre as a shopping, cultural and leisure destination, and boost local jobs and businesses. Together with the longer-term redevelopment of Whitechapel station, the regeneration will deliver a high-density residential-led mix-use scheme that will deliver new affordable homes, jobs and open spaces making it one London's most desirable districts to live, work and play.



CGIs of new Crossrail station at Whitechapel (due 2018)



View down revitalised Whitechapel Road, with new over-station development

New over-station development from Durward Street



New secondary Crossrail entrance at Cambridge Heath Road

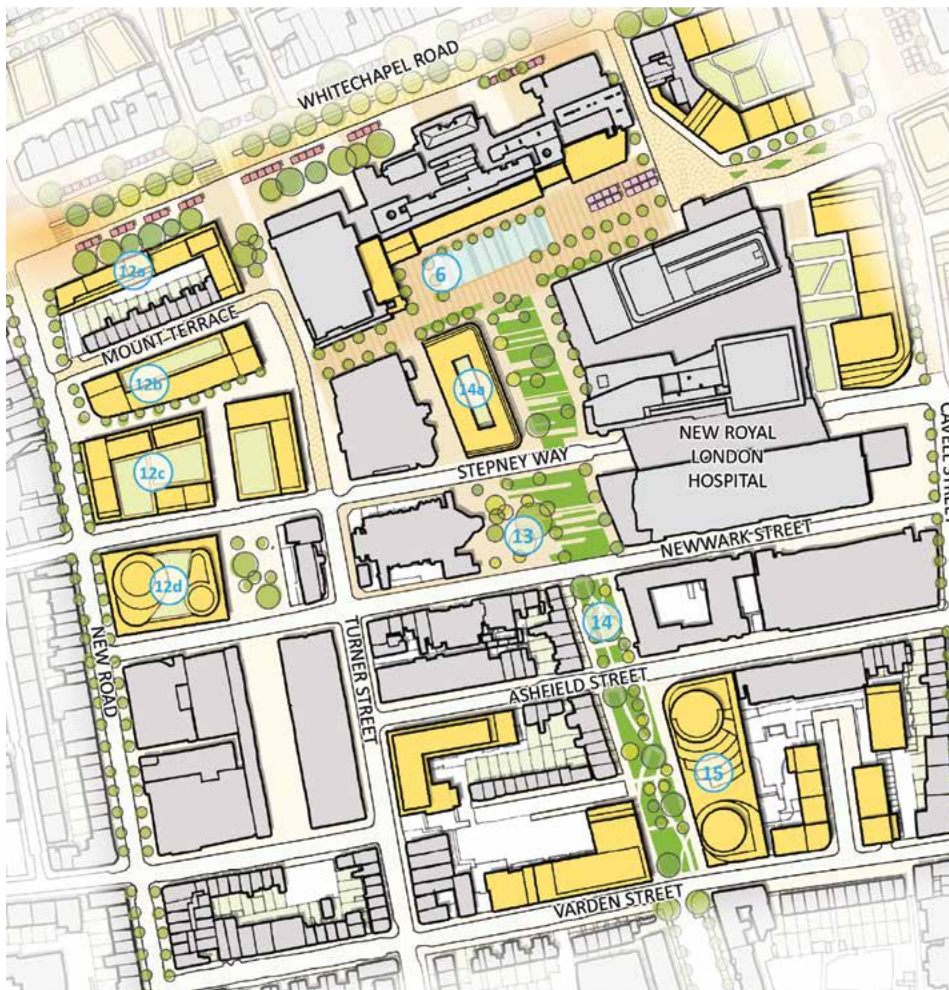


## DELIVERING THE LIFE SCIENCE CAMPUS

The creation of a new Life Science Campus is an exciting concept promoted by QMUL and supported by the Council and the Mayor of London to deliver a world-class life science research hub with the aim of making Whitechapel a global centre of excellence for London and the UK. This will draw in significant public and private sector investment generating new jobs and skills training opportunities for local people, especially young people, while boosting the local economy.



Entrance to new RLH building on Stepney Way



Illustrative masterplan interventions for Med City campus

New Green Spine through the Life Science Campus



Proposed public realm around entrance to new RLH building



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

# WHITECHAPEL VISION

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