London Borough of Tower Hamlets

TOWN CENTRE SPATIAL STRATEGY TO 2025

July 2009
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Executive Summary

As London has been transformed over the last fifteen years, so have the town centres within it. These centres have changed in the way they look, the purpose they serve, the types of shops they have and the way they are accessed and used. However today’s London town centres continue to have a vital role to play in people’s quality of life. In Tower Hamlets this is recognised in the new Community Plan which highlights vibrant town centres, that are first class and well managed places where people come together for business, shopping and recreation. The borough’s emerging Core Strategy translates these priorities into a spatial objective that seeks to create a network of rejuvenated town centres across the borough. In short, town centres matter – economically, socially, environmentally and physically.

Renaisi, Roger Tym and Partners and Space Syntax were appointed by the Council to develop a Town Centre Spatial Strategy that would set out how town centres in the borough could be developed over the next fifteen years. The commission was ambitious and intended to take town centres beyond the requirements of statutory planning policy guidance to provide Tower Hamlets with a framework for place shaping to coordinate physical growth and development with economic regeneration and local management priorities.

The spatial strategy was developed between July 2008 and February 2009 and is founded on an evidence base consisting of three studies - a borough portrait that sets the wider socio-economic, policy and strategic context for town centres; a retail capacity study that looked at retail and leisure patterns, trends and projections; and a spatial baseline report that provided an analysis of multi-scale accessibility, urban design and land use. From this evidence base a spatial vision and strategic aims, along with individual visions and delivery frameworks for each of the key town centres were developed. The vision and aims were then closely aligned with the Core Strategy Options and Alternatives for Places Consultation Document (CS OAP). An extended group of stakeholders from inside and outside the Council were involved throughout the preparation of the strategy to ensure it was realistic and deliverable.

According to the measures of town centres’ health, as specified in Planning Policy Statement 6, most town centres in Tower Hamlets are reasonably healthy. Many town centres in Tower Hamlets have benefited, as have other town centres in London, from the extraordinary growth of London in the last fifteen years with more footfall, greater consumer expenditure and, in some cases, improvements in the public realm. However this growth has also brought significant challenges. To the west of the borough the City Fringe area has come under significant pressure to absorb new leisure, cultural and office development from ‘the City’. This has placed further physical strain on the existing urban form and the residential communities who live within and around the area. In particular the management of local environmental issues, such as noise and street cleanliness, has become increasingly important. The remaking of Docklands is well documented and has contributed significantly to the economic and social transformation of the borough over the last 10 years. How this growth can make an even greater contribution to the well being of local people is an opportunity that needs to be capitalised upon. Finally, the central and eastern areas of the borough contain many smaller town centres, where there is less pressure for growth but where the population will continue to grow and change in make up. Many of these town centres provide very local, but vitally important services to some deprived neighbourhoods. How they operate and how they are developed will be critical to delivering some of the aspirations set out in the Community Plan.

All of the town centres have, and will continue to be subjected to the continuing economic and social remaking of the borough driven by London’s growth and position as a global city. As different parts of the borough will be impacted upon in different ways by these changes, town centres will require different approaches to secure their futures. At the present time the economic outlook is variable, however the Town Centre Spatial Strategy is to 2025 and the majority of economic forecasts indicate a return to growth in the short to medium-term. Development opportunities will be crucial to the remaking of the borough’s town centres over the term of the strategy and therefore many of the recommendations made, relate to the planning framework.
The overall vision for town centres in Tower Hamlets is set out below

Refocusing On Our Town Centres

“By 2025 Tower Hamlets will be refocusing on its town centres, ensuring they are places at the heart of local civic life, which are vibrant, inclusive and accessible. The role of each town centre will differ, in order to serve all members of the community according to its character and function. Each of the town centres in Tower Hamlets will form part of a rejuvenated, interconnected network of hubs for shopping, leisure, civic and associated housing uses”

To achieve this, the strategy sets out four overarching aims for the borough, supported by the evidence assembled.

- **Planning town centres** - Town centres should be proactively planned in a way that a clear and compelling vision for each town centre is established based on sound evidence and effective consultation. An appropriate hierarchy and boundaries are determined with a distinctive balance of uses in each town centre. For example, the evidence found that town centres uses had spread westwards down Bethnal Green Road outside its designated boundary. In response to this, the town centre boundary could be extended to better reflect the town centre activity.

- **Designing town centres** - Town centres should be designed in such a way that ensures high quality public realm and good urban design, (re)introduces safe and secure street patterns and maximises the use of public assets. For example, the Council’s ownership of many of the units in Watney Market affords the possibility to create more active frontages along the Commercial Road section of Watney Market in order to ensure a stronger relationship with the main thoroughfare of Commercial Road.

- **Managing town centres** - Town centres should be managed in such a way that enables them to attract investment, exploit the presence of successful street markets, support thriving independent enterprises and effectively manage the evening economy. Brick Lane is a clear example where there is a need to develop a more effective approach to integrating the different service-delivery mechanisms of key agencies, such as street cleaning, licensing and local policing. This will improve the safety and cleanliness of the town centre enhancing its economic competitiveness.

- **Connecting town centres** - Town centres should be developed in a way that maximises local accessibility and exploits their role as strategic transport interchanges. Crossharbour is the clearest example where promoting a strong and legible street network and developing pedestrian connections to Millwall Dock could enhance the overall effectiveness of the town centre.

In light of government guidance and the evidence collected for the development of the strategy, it is proposed that the London Borough of Tower Hamlets adopt the following six borough-wide recommendations to deliver the strategy:

- Adopt the Town Centre Spatial Vision as the broad basis off its approach for delivering the strategy. In implementing the strategy use the objectives and priorities contained within the Town Centre Spatial Strategy Objectives and Priorities diagram (set out overleaf).

- Adopt the proposed Town Centre Hierarchy and Activity Areas and use the town centre designation criteria as the basis for monitoring, reviewing and updating the hierarchy to ensure that all designated town centres are fulfilling their role.

- Review town centre activity and reflect any changes in the designation of new boundaries. This should be shown in the forthcoming Proposals Map, Development Management Development Plan Document and also the Site Specific Allocations Development Plan Document.

- Direct additional comparison retail floorspace mainly to Canary Wharf, Chrisp Street, Brick Lane, Bethnal Green, Crossharbour and Bromley By Bow.

- Direct additional convenience retail floorspace mainly to Bethnal Green, Roman Road East, Whitechapel, Crossharbour and Bromley By Bow.

- Adopt the approach of the town centre delivery framework as a ‘working guide to action’, which will be continually updated.

- Ensure floorspace targets and the health of town centres are regularly monitored. Monitoring should take place through the Annual Monitoring Report or retail audits for all town centres.
This is a strategy to 2025. It is therefore built upon the basis of achieving long-term success and designed within a framework that will allow for market fluctuations and create town centres that will be vibrant, attractive and inclusive, serving all members of the local community. It sets out a range of interventions that go beyond the realm of traditional land use planning to achieve the vision set.

On this basis, a set of town centre delivery frameworks have been developed as ‘guides to initiate action’ that serve as tools to bring stakeholders together to agree common visions and priorities based around the spatial delivery framework set out below. These frameworks are intended to enable stakeholders to develop effective spatial policy for town centres.

Town Centre Spatial Strategy Objectives and Priorities diagram
1. A Spatial Strategy for Town Centres in Tower Hamlets

Promoting Town Centres

1. In London town centres perform important social and economic roles for different places. In some instances they are important engines of economic activity and growth that provide business and employment opportunities. In other cases they are social assets that help bring people together as focal points for meeting, socialising and congregating.¹

2. However town centres, not just in Tower Hamlets but across London, are changing in their urban form, the way they look, the purpose they serve, the types of shops they have, the way they are accessed and ultimately the way they are used.² What has not changed is the vital role that town centres continue to play in aiming to contribute to people’s quality of life, enhancing community cohesion, and providing economic opportunity and employment. Such an understanding is recognised in the new Tower Hamlets Community Plan.³

3. However, if town centres are to maintain their important role in Tower Hamlets they will need to tackle some of the key challenges they face including:

   • Competition: increasing numbers of people shopping on the internet or going to out of town centres such as Lakeside
   • Poor quality town centre environment: under-investment or lack of ownership in maintaining the physical and social fabric of town centres
   • Attracting investment: difficulty in securing sustained levels of private and public investment (including marketing) into town centres
   • Accessibility: this can vary on both local and strategic levels and may favour pedestrians over car users, or vice versa
   • Population change: this can lead to changing shopping habits which retail provision will need to respond to

4. The Tower Hamlets Community Plan and the Core Strategy Options and Alternatives for Places Consultation Document (CS OAP) contains four key spatial themes: strengthening neighbourhood well-being, enabling prosperous communities, designing a high quality city and living and working in environmental limits.⁴

5. The CS OAP vision is “to have a hierarchy of interconnected centres that are hubs for shopping, commercial, housing and civic uses. They will be important places for all members of the local community to access services. The centres will be located on main routes that are highly accessible by all forms of transport and by walking. The role, function and size of each centre will differ, reflecting an integrated hierarchy of centres across the borough and the region. The development of derelict or underused sites will contribute towards creating this pattern of use.”⁵ The role of the Town Centre Spatial Strategy (TCSS) is to set out a framework that can deliver the CS OAP’s vision for town centres that deals with the local challenges they face. See Diagram 1: Strategic Fit to see how the Town Centre Spatial Strategy relates to the Core Strategy and other planning guidance.
Spatial Strategies

6. Public policy and land-use planning have too often been divorced at national, regional and local level. The role of public policy has been concerned with socio-economic problems which were perceived to be aspatial in nature, whilst planning saw itself as exclusively concerned with ‘land-use issues’.

7. More recently however, there has been a recent shift to a more place-based focus. A recent paper by Communities and Local Government, ‘Why Place Matters’, states that there are four clear reasons behind the rationale for spatial policy that joins up policy-making with traditional land use planning into a new system of spatial policy, these are that:-

- Drivers of productivity come together in places;
- Place can and does impact on social and economic outcomes;
- There are limits to people’s ability to move and commute; and
- Place enables targeting of concentrated groups.

8. The approach to spatial strategy development taken here considers the spatial elements that influence the development of centres. For the borough of Tower Hamlets the key spatial elements are derived from work done by the Royal Town Planning Institute. They are:-

- **Policy**: the wider policy framework, including the Community Plan, Local Area Agreement, Core Strategy, associated Local Development Framework Documents and other relevant strategies that affect the development and management of town centres.
- **Place**: the spatial connectivity and accessibility features of a place and its inherent quality and character, landscape, role and function;
- **People**: the demographic and socio-economic features of what make up a place and the kind of place that it is; and
- **Projections**: the key social, economic, physical and environmental trends and drivers of change impacting on place.

9. In the light of this new thinking on spatial policy the new spatial planning agenda brought in by recent Planning Policy Statement 12: Local Spatial Planning (PPS 12) puts forward a new approach to planning our cities. It makes clear that spatial planning needs to deliver a tailored and distinctive policy approach that has a good understanding of the dynamics of a place, how it works physically, economically and socially, and reflects local people’s aspirations. Spatial plans also need to act as a delivery mechanism to deliver the ambitions of other public services and key stakeholders. This calls for a town centre spatial strategy to go beyond the current PPS 6 (Planning for Town Centres, 2005) and draft PPS 4 (Planning for Prosperity, 2009) requirements.

Tower Hamlets Town Centre Spatial Strategy

10. The timing of this strategy has provided a particular challenge in a number of respects.

11. Firstly, the potential unprecedented growth over the long-term driven by Canary Wharf, Crossrail and the 2012 Olympic and Paralympic Games, set against the short-term uncertainties related to an economic recession. Over the long-term Tower Hamlets anticipates around 32,000 new homes by 2017 and over 100,000 new jobs by 2020 leading to considerable growth in residential population and an enlarged ‘worker population’. This growth will have a significant impact on town centres in the borough and especially the provision of adequate social and physical infrastructure. Therefore, the town centre spatial strategy will be a critical tool in helping to manage the sustainable growth of town centres over the next 15 years.
12. Secondly, during 2008 Tower Hamlets reviewed many of its key strategic policies including the Local Development Framework’s Core Strategy and its broader approach to local service provision. Within the period of formulating this town centre spatial strategy the Core Strategy and Urban Characterisation Study have been developed. The town centre spatial strategy has served to inform and develop the Core Strategy Options and Alternatives for Places Consultation Document by providing critical evidence. A strategic aim of the ‘places’ work is to develop distinctive detailed spatial plans for each of the places identified in the borough. The following diagram shows the ‘places’ identified in Tower Hamlets.

13. Thirdly, the timing of this strategy is also important because of proposed changes to wider national and regional policy. PPS6 is currently being drafted with the new ‘impact test’, which will require retail-based planning decisions to take greater account of wider social and environmental considerations. More recent proposals have seen a merging of PPS4 and 6, in order to streamline planning policy guidance. In addition, the London Plan is now under a three-year review process. It is vital that this strategy is developed, in such a way, that it is not only robust, but also flexible, to adapt to future national and regional policy changes.
The Process of Building a Spatial Strategy

14. This section briefly explains the approach adopted to develop the overall spatial strategy. For a detailed description of the methodologies employed for each of the studies please see reports of the evidence base contained in the appendices to this report.\(^\text{13}\)

15. A four-step research approach was devised to build a spatial strategy for town centres in Tower Hamlets. The approach was built on best practice from the Prime Minister’s Strategy Unit \(^\text{14}\) and the Royal Town Planning Institute \(^\text{15}\). The key stages are set out below.

- **Stage One** - Project plan and methodology.

- **Stage Two** - Research and production of the base data on how town centres currently work economically, socially and physically within their immediate and wider context. Three pieces of evidence were commissioned:
  - **Borough Portrait**: Sets the wider socio-economic, policy and strategic context for town centres in Tower Hamlets. It draws out the wider challenges facing town centres in the borough such as population growth, the property market and the physical constraints and opportunities faced by places in Tower Hamlets.\(^\text{16}\)
  - **Retail Capacity Study**: Looks at retail and leisure patterns, trends and projections for the whole borough and each of the town centres. It looks at the potential of the borough to absorb additional retail floorspace.\(^\text{17}\) Substantial resident and trader consultation took place to inform the study.
  - **Spatial baseline**: Provides a detailed and technical analysis of multi-scale spatial accessibility (micro, meso, macro), strategic urban design profiling and land use in Tower Hamlets. The evidence helps to enable a better understanding of not only how people move in, out and within the borough, but also a detailed understanding of land use.\(^\text{18}\)

The output of **Stage Two** was the evidence base that was presented and discussed with key stakeholders.

- **Stage Three** - Developing the vision and strategic aims for town centres across the borough along with individual visions for each of the key town centres. The vision and aims were closely aligned with the Local Development Framework’s Core Strategy and ‘Places Plan’. During the third stage, recommendations for each of the town centres were developed through a series of workshops involving external and internal stakeholders.

The output of **Stage three** was the aims and priorities for each town centre.

- **Stage Four** - Identification of potential tools for delivering priorities in the strategy. This has included identifying relevant policies, strategies and mechanisms, and concluded with the production of a proposed delivery framework.
Figure 3 Spatial Strategy Process
2. Town Centre Evidence Base

Borough Portrait

16. The Borough Portrait sets out the three distinctive functional geographies of the ‘City Fringe’, ‘Remixed Docklands’ and ‘Urban Hamlets’ that form the borough of Tower Hamlets. These geographies are shaped by the borough’s physical, social, economic and environmental characteristics and influence the development of the borough’s town centres. It is also clear from this analysis that town centres perform varied and distinct roles according to their position and accessibility and therefore will require different approaches to their development over the lifetime of the strategy.19

• The ‘City Fringe’ area is characterised by its close proximity to Central London. Town centre footfall is a mix of diverse residential communities including a substantial portion living in social housing, people employed in a variety of niche industries, such as the creative sector and a growing visitor group to these areas.

• The ‘Remixed Docklands’ area covers the area from St Katherine’s Dock in the west to the Isle of Dogs and Leamouth in the east. It is characterised by its distinct urban form of high rise blocks of apartments and office blocks, strong strategic transport links, its close proximity to the Thames and the former docks and, until recently, its growing service-economy in a number of locations.

• The ‘Urban Hamlets’ area makes up the central and eastern areas of the borough. Centres in these areas are highly embedded in the diverse residential communities they serve, such as the Bangladeshi community. Whilst these centres supply mainly a range of essential comparison and convenience items, they serve a wider social and civic role, importantly through their street markets, as places of social and civic exchange.

17. Projections show that property development activity will remain slow in the short-term with (increased) uncertainty around the residential property market and the economy in general. In the medium to long-term future development will return and is likely to be uneven and largely driven by the market. How this development is managed and influenced will be a feature of policy.

18. The TCSS has a specific role in the local place shaping architecture linking the Community Plan and the Core Strategy. To achieve this, and to manage the development of town centres over the period to 2025, the Borough Portrait provides an overall vision for the borough’s town centres and a set of four strategic objectives that are explained in detail within Chapter 3 of this strategy.

Retail Capacity Study

19. The study found that most centres in the borough were in good health.20 During the consultation exercises there was strong support expressed for street markets and independent shops in different parts of the borough.21 Consultation responses also exemplified the important role town centres play in strengthening local identity and acting as anchors for social cohesion.22 However, there were concerns raised through the on-street shopper surveys about the cleanliness and safety of certain centres.23

20. Looking at the future retail capacity, the study found that there was the potential for a significant net increase in retail floorspace by 2017: up to 16,600 sqm of net comparison floorspace and 17,710 sqm of net convenience floorspace.24 The study also found that leisure expenditure looks set to grow and this could support new additional leisure facilities such as gyms, cinemas or restaurants.25

21. On the basis of the existing patterns and trends of retail, the study recommends directing additional comparison capacity mainly to Canary Wharf, Chrisp St, Brick Lane and Bethnal Green. The study recommends increasing the level of convenience floorspace in Bethnal Green and Roman Road East where there is currently a lack of provision, as well as Whitechapel, Crossharbour and Bromley-By-Bow where there is currently over trading 26.
22. The Spatial Baseline provides a detailed and technical analysis of multi-scale spatial accessibility (micro, meso, macro), strategic urban design profiling and land use in Tower Hamlets. The spatial baseline underlined the importance of population, urban design and accessibility as key drivers behind the formation of town centres. The borough’s (formally designated) district town centres fall on major strategic roads or public transport nodes with the exception of Roman Road East. The study also found a strong correlation between accessibility, residential density and the level of expenditure around the town centre. Accessibility was more of a challenge at the local pedestrian level for some centres where the urban fabric had been severed particularly in places immediately between the town centre and the surrounding residential areas. Clearly there is a need for improving the connectivity of some centres to their surrounding neighbourhoods.

23. Partly as a result of high levels of accessibility, town centres and clusters of town centre activity have formed in places outside the designated town centre hierarchy. On the one hand, this points to a need for policy to designate new centres in certain places and also to constrain ‘town centre development’ in appropriate places. For example, the town centre activity that has developed around Mile End could be recognised through a town centre designation, whereas the growth of Chrisp Street Market north of Langdon Park is deemed inappropriate and needs policies to manage this type of development activity. On the other hand, the intense growth of activity in the ‘City Fringe’ area and around Canary Wharf represents unique clusters of town centre activities that require their own distinctive, tailored and managed approach to future development to ensure the benefits of such development activity can be maximised in a positive and sensitive manner.

24. Whilst accessibility and the resulting land use patterns that follow are important, the study also found that the urban form of town centres can determine the character and specific land use in town centres. For instance a long linear town centre is likely to have a repetitive pattern of land use with many similar shops and uses along the same street as people tend to use one section of a long linear street. The study found four types of different centres in the borough. The form of these centres has significant impacts on their accessibility therefore their functioning as viable and vital town centres. The graphic overleaf demonstrates, with examples, these different types of centres:

- **Contiguous pervasive centre**: These centres have blurred edges and are pervasive and contiguous in the main central area. In London this configuration can be found in Central London in the City and West End otherwise known as the Central Activities Zone. The pervasive configuration allows for a varied relationship with town centre users and different types and scales of transport.

- **Online linear centre**: These centres are located on main arterials such as the strategic road network and typically known as a ‘high street’ they are the most common town centre in England. They have a locational advantage in terms of access to different scales of transport choices and their embedded nature within a residential area. However, such centres experience a conflict between motorists, cyclists and pedestrians that can affect the quality of experience.

- **Offline, online centre**: These centres are marginally located just off main arterial roads, but still sitting close to a linear street these centres are embedded within residential areas provide both different scales of transport and promote a better interface and higher quality of experience than traditional online centres.

- **Offline pod**: These centres push the offline form to the extreme; this spatial configuration can be observed in shopping malls or large retail parks. The configuration sometimes offers very good public transport provision but suffers from a poor relationship with surrounding residential areas.
Contiguous Pervasive

*Examples*

- Brick Lane
- Wentworth Street

Online

*Examples*

- Whitechapel
- Roman Road East
- Bethnal Green

Offline online

*Examples*

- Watney Market
- Chrisp Street

Offline pod

*Examples*

- Canary Wharf
- Crossharbour
25. The TCSS has been built on a solid foundation of evidence and robust stakeholder consultation. The table below sets out for information, the key elements of the evidence base. This evidence has underpinned the main findings of the town centre spatial strategy. Please refer to the supporting studies for further detail:

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<td>Urban form of centres</td>
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</tr>
</tbody>
</table>
3. Town Centre Spatial Vision and Strategic Objectives

Town Centres in Tower Hamlets 2025

26. The Borough Portrait informed an overall vision for town centres in Tower Hamlets that encapsulates the aspirations of the Council and its partners, as laid out in the Community Plan and the emerging Core Strategy. The portrait is founded upon the functional geographies that influence and shape the borough and recognises the unevenness of development that will impact upon town centres.

27. The overarching spatial vision therefore is:-

*Refocusing On Our Town Centres*

“By 2025 Tower Hamlets will be refocusing on its town centres, ensuring they are places at the heart of local civic life, which are vibrant, inclusive and accessible. The role of each town centre will differ, in order to serve all members of the community according to its character and function. Each of the town centres in Tower Hamlets will form part of a rejuvenated, interconnected network of hubs for shopping, leisure, civic and associated housing uses”
28. An effectively implemented and delivered strategy should contribute to a town centre network in Tower Hamlets to resemble the description set out below:

29. The City Fringe, Canary Wharf and Stratford will provide the major shopping and leisure offer for residents of Tower Hamlets and East London outside of the West End. The ‘City Fringe’ area and especially Brick Lane will provide an increasingly specialised offer that serves the growing creative and cultural workforce, whilst also serving the diverse range of residents that live in and around the area. Improvements to the East London Line and the delivery of Crossrail will enhance the accessibility of the City Fringe making it one of London’s key visitor destinations. On the back of sustained private investment, the delivery of Crossrail and improved pedestrian links to the south and north of Canary Wharf, will ensure it grows into one of the most important town centres in London and is the economic engine of East London, providing jobs and opportunities for the residents of Tower Hamlets. Stratford will also play a key role in the economic life of Tower Hamlets providing jobs for local people along with being East London’s main destination for department store shopping.

30. Tower Hamlets’ district town centres will be strengthened into part of a wider integrated network of town centres that serve the diverse needs of residents in Tower Hamlets, whilst also providing economic opportunities, such as new jobs, for many. Investment into major transport infrastructure programmes, such as Crossrail and especially the East London Line Extension, will help the evolution of Whitechapel into a key economic hub. It will also be a locally distinctive place valued by residents. Watney Market will be a unifying focal point for the area, connecting into the wider fabric of London through the extended East London Line. Around Bromley-By-Bow, there will be substantial investment into the remodeling of the A12, new civic infrastructure and sustainable residential development. This process of transformation will result in a new town centre for Bromley-By-Bow serving the growing residential community on both sides of the River Lea.

31. Residential growth across the borough will be capitalised upon and will act as a driver for change in the borough’s town centres. Focused civic investment into the east of Bethnal Green and proactive planning around the cultural industries in the west of the centre will result in a thriving centre at the heart of civic life. Chrisp Street will build upon the wider housing regeneration of Poplar to renew Chrisp Street into a strengthened centre with a wider diversity of retail and leisure provision. Roman Road East will become a distinct alternative to the hustle and bustle of modern London, offering a cleaner, safer and quieter place to shop and enjoy East London life, whilst Roman Road West will complement its surrounding centres to become a distinctive thriving enterprise hub for professional services.

32. In order to achieve the vision, four strategic objectives have been developed that seek to ensure town centres are developed appropriately.

These are:

- **Planning town centres** - Town centres should be proactively planned in a way that sets clear and compelling visions for the borough’s major and district town centres (based on sound evidence, effective consultation) and establishes an appropriate hierarchy and boundaries to deliver the vision along with a distinctive balance of uses in each town centre.

- **Designing town centres** - Town centres should be designed in such a way that ensures high quality public realm and good urban design, promotes safe and secure street patterns and maximises the use of public assets to strengthen and refocus town centres.

- **Managing town centres** - Town centres should be managed in such a way that enables them to attract investment, exploit the presence of successful street markets, enables thriving independent enterprises and actively manages the evening economy.

- **Connecting town centres** - Town centres should be developed in a way that maximises local accessibility, such as the improvement of walking, cycling and public transport facilities, and exploits their role as strategic transport interchanges.

33. The vision and strategic objectives are closely aligned with the CS OAP preferred option of having a hierarchy of interconnected centres that are hubs for shopping, commercial, civic and associated housing functions. Each of the strategic objectives is also supported by the wider evidence base.
Planning Town Centres

34. All three elements of the evidence support the need for a planned approach to town centres resulting in a set of priorities for action.

35. The Spatial Baseline and Retail Capacity research into land use found that town centre activities have spread outside the formally designated town centre boundaries and in some cases, such as Mile End, town centres uses were clustering in locations that were not actually designated in the existing Unitary Development Plan hierarchy. The TCSS recognises that future housing growth planned in parts of the borough, such as the Lower Lea Valley, have an existing low level of retail and town centre uses. Therefore, this strategy has considered the need for new town centres in growth areas. Resulting from this has been the need to review the boundaries and designations. This entails the development of an appropriate town centre hierarchy reflecting places that have town centres, along with relevant town centre boundaries that reflect current and potential future levels of town centre activity.

36. The Spatial Baseline and Retail Capacity Study found that the different town centres in the borough had different patterns of land use. For instance, Bethnal Green had more comparison retail than other uses, whereas Whitechapel had more leisure and employment uses. These mixes are partly the result of consumer behaviour, historic and economic trends and the capacity of the building stock and the wider urban fabric to adapt to these patterns and trends. Over the next 15 years additional retail and leisure capacity should be allocated consistent with the town centre priorities that help each town centre develop a distinctive balances of retail, leisure, civic and commercial and associated housing uses.

Designing Town Centres

38. The Spatial Baseline found a variety of design challenges facing different town centres. The evidence points to a need for design-based approach to town centres. The Spatial Baseline profiled the urban design and layout of town centres. The baseline measured the block size of buildings and segment size of groups of buildings in a high street and at a 400 metre and 800 metre catchment area. In certain centres, the block size and/or segment size were well in excess of good urban design standards.

39. The nature of the different urban forms of town centres in Tower Hamlets should result in priorities focused around good quality urban design providing safe and secure streets that result in smaller block sizes and reduced segment sizes to enhance movement and safety around centres.

40. Another set of challenges analysed by the Spatial Baseline was the individual quality of buildings, shopfronts and public realm. In certain areas the baseline found a need to improve the exterior quality of buildings to enhance the experience of the centre. Also, the study found a correlation between high population density town centres and low quality public realm. Evidence shows the need to develop priorities for building partnerships with public and private landlords and property developers to improve the quality of buildings and shopfronts and deliver high quality town centre-based public realm.

41. The Council will need to capitalise on its role as a major landowner to deliver the TCSS. The Council will identify ways that public sector built assets in and around the town centres can be better utilised to directly improve the design of town centres, their economic competitiveness and their contribution to social cohesion.
Managing Town Centres

42. All the pieces of evidence clearly indicated the need for a more managed approach to town centres across the borough.

43. The Retail Capacity Study revealed two key findings about local shopping patterns. Firstly, town centres in Tower Hamlets are not capturing the wealth of Tower Hamlets’ residents: for every £1 spent on retail only 23p goes to town centres in the borough. Given the borough’s proximity to Central London this is not surprising and this trend is similar to other inner London boroughs. However there could be scope, for example, by improving the range of shops, to capture more expenditure. Secondly, the study reflected that despite the ‘leakage’, local independent shops and street markets in the borough remain highly popular and of importance for residents. There is also a need to encourage local enterprise to take a more proactive approach to maintaining and enhancing thriving independent local traders. How local town centres remain viable will require active management.

44. Both the Retail Capacity study and Spatial Baseline revealed the need for enhanced management arrangements for markets and public spaces. The capacity study found that the cleanliness and safety of the markets was a concern. The spatial baseline identified areas of poor quality public space provision in places. This translates into a clear priority for well managed markets and public spaces.

45. The Borough Portrait’s research into property development and ownership exemplified the need for attracting higher levels of sustained private investment into some centres, particularly in the centre and east of the borough, such as in Roman Road East and West. Whilst maintaining a vibrant local independent sector is important, it is also equally important to draw in sustained investment that improves the quality of town centres.

Connecting Town Centres

46. The Spatial Baseline highlighted the crucial importance of connecting centres to the wider urban fabric. Research into the urban fabric of town centres and their immediate hinterlands found that many town centres were not always locally accessible and often disconnected from their immediate residential areas, transport interchanges or local open spaces. Blockages and barriers include broken street network with dead end streets as a result of development from public and private sectors as well as infrastructure such as railways and main roads. This makes it a priority to reconnect centres with their local surroundings, which are integrated with transport interchanges and open spaces. Where possible this should be achieved by optimising the local accessibility of the street pattern within a 10 to 15 minute walk. In some cases this may involve promoting legible and permeable street patterns that draw on best practice from the Commission on Architecture and the Built Environment, in other cases it may involve more creative physical interventions, such as new areas of public realm.

47. The High Street 2012 work found that there were inadequate arrangements for car parking and servicing space around some centres and street markets. Some centres, such as Whitechapel, clearly need appropriate spaces for managing its street market and the car parking pressure that puts on the centre. This points to a need for appropriate and measured parking and servicing space.

Developing Policy and Implementation

48. Stakeholder workshops were used to develop distinctive priorities and delivery tools for each centre. Both the priorities and tools were ‘tested’ against other plans and strategies. For example the priorities were tested against the priorities developed for each of Tower Hamlets’ Places, such as Whitechapel. The workshops were also used to help define the visions for each of the centres. A number of priorities and implementation tools were then developed for each centre. These are set out in chapter 6.
4. Tower Hamlets’ Town Centres

Town Centre Hierarchy

49. The town centre hierarchy is an important policy tool for guiding development in town centres. It helps set out what role and function different town centres in the borough perform in relation to each other and across London. Its importance also lies in helping to guide the future development of town centres by giving them a designation based on their current and future role and function. The existing hierarchy is shown below.

50. The evidence base has revealed a need to review the hierarchy and update it from the Adopted Unitary Development Plan 1998. The proposed hierarchy reflects the growth of existing town centres, the emergence of new town centres and the future growth of other centres such as Bromley-By-Bow. The intention is to develop a sustainable hierarchy that will reflect the different roles and functions town centres play in Tower Hamlets over the life of the development plan. The proposed town centre hierarchy is shown in the following diagram.
Figure 8 Proposed Town Centre Hierarchy

TOWN CENTRE HIERARCHY
- CAZ Frontage
- Activity Area
- Major
- District
- Neighbourhood
- Open Space

(Please note that Figure 9 provides details of the which numbers correspond with which town centres in the proposed hierarchy)
<table>
<thead>
<tr>
<th>Existing Town Centre Hierarchy</th>
<th>Proposed Town Centre Hierarchy</th>
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</thead>
<tbody>
<tr>
<td><strong>Central Activity Zone Frontage</strong></td>
<td><strong>Central Activity Zone Frontage</strong></td>
</tr>
<tr>
<td>1. Wentworth Street</td>
<td>1. Wentworth Street</td>
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<tr>
<td><strong>Activity Area</strong></td>
<td><strong>Activity Area</strong></td>
</tr>
<tr>
<td>2. City Fringe</td>
<td>2. City Fringe</td>
</tr>
<tr>
<td>3. Canary Wharf</td>
<td>3. Canary Wharf</td>
</tr>
<tr>
<td><strong>Major Centre</strong></td>
<td><strong>Major Centre</strong></td>
</tr>
<tr>
<td>2. Canary Wharf</td>
<td>2. Canary Wharf</td>
</tr>
<tr>
<td><strong>District Centre</strong></td>
<td><strong>District Centre</strong></td>
</tr>
<tr>
<td>3. Whitechapel</td>
<td>5. Whitechapel</td>
</tr>
<tr>
<td>5. Roman Road East</td>
<td>7. Roman Road East</td>
</tr>
<tr>
<td>6. Roman Road West</td>
<td>8. Roman Road West</td>
</tr>
<tr>
<td>8. Chrisp Street</td>
<td>10. Chrisp Street</td>
</tr>
<tr>
<td><strong>Neighbourhood Centre</strong></td>
<td><strong>Neighbourhood Centre</strong></td>
</tr>
<tr>
<td>10. Brick Lane</td>
<td>14. Columbia Road</td>
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<tr>
<td>11. Columbia Road</td>
<td>15. Wapping Lane</td>
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<tr>
<td>12. Wapping Lane</td>
<td>16. Ben Jonson Road</td>
</tr>
<tr>
<td>13. Ben Jonson Road</td>
<td>17. Manchester Road / Island Gardens</td>
</tr>
<tr>
<td>14. Manchester Road</td>
<td>18. Stroudley Walk</td>
</tr>
<tr>
<td>16. Barkantine Estate</td>
<td>20. Aberfeldy Street</td>
</tr>
<tr>
<td>17. Aberfeldy Street</td>
<td>21. Cambridge Heath Road South</td>
</tr>
<tr>
<td>18. Cambridge Heath Road/Cleveland Way</td>
<td>22. Cambridge Heath Road North</td>
</tr>
<tr>
<td>19. Poplar High Street</td>
<td>23. Poplar High Street</td>
</tr>
<tr>
<td>20. Whitehorse Lane</td>
<td>24. Stepney Green (Whitehorse Lane)</td>
</tr>
<tr>
<td>21. Castalia Square</td>
<td>25. Salmon Lane</td>
</tr>
<tr>
<td>22. O’Leary Square</td>
<td>26. Westferry Road</td>
</tr>
<tr>
<td>23. Westport Street</td>
<td>27. Limehouse Station</td>
</tr>
<tr>
<td>24. Westferry Road</td>
<td>28. Devons Road</td>
</tr>
<tr>
<td>25. Salmon Lane</td>
<td>29. Mile End</td>
</tr>
<tr>
<td></td>
<td>30. Thomas More</td>
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<tr>
<td></td>
<td>31. Hackney Wick</td>
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</tbody>
</table>
Activity Areas

51. The two designated activity areas are a new policy mechanism designed as a distinctive policy response for each of the defined areas. They are the proposed City Fringe Activity Area and Canary Wharf Fringe Activity Area where the scale, continuity and intensity of town centre activity and land use is different to that found across the borough. The CAZ and the AA are different and distinct designations as well as being complementary.

52. These areas require an innovative and managed approach to development. The strategy seeks to capitalise on the intensity, scale and continuity of land uses to create vibrant mixed use areas that are economically competitive, but also help foster social cohesion amongst the different residential communities and other groups that use the areas.

53. To achieve this, future developments in an Activity Area will need to follow a set of principles:

- **Flexibility**: A Class and B1(office) uses in the AA will be allowed to locate across the AA in ground floor locations to help retain and enhance the vibrant mixed use nature of these places.

- **Anchors**: A range of uses will be allowed across the AAs, but key anchor uses, such as supermarkets, civic uses and other anchors will be allowed only within the town centre boundaries of the AA to ensure the town centres, such as Brick Lane, retain their integrity.

- **Concentration**: Higher concentrations of commercial activity, with attention to a finer urban grain, will be encouraged in the City Fringe AA to support the CAZ’s functions. In the case of the Canary Wharf AA, small scale mixed uses could be encouraged to help blend the centre into its surroundings. Large floorplate office functions will be encouraged to be developed in Preferred Office Locations.

- **Stacking**: Sites within the AA will be encouraged to develop mixed-use vertical stacking that results in a range of uses in a building i.e. retail uses on the ground floor and residential or office space on the upper floors. However, horizontally uses should be of a similar type to generate activity and competitiveness i.e. all ground floor uses should be active frontage uses, such as retail, cafe or restaurants uses (A1, A3 or A4).

- **Scale**: Generally development across the AAs will be encouraged to reinforce the scale and fine(r) urban grain of the AA and promote buildings that are sensitive to the existing heights of buildings.

- **Accessibility**: The AAs are already some of the most accessible locations in London and future development should contribute to enhancing public transport infrastructure and street design to enhance accessibility at strategic and local levels.

54. **City Fringe Activity Area (CFAA)** - The CFAA covers the western edge of the borough from Shoreditch in the north to St Katharine’s Dock in the south. From the evidence, there is a continuity of economic activity outwards from the city of London into the ‘City Fringe’ and also a continuity of a historical fine grained and distinctive urban form. It is proposed to designate this area as an activity area that follows the principles set out above. The CAZ and the AA are different and distinct designations as well as being complementary.
55. **Canary Wharf Activity Area** - From the evidence, town centre type activity has spread and will continue to spread out of the designated Canary Wharf town centre to new developments such as Millennium Quarter, Wood Wharf and Riverside South. It is proposed that the activity area circles around Canary Wharf and covers such major developments at its fringes. This principles set out above will apply to this area.
Major Centre

56. The new proposed hierarchy designates Canary Wharf as the only major centre in Tower Hamlets. This is in line with the London Plan and national guidance from the Department for Communities and Local Government. Canary Wharf has been given such a designation, because it has over 50,000 sqm of retail space, serves a borough-wide catchment, has a combined residential and employment density (in its catchment) in excess of other centres in the borough, such as Whitechapel, and has a variety of functions and services including a growing leisure economy.

District Centres

57. The new proposed hierarchy designates nine district centres. All these centres were designated as district centres in the London Plan with the exception of Brick Lane and Bromley-By-Bow. These town centres have been given this designation because they are centres that serve local communities, have a present or future residential and/or employment density to support their designation, have at least one supermarket and a variety of non-retail functions, contain a number of civic functions and are close to major transport nodes and the strategic road network.61 These centres should be the focus for the future investment in civic functions give their role and accessibility.

Neighbourhood Centres

58. The new proposed hierarchy designates fourteen neighbourhood centres. Some of these centres are existing centres, other centres, such as Mile End, are new additions to the hierarchy that better reflect the actual role such town centres are playing. These places have been given such a designation because they contain a number of shops including a range of essential uses such as a pharmacy, post office or ‘corner shop’. These town centres serve a very local catchment (in the region of a ten minute walking radius) and are located within walking distance to public transport facilities and a strategic road network.62
<table>
<thead>
<tr>
<th>Designation</th>
<th>Designation Criteria</th>
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<tbody>
<tr>
<td><strong>Activity Area</strong></td>
<td>An AA is where the scale, intensity and continuity of town centre and commercial activity differs from the rest of the borough. These areas follow the principles for AAs around flexibility, anchors, stacking, scale and accessibility set out earlier in Chapter 4.</td>
</tr>
<tr>
<td><strong>Major Centre</strong></td>
<td>Catchment: Serves a borough-wide catchment and is normally the principal centre in the authority’s catchment area. Residential and Employment Density: 800 metre catchment contains a combined present or future residential and employment density in excess of 40,000 persons. Uses: Contains a mix of comparison and convenience retailing and some leisure &amp; entertainment functions. Size: Has over 50,000 sq metres of retail floorspace and is of sufficient scale for there to be distinct character area or quarters to the centre. Accessibility: There is a high level of accessibility in a local and strategic context. Major centres are accessible for pedestrians and are within walking distance to a transport node and major bus routes. Public Transport Accessibility Level (PTAL) is 6. Major centres are also located upon or close to the strategic road network.</td>
</tr>
<tr>
<td><strong>District Centre</strong></td>
<td>Catchment: Serves local communities within an 800 metre catchment. Residential and Employment Density: 800 metre catchment contains a combined present or future residential and employment density in excess of 8,000 persons but below 35,000 persons. Uses: contains at least one supermarket and a range of non-retail services such as a bank, café and restaurants. Contains civic functions, such as a post-office, health facility, library or community centre. Size: Generally accommodates between 10,000 to 50,000 sqm of retail floorspace (depending on the surrounding character and needs of the area). Accessibility: There is a high level of accessibility in a local and strategic context. District centres are accessible for pedestrians and are within walking distance to a transport node and major bus routes. Public Transport Accessibility Level (PTAL) is 4+. District centres are also located upon or close to the strategic road network.</td>
</tr>
<tr>
<td><strong>Neighbourhood Centre</strong></td>
<td>Catchment: Serves a very local catchment within 400 metre or a ten minute walk. Residential and Employment Density: 400 metre catchment contains a combined present or future residential density in excess of 2,000 but below 5,000 persons. Uses: Contains a range of small shops such as a local supermarket, pharmacy, sub-post office or a launderette. Size: Generally under 10,000 sqm of retail floorspace. Accessibility: There is a high level of accessibility in a local and context in the neighbourhood centre. It is also within walking distance to a transport node or on a major bus route.</td>
</tr>
</tbody>
</table>
Borough-Wide Recommendations

59. Taking account of national and regional government guidance and the evidence base developed for the strategy, it is recommended that the London Borough of Tower Hamlets adopt the following measures, in order to deliver the Town Centre Spatial Strategy over the next 15 years:

Recommendation 1: Adopt the Town Centre Spatial Vision, Objectives and Priorities for Tower Hamlets

It is recommended that the London Borough of Tower Hamlets adopt the Town Centre Spatial vision of the strategy entitled ‘Refocusing Our Town Centres’. In implementing the vision the Council should follow the objectives and priorities set out (in Diagram 6) as the broad basis of its approach for delivering the strategy.

Recommendation 2: Adopt the Proposed Town Centre Hierarchy and Designation Criteria

It is recommended that the London Borough of Tower Hamlets adopt the proposed Town Centre Hierarchy including the designation of Activity Areas. In implementing the hierarchy the Council should adopt the town centre designation criteria as the basis for monitoring, reviewing and updating the hierarchy to ensure that all designated town centres are fulfilling their role.

Recommendation 3: Review Town Centre and Activity Area Boundaries

It is recommended that the London Borough of Tower Hamlets carry out a detailed review of town centre activity and reflect any changes in the designation of new boundaries. This should be shown in the forthcoming Proposals Map, Development Management Development Plan Document and also within the Site Specific Allocations Development Plan Document.

Recommendation 4: Plan for Additional Comparison Retail Capacity

It is recommended that the London Borough of Tower Hamlets direct additional comparison retail floorspace mainly to Canary Wharf, Chrisp Street, Brick Lane, Bethnal Green, Crossharbour and Bromley By Bow.

Canary Wharf should be allowed to strengthen and grow in line with its “major centre” designation, to become a high profile east London shopping destination. Chrisp Street would benefit from redevelopment – although any redevelopment should continue to provide an offer which serves the needs of the local population. At Brick Lane, Bethnal Green and Crossharbour, there is scope to improve the retail offer and strengthen the role of these town centres as district centres. Bromley By Bow, will need to strengthen its comparison offer if it is to develop as a new district centre.

Recommendation 5: Plan for Additional Convenience Retail Capacity

It is recommended that the London Borough of Tower Hamlets direct additional convenience retail floorspace mainly to Bethnal Green and Roman Road East where current provision is poor; and Whitechapel, Crossharbour and Bromley By Bow where existing supermarkets are over trading.

Recommendation 6: Adopt the Approach of the Town Centre Delivery Frameworks

It is recommended that the London Borough of Tower Hamlets adopt the approach of the town centre delivery framework. The framework approach should be viewed as a tool that acts as a ‘working guide to action’, which will be continually updated.

Recommendation 7: Monitor Town Centre Activity

It is recommended that the London Borough of Tower Hamlets ensure targets for new floorspace (by type) are being met by monitoring planning permissions (amount, type and location), completions (amount, type and location), changes of use. They should also regularly update key health check indicators. Monitoring should take place through the Annual Monitoring Report or retail audits for all town centres.
5. Town Centres: Vision, Aims, Priorities and Implementation

61. The overarching vision, strategic aims, revised hierarchy and designations provides a basis for setting priorities and designing policy to manage change within individual centres. The proposed town centre delivery frameworks for individual centres have been subject to internal and external stakeholder consultation through a number of workshops during the course of the strategy’s development.

62. The town centre delivery frameworks should be viewed as a ‘working guide to initiate action.’ The purpose of the frameworks is to serve as a tool to bring stakeholders together around each town centre to agree a set of priorities that cover how to plan, design, manage and connect centres in order to achieve the proposed vision for each centre and the borough-wide vision for town centres.

63. This section sets out a proposed vision and priorities for each town centre in Tower Hamlets. For each centre there are three elements -

- Where are we now: a discussion of the key people, place, policy and projection issues facing the centre, derived from the extensive evidence base;

- Where we want to be and how are we going to get there: proposed vision and recommendations for the centre, on the basis of the stakeholder workshops. Proposed recommendations are set out under the strategic objectives of planning, designing, managing and connecting;

- Delivery frameworks: proposed delivery frameworks outlining which proposed recommendations are short, medium and long-term. The plans and their recommendations should be viewed as a ‘working guide to initiate action’.

64. The town centres with delivery frameworks are for Canary Wharf, Whitechapel, Bethnal Green, Roman Road East, Roman Road West, Chrisp Street, Watney Market, Crossharbour and Brick Lane. Bromley-By-Bow is dealt with separately, given significant plans for regeneration in the area. Neighbourhood centres, and ‘local shopping provision’ are discussed jointly.

Canary Wharf Major Centre and the Proposed Canary Wharf Activity Area

Where are we now?

65. On the back of substantial public investment mainly into land reclamation and transport infrastructure, (such as the Jubilee Line and Docklands Light Railway), and significant private investment in property, Canary Wharf has grown into one of London’s most important centres for business, finance and law. This was achieved and is still being achieved through close partnership working across the public-private sectors and also through effective private sector-led town centre management of Canary Wharf.

66. The evidence brought out the more recent development of Canary Wharf as a growing town centre that is taking more comparison retail and leisure expenditure than any other centre in the borough and the only centre viably competing with the West End. 7% out of a borough total of 21% of all comparison expenditure is retained within Canary Wharf.

67. Prior to the economic slow down Canary Wharf was on the brink of a further round of major development activity that would result in an estimated additional 100,000 jobs, significant housing growth on its fringes in Wood Wharf and the Millennium Quarter, and substantial improvements to transport infrastructure including a Crossrail Station. It is expected that the level of growth will return in the medium-term and the policy approach to the centre should reflect this.
Where do we want to be?
By 2025 Canary Wharf will be a vitally important town centre for London. It will have a strategic role, bringing local economic benefit, through its global position, to the people of Tower Hamlets and East London.

How are we going to get there?

Planning Canary Wharf

68. Canary Wharf is a key town centre in East London. It has a varied offer including high street shopping, convenience stores and a strong leisure offer, and as such is a popular town centre that is well used by residents in the borough.

69. Over the next 15 years the Canary Wharf area will be home to some of the biggest developments across London. Developments at Wood Wharf, the Millennium Quarter, Riverside South and the Crossrail Project include large residential elements along with a greater mix of uses. The scale of development is likely to result in Canary Wharf continuing to grow as a key regional centre for London above and beyond its current primary role of a centre for financial and business services. The intensity, scale and continuity of town centre activities and land use on the Canary Wharf Fringe will require a distinctive, tailored and flexible approach to development that ensures the competitiveness of Canary Wharf and its fringes. However, it is also important within the activity area to encourage development that integrates with the existing Canary Wharf town centre in terms of urban form, design and management (see Designing and Managing Canary Wharf below for more details).

70. It is also important within the activity area to encourage new development of large floorplate offices, retail and leisure facilities and residential development in a way that complements and integrates with the existing town centre and in particular, quality and good management of the public realm and urban form. New developments should align and fit with Canary Wharf town centre in terms of urban form, design and management.

Recommendations

71. Create a Canary Wharf Activity Area: An activity area beyond the town centre extending to Riverside South to the west, Billingsgate Market to the north, Wood Wharf to the east and Millennium Quarter to the south. This will enable a more distinctive approach to new mixed-use development, particularly focusing on the need to ensure that new development, such as large floorplate offices, residential development, retail and leisure facilities, outside the town centre boundary integrates with the existing Canary Wharf in terms of scale, grain, design and management. This priority can be achieved through policies in the Core Strategy and Proposals Map Development Plan Documents (DPD).
72. **Encourage any further retail and leisure floorspace to Canary Wharf town centre**: Allocation of additional retail uses will be supported to ensure future growth and strengthening of the centre. This priority can be achieved through the Core Strategy and Development Management DPDs.

73. **Maximise the contribution of development opportunities**: Obtaining the best value, mainly through planning conditions and planning obligations, from major developments will be especially important during the short to medium-term economic conditions.

### Designing Canary Wharf

74. Canary Wharf has enjoyed a high quality of urban design. This is due to property ownerships being held by largely one owner (Canary Wharf Group). The major challenge for Canary Wharf is ensuring the same high level of design and public realm is maintained as Canary Wharf expands and property ownership becomes more fragmented in the surrounding areas. There is also the additional challenge picked up by the CS OAP of making stronger connections with the surrounding waterfront and docks.

75. New developments, particularly in the Millennium Quarter, have highlighted the need to introduce innovative arrangements for creating a streamlined public-private spaces. As larger developments, such as Wood Wharf, come forward, there is a need for a design code to ensure the high quality standard of design is maintained.

### Recommendations

76. **Introduce a Complementary Design Code for Canary Wharf Activity Area**: A design code that enables the expansion of Canary Wharf in a way that reinforces the high standards of design and public realm already set and makes stronger connections with the waterfront. This could be achieved through the Development Management DPD and a Canary Wharf Design Code SPD which could be used during detailed planning permission discussions.

### Managing Canary Wharf

77. Canary Wharf has set a benchmark for high quality management of town centres with shoppers confirming that the cleanliness of the centre was a key strength of Canary Wharf. In a similar vein to design, the successful and effective management of Canary Wharf has been achieved through the ownership by one major landowner. This situation will change over the next 15 years as Canary Wharf expands into the other areas in the Isle of Dogs, bringing other landowners, making land ownership more dispersed. With this change in the pattern of ownerships, new arrangements need to be put in place to ensure the same high standard of management.

### Recommendations

78. **Introduce a Canary Wharf Public Space Management Standard**: a single standard to ensure that new developments are managed to the same high standard as the existing Canary Wharf is managed. This could be achieved through a strategic management plan developed by a Canary Wharf Partnership led by key property owners and the Council.

### Connecting Canary Wharf

79. Canary Wharf on a strategic level is one of the best connected places in London with over 145,000 people coming into or out of the centre on a typical weekday. However, the connections are weak northwards into Poplar, because of the strategic road network, (mainly Aspen Way), which serves to disconnect local communities from Canary Wharf, southwards into South Quay because of a lack of pedestrian footbridges and eastwards across the river into North Greenwich (O2) due to a similar lack of pedestrian links.

80. The development of a new Crossrail Station on the northern edge of Canary Wharf offers an excellent opportunity to link Canary Wharf with the wider area of Poplar. Development opportunities north of the Isle of Dogs, such as Blackwall Reach and Chrip Street afford the real possibility of improving pedestrian connections on the back of the Crossrail Project. Similarly, there is a real opportunity to build on the Millenium Quarter Masterplan encouragement of active frontages along the dock, at Millharbour into Crossharbour, to create a more legible, permeable, and accessible integrated Canary Wharf, through improved pedestrian connections from Canary Wharf into South Quay. There is also the opportunity to strengthen both Canary Wharf as a town centre and North Greenwich (O2) as a key leisure destination through a pedestrian footbridge in the longer-term.

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London Borough of Tower Hamlets: Town Centre Spatial Strategy 2009 – 2025
Recommendations

81. **Improve the local connections into Poplar**: This will involve capitalising on new developments to improve local accessibility between Canary Wharf and Poplar across Aspen Way. This could be achieved through an Aspen Way Masterplan[^79], funded partly through initiatives in the Local Implementation Plan, and implemented by the Development Management DPD.

82. **Improve links into South Quay**: stronger pedestrian connections, such as footbridges between Canary Wharf into South Quay, and improved wayfinding measures could create a more legible, permeable, and accessible integrated Canary Wharf. This could result in a greater level of continuous activity along from Canary Wharf town centre all the way down into Crossharbour. This could be achieved through a masterplan for South Quay[^80] and funded partly through initiatives funded by the Local Implementation Plan.

83. **Improve links into North Greenwich (02)**: stronger pedestrian connections, such as footbridges between Canary Wharf and North Greenwich could enhance integration between these areas, which could help strengthen the prospective roles of each area: Canary Wharf as a town centre and North Greenwich as a leisure destination. This could be achieved through a feasibility study to explore the possibility of a pedestrian footbridge in partnership with Greenwich Council, and funded partly through initiatives funded by the Local Implementation Plan.

**Proposed Vision:** By 2025 Canary Wharf is a vitally important regional town centre for London. It will have a strategic role, bringing local economic benefit, through its global position, to the people of Tower Hamlets and East London.

<table>
<thead>
<tr>
<th>Aims</th>
<th>Recommendation</th>
<th>Detail</th>
<th>Who?</th>
<th>How?</th>
<th>When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Create a Canary Wharf Activity Area</td>
<td>Area to promote integration of an expanding Canary Wharf</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Encourage any further retail and leisure floorspace to Canary Wharf town centre</td>
<td>Allocation of additional retail capacity to ensure future growth and strengthening of the centre</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Development Management</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Maximise the contributions of development opportunities</td>
<td>Getting the most value out of major developments</td>
<td>Development Implementation Development Decisions Development Control</td>
<td>Outline and Full Planning Permissions Planning Obligations</td>
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<td>Designing</td>
<td>Complementary Canary Wharf Design Code</td>
<td>A design code that enables the expansion of the centre in a high quality manner</td>
<td>LBTH Strategic Planning Development Implementation Urban Design and Conservation</td>
<td>Canary Wharf Design Code SPD</td>
<td>Medium-term (2-5 years)</td>
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<td>Managing</td>
<td>Introduce Canary Wharf Public Space Management Standard</td>
<td>High quality management standard for an expanded Canary Wharf</td>
<td>A Canary Wharf Partnership: consisting of the Council, major landowners and operators</td>
<td>Strategic Management Plan</td>
<td>Long-term (5-15 years)</td>
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<tr>
<td>Aims</td>
<td>Recommendation</td>
<td>Detail</td>
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<td>Connecting</td>
<td>Improve local connections into Poplar</td>
<td>To improve accessibility between the Canary Wharf and Poplar</td>
<td>LBTH Development Implementation Strategic Transport Team</td>
<td>Aspen Way Masterplan Local Implementation Plan</td>
<td>Medium-term</td>
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<td>(2-5 years)</td>
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<tr>
<td></td>
<td>Improve links into South Quay</td>
<td>To improve pedestrian connections and create a continuous path of activity southwards into South Quay</td>
<td>LBTH Development Implementation Development Schemes Strategic Transport, Sustrans British Waterways</td>
<td>Local Implementation Plan South Quay Masterplan</td>
<td>Long-term</td>
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<td>(5-15 years)</td>
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<tr>
<td></td>
<td>Improve links into North Greenwich (O2)</td>
<td>To improve pedestrian connections and between the two areas and, in doing so, strengthen the distinct roles of each place</td>
<td>LBTH Strategic Planning, LB Greenwich Transport for London (TfL)</td>
<td>Local Implementation Plan</td>
<td>Long-term</td>
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<td>(5-15 years)</td>
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The Proposed City Fringe Activity Area and Brick Lane District Centre

Where are we now?

84. The growth of the City of London’s economy, over the past couple of decades, ‘outwards’ into the City Fringe of Tower Hamlets has transformed the nature of this area. The boom of the creative and cultural industries has spread across the fringe and also led to the growth of a growing evening economy and weekend retail and leisure activity, which are also increasingly attracting visitors to the area. Despite this growth the City Fringe is home to diverse residential communities who live in and around it and some of these residents are also the borough’s most vulnerable residents.

85. Brick Lane is the heart of the City Fringe and typifies some of the characteristics mentioned above. It is one of the most vibrant and economically successful places in Tower Hamlets. In the last ten years, Brick Lane has been transformed into a focal point for a range of activities in the City Fringe including specialist Bangladeshi restaurants, the evening economy, the creative industries and increasingly, the fashion industry. However, the neighbourhoods of Brick Lane, sometimes known as ‘Banglatown’ or Spitalfields is also home to some of the most vulnerable residents in London mainly living in social housing estates around the town centre.

Where do we want to be?

By 2025 City Fringe and Brick Lane will positively and sensitively manage town centre activities including the evening economy and weekend economy. It will also respond positively and sensitively to mixed use development coming forward in the area. The economic diversity of the area will be strengthened, including accommodating the growth of the creative industries and providing employment opportunities for local people. In retaining the fine urban grain character of the area, Brick Lane will remain an attractive and historic place that will continue to meet the needs of local residents through the provision of civic infrastructure and convenience retail.

How are we going to get there?
Planning the City Fringe and Brick Lane

86. The scale, intensity and continuity of land use in the City Fringe is different to that found across the rest of London. The unique balance of activities found in the City Fringe has resulted in a mixed use city district with greater numbers of ground floor active frontages and a range of workspace and residential above. Recognising that such activity is better managed as an area, rather than within a tightly defined set of town centre boundaries, provides a more locally distinctive and practical approach to managing change and moving towards the vision set out above.

87. Brick Lane’s town centre mix is reflective of the wider patterns present in the City Fringe. This has resulted in a town centre mix that is very different to other town centres. There is a far greater concentration of restaurants, bars and other evening economy uses. There is also a greater number of professional service uses in the town centre. Brick Lane is also a growing centre for the creative industries and a specialist evening economy destination for a range of visitors from local to international.

88. Town centre land uses are spreading further south and north along Brick Lane and along its side streets, such as Fashion Street, Hanbury Street and Cheshire Street. This is reflective of a town centre clustering effect and similar to central London land use patterns with land uses naturally spreading into the City Fringe. Whilst this has brought economic benefit to the town centre and its businesses it has also created ‘saturation’ problems. The spread of restaurants particularly in and around the south of Brick Lane is an especially important challenge due to the management issues they create in terms of noise and litter in the town centre. Presently, the Brick Lane (Restaurant Zone) Supplementary Planning Guidance (SPG) manages the development of further restaurants in Brick Lane, but in light of changing land use patterns and growth of Brick Lane there is a need to review and re-assess this policy.

Recommendations

89. **Designate a City Fringe Activity Area**: the area covers the western edge of the borough from the western boundaries of Bethnal Green and Whitechapel to St Katharine Docks in the south. The activity area will follow the principles set out Chapter 4.

90. **Designate Brick Lane as a District Town Centre**: Brick Lane’s role, size and function needs to be better reflected in its town centre designation. This could be delivered through the Core Strategy, Proposals Map DPD and City Fringe Opportunity Area Planning Framework.

91. **Extend the town centre boundary**: Extension of boundary to reflect the current level of activity across Brick Lane both up and down the street as well as at intersecting streets, including at Truman Brewery. This could be delivered through the Development Management DPD and Site Allocations DPD.

92. **Refresh the Brick Lane (Restaurant Zone) SPG**: In light of Brick Lane’s changing nature, it would be timely to review the restaurant policy to ensure it still remains relevant. It may be that more detail is included around how to manage the evening and night-time economy. This could be delivered through a revision of the Brick Lane (Restaurant Zone) SPD.

Designing the City Fringe and Brick Lane

93. The City Fringe is one of the oldest and most historic areas in London. The fine grain nature of the City Fringe sets it apart from other areas in London. Street patterns tend to be more organic and traditional. Buildings are very diverse, but the fringe has an extremely large stock of historical buildings and many areas are designated as conservation areas. Retaining, renewing and nurturing the unique urban environment of fringe is at the heart of any design-led intervention.

94. As part of the City Fringe, Brick Lane is one of the oldest and most historic places in London. The town centre itself is made up of a number of historic buildings along a linear street. Some of these buildings are listed and part of the town centre is covered by the Fournier Street Conservation Area. The diversity in architectural styles has led to a valuable streetscape, which adds to the town centre experience. A key challenge will be managing development in such as way as to conserve the unique collection of buildings that make-up the centre.

95. The Truman Brewery area is a key asset not just for Brick Lane, but for the City Fringe in general. Its unique cluster of creative uses, leisure activities and quirky and independent shops make it a valuable asset. Whilst future development could bring added benefit for residents and other town centre users, it is important that such development retains the cluster of uses and activities that help it make an attraction, key asset and meeting point in East London.
Recommendations

96. **Conserve the architectural character of City Fringe**: retaining the architectural character and value is important in helping the fringe retain its unique distinctiveness and competitiveness as a destination. This could be delivered through the existing conservation area policies as well as the Character Appraisal and Management Guidelines.

97. **Maintain and enhance the unique cluster of uses within the Truman Brewery area**: shaping the future development of Truman Brewery, to ensure it remains a valuable asset for Brick Lane will help maintain the economic vitality of the town centre. This could be delivered through a Development Brief.

Managing the City Fringe and Brick Lane

98. The current evening economy, in and around the City Fringe and in particular Brick Lane has created a number of management challenges. The growing visitor population is placing an increasing level of stress upon the environmental quality of the area and is especially placing a greater stress on Brick Lane. As a by-product of this activity it is also causing problems for community safety and street cleanliness in the wider area.

99. The growing level of day-time activity during weekends and the growth of managed and informal street markets is placing a greater environmental stress on Brick Lane as thousands of people visit. In a similar vein to the evening economy, there is a need for a more integrated and managed approach to the weekend economy.

100. In light of all these issues there is the opportunity to look to stronger local business leadership to assist in resolving these problems. As with Whitechapel and Bethnal Green, the growing economic importance of the City Fringe and Brick Lane necessitates that local business associations and businesses lead on resolving some of the management challenges.

Recommendations

101. **Develop a managed approach to the evening economy in the City Fringe**: Integrating the street services, local policing, licensing and other key services involved in managing the evening economy would help ease the tensions placed by the current evening economy activity on the City Fringe. This could be delivered through an Entertainment Management Zone and through the existing Brick Lane Problem Solving Group, Alcohol-related Violence Strategy and the Brick Lane Supplementary Planning Guidance.

102. **Develop a managed approach to the weekend economy**: integrating market services, street services and other key service providers into a more unified regime for tackling the weekend economy challenges in Brick Lane. This could be achieved through an enhanced version of the Brick Lane Problem Solving Group and/or town centre manager that works within the existing Local Area Partnership (LAP) structure.

103. **Promote business leadership in Brick Lane**: developing business leadership through existing associations, such as the Banglatown Restaurant Association, to lead on designing new arrangements for tackling the management issues the town centre faces. This could be achieved through a Business Leadership Feasibility Study to explore potential models, such as a BID, for the local area.

Connecting the City Fringe and Brick Lane

104. Accessibility is a complex issue for the City Fringe and especially so for Brick Lane. The complex web of traditional streets results in lower than average levels of local accessibility from a 400 to 1200 metre radius for Brick Lane. However, Brick Lane and other areas in the fringe have a high level of public transport accessibility including quick access to Liverpool Street Station, Aldgate and in the near future, the new overground station at Shoreditch High Street. A more practical issue is ‘wayfinding’ between these transport interchanges and Brick Lane, which is more problematic than other town centres. It is also a problem common to many attractions in the City Fringe.

Recommendations

105. **Improve wayfinding and signage in the City Fringe**: enhanced signage would ensure a greater number of people can visit Brick Lane and other attractions in the City Fringe. This could be delivered through the Cultural Trail.
Proposed Vision: By 2025 City Fringe and Brick Lane will positively and sensitively manage town centre activities including the evening economy and weekend economy. It will also respond positively and sensitively to mixed use development coming forward in the area. The economic diversity of the area will be strengthened, including accommodating the growth of the creative industries and providing employment opportunities for local people. In retaining the fine urban grain character of the area, Brick Lane will remain an attractive and historic place that will continue to meet the needs of local residents through the provision of civic infrastructure and convenience retail.

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<td>Designate City Fringe Activity Area</td>
<td>Area to promote integration of an expanding City Fringe</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Designate Brick Lane as a district centre</td>
<td>Such a designation would better reflect the role, function and size of Brick Lane</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Extend centre boundary of Brick Lane</td>
<td>Such a designation would better reflect the current level of town centre activity</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD Development Management DPD Site Allocations</td>
<td>Short-term (0-2 years)</td>
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<td>Refresh Brick Lane SPD</td>
<td>Refreshing this area-based policy would help maintain its relevance to the area</td>
<td>LBTH Strategic Planning Team</td>
<td>Brick Lane SPD</td>
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<td>Designing</td>
<td>Maintain and enhance the unique clusters within the Truman Brewery area</td>
<td>Maintaining the asset of Truman Brewery will help the economic vitality of Brick Lane</td>
<td>LBTH Development Implementation Development Schemes</td>
<td>Development Control Development Brief</td>
<td>Medium-term (5-15 years)</td>
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<td>Conserve the architectural character of the City Fringe</td>
<td>Conserving the historic streetscape and urban environment will help maintain the distinctiveness and value of the City Fringe</td>
<td>LBTH Urban Design and Conservation Team</td>
<td>Conservation area policies</td>
<td>Completed-potential refresh in the long term (5-15 years)</td>
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<td>Aims</td>
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<td>Develop a managed approach to the evening economy</td>
<td>Integrating the Council's tools for managing the evening economy</td>
<td>LBTH Street Services Licensing Development Control Police Brick Lane Problem Solving Group</td>
<td>Entertainment management zone Alcohol-related violence strategy</td>
<td>Medium-term (2-5 years)</td>
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<td>Develop a managed approach to the weekend economy</td>
<td>Integrating the Council's tools for managing the weekend economy</td>
<td>LBTH Markets Service Public Realm Service</td>
<td>Markets Strategy Town centre management (Within LAP structure)</td>
<td>Long-term (5-15 years)</td>
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<td>Promote business leadership in Brick Lane</td>
<td>Empowering the business community to take an active lead in resolving some of the management problems affecting the town centre</td>
<td>LBTH Development Implementation Inward Investment Team</td>
<td>Business Leadership Feasibility Study</td>
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<td>Connecting</td>
<td>Improve wayfinding and signage across the City Fringe</td>
<td>Improving orientation around the City Fringe</td>
<td>LBTH Development Implementation Strategic Transport</td>
<td>Cultural Trail</td>
<td>Short-term (0-2 years)</td>
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</table>
Bethnal Green District Centre

Where are we now?

106. Bethnal Green district centre is located in the central part of the borough along Bethnal Green Road with the western edge of the centre on the City Fringe and the eastern end in the heart of east London. It is a well-balanced centre with a variety of retail and leisure uses that serves its diverse range of users. It is a popular local centre with a strong and vibrant comparison retail sector, especially for clothes and shoes, demonstrating a strong entrepreneurial and independent tradition. Unlike other district centres- it retains a greater share of the comparison retail trade.94

107. The town centre is spread out along Bethnal Green Road meeting the intersecting with Brick Lane in the west and Cambridge Heath Road in the east. Its catchment is set to grow rapidly due to housing development, especially student housing in Cambridge Heath Road, and this will provide both opportunities as well as challenges to its economic vitality.

Where do we want to be?

By 2025 Bethnal Green will be a thriving town centre that is a great place to shop, meet and socialise. It will strengthen its entrepreneurial spirit and will be one of East London’s key town centres for commercial activity.

How are we going to get there?

Figure 15 Bethnal Green Spatial Strategy

Bethnal Green District centre

<table>
<thead>
<tr>
<th>Urban context of the town centre</th>
<th>Spatial layout</th>
<th>Attractors</th>
<th>Transport</th>
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<tr>
<td>Street hierarchy</td>
<td>Impact on accessibility, safety and wayfinding</td>
<td>Street market, Supermarket, Cultural activity, Health facility, Leisure centre</td>
<td>Underground, DLR, National Rail, Crossrail, Railway</td>
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<tr>
<td>Land use</td>
<td>Street based layout</td>
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<tr>
<td>Impact on accessibility, safety and wayfinding</td>
<td>Estate based layout</td>
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Proposed Vision

- Town centre boundaries
- Town centre extension
- Other town centres
- City Fringe Activity Area / Canary Wharf Activity Area

Interventions

- Develop a civic hub around Bethnal Green Underground Station
- Plan for a western cultural quarter
- Designate a western extension of town centre boundary
- Develop a civic square around Bethnal Green Underground Station
- Open high street to create stronger links into Weavers Field and Shoreditch High Street Station
- Improved or new connections
Planning Bethnal Green

108. Bethnal Green is the second most popular location for comparison goods shopping for those residents living in the Bethnal Green area. No other district town centre achieved such popularity with strong support and favour for the street market. The town centre also has a healthy amount of property interest with a number of retailers and leisure providers interested in locating to the centre. The town centre is likely to be strengthened through the delivery of around 1,500 homes on its catchment, including the release of industrial land into housing in the eastern end around Cambridge Heath Road.

109. Promoting sustainable growth along a long linear street is the main planning challenge facing Bethnal Green. Town centre uses have spread outside the designated boundary into the western end of Bethnal Green Road. There is also evidence of clustering of creative uses and leisure uses around the western end of the high street at Redchurch Street, Brick Lane and Bishopsgate Goods Yard. The difficulty that faces Bethnal Green is fostering a balanced town centre that continues to meet the needs of the different communities and groups of users along what is the longest high street in the borough.

Recommendations

110. Develop a civic hub around Bethnal Green Underground Station: Strengthening of the town centre by expanding the boundary at the eastern end around the underground station and encouraging civic uses around the station. Such uses could be encouraged through the Core Strategy, Development Management DPD, Proposals Map DPD and delivered through the Localisation Strategy and the Libraries Strategy.

111. Plan for a western cultural quarter: Focusing on creative and cultural uses, such as galleries, workshops and niche office accommodation, around the western end to concentrate the clustering of uses around the triangle of Brick Lane, Redchurch Street and Bethnal Green Road, whilst also integrating with new retail and leisure provision in Bishopsgate Goods Yard. This could be delivered through the Development Management DPD, Site Allocations DPD and implemented by the Bishopsgate Goods Yard planning guidance.

112. Designate a western extension to town centre boundary: Extending the town centre boundary westwards to better reflect the current levels of activity and also ensure Bethnal Green can continue to serve a growing residential community. Alternatively, this area could be designated as part of the City Fringe Activity Area. This could be delivered through the Development Management DPD and Site Allocations DPD.

Designing Bethnal Green

113. The design challenge is one of a linear town centre that lacks natural space for pedestrians to linger and relax as there are no high quality useable public spaces. The high levels of traffic exacerbate the poor environment.

Recommendations

114. Develop a public square around Bethnal Green Underground Station: look at the feasibility of developing a new public space around the underground station and adjacent to the Park to link in with proposed civic uses. Also look at opportunities at improving other open spaces around the town centre, such as Weaver’s Fields and Bethnal Green Gardens. This could be achieved through the Public Realm Strategy and working in partnership with TfL.

Managing Bethnal Green

115. Bethnal Green has a strong thriving independent comparison retail sector and retains a far greater share of wealth than other designated district centres. The challenge is to ensure that, as Bethnal Green’s social make-up and occupational structure continues to change over the next 15 years, all individual traders and enterprises receive the support they need to remain competitive and relevant to the needs of local residents.

116. Bethnal Green has a high level of population living within a 5 minute walk. Although this brings economic opportunities, it also brings challenges as there tends to be a lower level of street cleanliness compared to other centres. A lack of cleanliness was the aspect of the town centre most disliked by shoppers reinforced by the town centre health check, which found the town centre to have dirty streets and a high level of graffiti.
117. **Tailor a business support package for Bethnal Green:** supporting the thriving local and independent business community of Bethnal Green through designing a distinctive package of business support that could help it prosper and remain competitive over the next 15 years. This could be delivered through engagement with business support agencies.

118. **Integrate area management (including market management):** working to combine the management arrangements of the market and neighbourhood and street services would help the delivery of environmental services in the town centre. This could be achieved through the Markets Strategy and a distinctive town centre management arrangement that fits within the existing Local Area Partnership management structure.

119. **Promote business leadership for Bethnal Green:** developing business leadership to lead on designing new arrangements not only for tackling crime and grime issues, but also on helping to deliver a tailored business support package. This could be achieved through a Business Leadership Feasibility Study that explored how business leadership could be fostered through a number of potential models, such as a Business Improvement District, to tackle these issues.

### Connecting Bethnal Green

120. Accessibility is high in Bethnal Green on all measures. Unlike some other town centres in the borough, Bethnal Green has strong links into surrounding residential areas creating an integrated town centre. However creating stronger links into Weavers’ Field to ensure a better relationship between town centre and open space is a key connectivity challenge. Furthermore, creating stronger links from the centre towards the new East London Line station at Shoreditch High Street and the Bishopsgate Goodsyard redevelopment would strengthen the town centre role in the wider area. Developing stronger lateral links through Bethnal Green’s side streets could help overcome this challenge.

121. Another more practical difficulty facing accessibility in Bethnal Green and the wider areas of the City Fringe is ‘wayfinding’. Clearer signage could ensure a greater number of people visit Bethnal Green.

### Recommendations

122. **Develop stronger links into Weaver’s Fields and Shoreditch High Street Station:** the development of pedestrian friendly links into Weaver’s Fields could improve use and access to the park and help bring the town centre and open space together. Similarly creating stronger connections with the new Shoreditch High Street Station could help strengthen the role of Bethnal Green in the wider area of Bishopsgate. This could be delivered through projects in the Local Implementation Plan and the Open Spaces Strategy.

123. **Enhance wayfinding and signage around the City Fringe:** enhanced signage would ensure a greater number of people can visit Bethnal Green and find it more convenient to do so. This could be delivered through the Cultural Trail.

### Proposed Vision: By 2025 Bethnal Green will be a thriving town centre that is a great place to shop, meet and socialise. It will strengthen its entrepreneurial spirit and will be one of East London’s key town centres for commercial activity.

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<tr>
<td>Planning</td>
<td>Develop a civic hub around Bethnal Green Underground Station</td>
<td>Strengthening civic uses and introducing additional uses around the underground station at the eastern end of the town centre</td>
<td>LBTH Strategic Planning Team, Development Implementation, Communities, Localities and Culture Directorate</td>
<td>Development Management DPD, Site Allocations DPD, Localisation Strategy</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>Aims</td>
<td>Recommendation</td>
<td>Detail</td>
<td>Who?</td>
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<tr>
<td>Plan for a western cultural quarter</td>
<td>Recognising and clustering creative and cultural uses around the triangle of Bethnal Green Rd, Redchurch St and Brick Lane</td>
<td>LBTH Strategic Planning and Development Implementation Teams</td>
<td>Development Management DPD, Bishopsgate Goods Yard Interim Planning Guidance</td>
<td>Short-term (0-2 years)</td>
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<tr>
<td>Designate a western extension of town centre boundary or an extension of the City Fringe Activity Area</td>
<td>Boundary extension to better reflect current and future activity</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map, Development Management DPDs</td>
<td>Short-term (0-2 years)</td>
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<tr>
<td>Designing</td>
<td>Develop a civic square around Bethnal Green Underground Station</td>
<td>Creating a place to meet, relax and socialise</td>
<td>LBTH Public Realm Team</td>
<td>Public Realm Strategy</td>
<td>Long-term (2-5 years)</td>
</tr>
<tr>
<td>Managing</td>
<td>Tailor business support package for Bethnal Green</td>
<td>A package of support to ensure the enterprise community can continue to prosper</td>
<td>Inward Investment Skills Match</td>
<td>High Street 2012 Markets Strategy</td>
<td>Medium-term (2-5 years)</td>
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<td></td>
<td>Integrate area management</td>
<td>Bringing town-centre based services will help sort out crime and grime issues</td>
<td>Markets Service and Public Realm Teams</td>
<td>Markets Strategy, Town centre management (within the LAP structure)</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td></td>
<td>Promote business leadership in Bethnal Green</td>
<td>Empowering the business community to take an active lead in resolving some of the management problems affecting the centre</td>
<td>Inward Investment Team</td>
<td>Business Leadership Feasibility Study</td>
<td>Long-term (5-15 years)</td>
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<tr>
<td>Connecting</td>
<td>Create stronger links into Weavers’ Fields and Shoreditch High Street Station</td>
<td>Developing a stronger relationship between the town centre, open space and the Bishopsgate redevelopment</td>
<td>LBTH Public Realm Service/Open Spaces/Strategic Transport Teams</td>
<td>Local Implementation Plan, Public Realm Strategy, Open Spaces Strategy/Green Grid</td>
<td>Short-term (0-2 years)</td>
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<tr>
<td></td>
<td>Enhance wayfinding and signage around the City Fringe</td>
<td>Improving orientation around the City Fringe</td>
<td>LBTH Urban Design and Conservation and Strategic Transport Teams</td>
<td>Cultural Trail</td>
<td>Short-term (0-2 years)</td>
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</table>
124. Strategic plans, such as the Lower Lea Valley Opportunity Area Planning Framework, designate Bromley-By-Bow as a new neighbourhood and growth point in London. In order to support this growth in a sustainable way, the Bromley-By-Bow Masterplan proposes to strengthen the retail and town centre provision in the area. However, at present Bromley-By-Bow does not necessarily have a functioning town centre given the absence of a mix of uses and the nature of its catchment. Also no evidence was collected for the Retail Capacity Study on Bromley-By-Bow. In light of these reasons, this section will be briefer than previous sections.

125. At present, designating Bromley-By-Bow would not fit the designation criteria laid out in the earlier chapter. It is not ‘a town centre’ as such, but rather a collection of land uses separated by the A12 Road. These uses include a large Tesco Superstore (the 2nd most popular supermarket in the borough) Bromley-By-Bow Underground Station and Bromley-By-Bow Centre. There is no comparison retail provision and the superstore is the only convenience retail provision. There is a lack of social infrastructure within the wider area. Analysing combined resident and employment density, the wider area is one of the lowest in the borough (5,000 approx) with a lack of people to support a town centre than in other areas.110 Research by Space Syntax indicates that current expenditure by residents living with the catchment of the town centre is also below the level found in other town centre catchments in the borough.

126. However, Bromley-By-Bow is a major regeneration area. It is the opportunities for Bromley-By-Bow that will lead to the transformation of this area into a town centre at the heart of civic life. Overt the next 15 years new retail space is planned, 1,500 new homes in the immediate area and nearly 1,000 in the neighbouring Sugarhouse Lane area, social infrastructure, green space and most importantly a major remodeling of the A12 to ensure it is no longer a barrier to pedestrian movement.111

127. The following elements are required if Bromley-By-Bow is to be designated as a district centre:

- Substantial increase in the amount of comparison retail space and a diversity in retail unit size and type;
- Generally accommodates between 10,000 to 50,000 sqm of retail floorspace (depending on the surrounding character and needs of the area);
- Combined residential and employment density within an 800 metre radius of between 8,000 and 35,000 persons
- Civic uses within the town centre;
- Public Transport Accessibility Level (PTAL) of 4 +; and
- Major remodeling of the A12 that reduces its impact as a barrier to pedestrian movement within the area and, in doing so, increases the accessibility of the area for people walking and cycling in and around the proposed district centre.

128. These elements are based on designation criteria cited in Chapter 4, which draw from PPS 6, the London Plan and additional factors deemed locally distinctive to Tower Hamlets.
**Chrisk Street District Centre**

**Where are we now?**

129. Chrisk Street is located north of the Isle of Dogs sitting just off East India Dock Road. It is a classic and distinctive post-war open air shopping centre built as part of the Festival of Britain in 1951 to celebrate ‘Living Architecture’. The Lansbury Conservation Area seeks to conserve and enhance the distinctive urban form and design.

130. Chrisk Street has a good diversity of uses including important non-retail services and civic functions, such as a Police Shop and an IDEA Store. It also has an important local market that, according to on-street shopper surveys and stakeholder feedback, is well liked and serves the local community well.

131. Chrisk Street is in the 5% most deprived areas in England and correspondingly the amount of money spent by residents who live in the immediate area is lower than most other centres. Despite this Chrisk Street is a popular local centre that many local people identify with.

132. Moreover, housing regeneration plans, in particular those of Poplar HARCA, will see a substantial increase in residential density across Poplar and especially around Chrisk Street. In the light of such development activity there is opportunity to both conserve and regenerate Chrisk Street creating a more economically and socially sustainable town centre.

**Where do we want to be?**

By 2025 Chrisk Street will be a popular district centre with a balance of retail and civic uses that will meet the needs of its diverse and growing community. The high density mixed use development will take place in and around the regenerated Chrisk Street town centre. This will strengthen its role as a focal point in Poplar.

**How are we going to get there?**

[Figure 16 Chrisk Street Spatial Strategy]
Planning Chrisp Street

133. Chrisp Street and the wider Poplar area are a part of a major regeneration initiative. The area will see housing regeneration as many estates in Poplar currently managed by Poplar HARCA are remodeled into better planned and designed neighbourhoods with a greater mix of incomes. Specifically, there is also going to be a major development opportunity on the edge of the town centre at Poplar Baths. At the time of writing it is unclear how the recession will impact on the overall development of Poplar.

134. Chrisp Street presently plays an important role in the life of the local community, functioning as an effective local centre that serves the local residential population. It performs particularly well evidenced by the lack of vacancies and the healthy retail rent. Town centre land uses have spread both north and south out of the centre. It also has a strong socially cohesive role with a significant number of local people identifying a strong sense of community as a key feature of the centre.

135. At present 25% of residents travel to Tesco at Bow and a further 12% go to Crossharbour for their grocery shopping. Just under a fifth of people state that their main reason for disliking Chrisp Street was the lack of a large supermarket. This indicates that there is a potential gap in convenience retail provision. A large supermarket could also act as an important anchor use for the town centre and could be used as an opportunity to lever investment for complementary leisure and community uses.

Recommendations

136. **Support an increase in comparison retail, leisure facilities and civic uses:** encourage additional retail, leisure and civic uses at Chrisp St that would enable the town centre to play a much stronger role, whilst complementing the role of Canary Wharf. This would include ensuring the redevelopment of Poplar Baths plays a strong role in the town centre as well as the community. This could be achieved through the Core Strategy, Development Management DPD the Proposals Map DPD and through the work being undertaken by the Reshaping Poplar Group.

137. **Extend the town centre boundary north to Langdon Park and south to All Saints DLR:** Boundary extension will enable the full extent of town centre activity to be covered and allow a greater connection to local neighbourhoods and the DLR Station of All Saints. This could be achieved through the Core Strategy, Development Management DPD and the Proposals Map DPD.

138. **Support the development of a supermarket within the town centre:** The presence of a supermarket with an improved convenience offer could act as a significant anchor to draw more people to the town centre. This could be achieved through the Development Management DPD, the Proposals Map DPD and through the work being undertaken by the Reshaping Poplar Group.

Designing Chrisp Street

139. In design terms Chrisp Street works well. Its distinct offline-online urban form enables it to gain maximum advantage from being close to the strategic road network, whilst not suffering from the environmental degradation normally associated with this position. The main design issue for Chrisp Street is the need for more active frontages onto the sides of the shopping centre. Creating more active spaces would help make the town centre more outward looking and help draw people into the town centre from surrounding areas.

140. Development proposals, such as the provision of a varied range of retail unit sizes, present an opportunity to help ensure that local enterprise can remain within the town centre on a competitive basis. At present, the number of small units and subsidised rents ensures local enterprise can compete in the market place. If redevelopment was to produce solely large units at market rates this may harm the competitiveness of local enterprise. It is essential that an appropriate mix is retained.

Recommendations

141. **Introduce active frontages on the shopping centre’s edges:** Use the opportunity for redevelopment of the town centre to create more active frontages to help improve the attractiveness of Chrisp Street, whilst not harming the iconic and historic architecture of Chrisp Street. This could be achieved through a Development Brief, Development Management DPD, delivered through Poplar HARCA’s proposals for developing Chrisp Street and supported by the Reshaping Poplar Group.

142. **Ensure a balance of commercial units in Chrisp Street:** Creating a balance of unit sizes, during redevelopment, will ensure that local enterprise can still remain and compete in the town centre. This could be achieved through a Development Brief and Development Management DPD and delivered through Poplar HARCA’s proposals for developing Chrisp Street.
Managing Chrisp Street

143. If Chrisp Street is to maintain its local distinctiveness, keeping local traders involved and engaged in the redevelopment process will be essential.\(^{128}\)

Recommendations

144. **Engage local enterprise in the redevelopment of Chrisp Street:** It is important to involve local business and the market and give them a sense of ownership and a voice in the redevelopment of Chrisp Street. This could be achieved engaging them through the existing Reshaping Poplar Group and the development of the Street Markets Strategy.

Connecting Chrisp Street

145. Chrisp Street has a low level of local accessibility. Connections north to south were especially difficult and were not helped by the higher than average block size and segment length of buildings in Chrisp Street town centre.\(^{129}\) There are also poor links between Chrisp Street and Canary Wharf where East India Dock Road acts as a pedestrian barrier between the centres and for those residents living nearby.\(^{130}\)

Recommendations

146. **Promote stronger pedestrian links north to south:** Putting in place stronger pedestrian connections will help connect Chrisp Street making it more accessible to a wider neighbourhood. This could be achieved through signage and public realm improvements such as lighting. Introduce other uses at the periphery, such as employment uses, to ensure active frontages. This could be delivered through the Public Realm Strategy and projects in the Local Implementation Plan.

147. **Introduce better pedestrian connections towards Canary Wharf:** Developing a stronger pedestrian link across East India Dock Road to Canary Wharf. This could be achieved through the Local Implementation Plan and a Development Brief.

**Proposed Vision:** By 2025 Chrisp Street will be a popular district centre with a balance of retail and civic uses that will meet the needs of its diverse and growing community. The high density mixed use development will take place in and around the regenerated Chrisp Street town centre. This will strengthen its role as a focal point in Poplar.

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<thead>
<tr>
<th>Aims</th>
<th>Recommendation</th>
<th>Detail</th>
<th>Who?</th>
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<tbody>
<tr>
<td>Planning</td>
<td>Support an increase in comparison retail, leisure facilities and civic uses</td>
<td>A strengthening in retail capacity to allow Chrisp St to play a stronger local role</td>
<td>LBTH Strategic Planning Team, Poplar HARCA, Reshaping Poplar Group</td>
<td>Core Strategy Proposals Map DPD, Development Management DPD</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Extend town centre boundary north to Langdon Park and south to All Saints DLR</td>
<td>Boundary extension to reflect the full extent of town centre activity</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 years)</td>
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<td>Designing</td>
<td>Introduce active frontages on the shopping centre’s edges</td>
<td>Help improve the attractiveness of the centre and draw people into Chrisp St</td>
<td>LBTH Strategic Planning</td>
<td>Development Brief</td>
<td>Short-term (0-2 years)</td>
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<td>Managing</td>
<td>Engage local enterprise in the redevelopment of Chrisp Street</td>
<td>Ensuring that local business and market traders have a sense of ownership and a voice in the redevelopment process</td>
<td>LBTH Development Implementation</td>
<td>Reshaping Poplar Steering Group</td>
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<td>Connecting</td>
<td>Promote stronger pedestrian link north to south</td>
<td>Making Chrisp St more accessible to its surrounding neighbourhoods</td>
<td>LBTH Public Realm Service Strategic Transport Urban Design and Conservation</td>
<td>Public Realm Strategy Local Implementation Plan</td>
<td>Long-term (5-15 years)</td>
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Crossharbour District Centre

Where are we now?

148. Crossharbour is located in the south of the Isle of Dogs. The centre is within close distance to Mudchute Park to the south, Millwall Dock to the west and strategic transport links with a DLR Station and bus routes. The town centre district designation for Crossharbour area only contains a large ASDA superstore and a pharmacy. Despite the shortage of units Crossharbour is a popular centre attracting convenience shoppers from across East and South London. However, its surroundings are poised to undergo significant regeneration and development bringing significant residential development of around 2,800 new homes, such as the redevelopment of the London Arena site, with an opportunity of more homes being provided above a redeveloped ASDA store.

Where do we want to be?

By 2025 Crossharbour will be a revitalised and expanded district centre with leisure and community uses, along with a vibrant retail offer and new homes to cater for a growing residential population across the Isle of Dogs. The environmental quality of the district centre will be improved with new open spaces, better connections to the surrounding area and improved public transport capacity.

How are we going to get there?

Figure 17 Crossharbour Spatial Strategy
Planning Crossharbour

149. The present land use mix within the designated Crossharbour town centre lacks the diversity of uses normally associated with other district centres.\textsuperscript{131} The designated area contains two units of which the large ASDA Superstore takes the majority space of the site. The present designated area would benefit from a greater level of civic uses and other non-retail uses. There are a growing number of retail and non-retail uses along nearby Pepper Street to the west of the centre along the Millwall Dock.\textsuperscript{132} The new town centre boundary could be extended to include these to manage future development and deliver a greater diversity of uses.

150. Crossharbour has the potential to incorporate a greater level of intensification. For example, Crossharbour DLR Station’s total exit/entry figure of 11,000 commuters for the average weekday is well below the average for a district centre. In the light of the DLR 3 Car Upgrade, there is significant potential for expansion. In terms of residential density, Crossharbour’s 400 metre catchment is lower than other designated town centres in Tower Hamlets\textsuperscript{133} providing great potential to increase the residential density of Crossharbour further enhancing its vitality.

Recommendations

151. \textit{Retain the designation of Crossharbour as a district centre on a number of conditions}: redevelopment on the ASDA site and in the wider area will mean a significant increase in the residential density of the town centre catchment. As part of redevelopment there should be an integration of civic and community uses, especially a leisure centre and an Idea Store, a balance between independent and multiple chain retailers and a diversity of retail units and sizes. This could be facilitated through the Development Management DPD and the production of an Area Action Plan for Crossharbour.

152. \textit{Extending the town centre boundary to include Pepper Street and the Island Health centre}: extending the centre boundary would facilitate the inclusion of a greater diversity of uses to the town centre (such as the health centre) and also help link the centre with the neighbouring docks, Millennium Quarter and activity to the north. This could be achieved via illustrating the revised boundary on the Proposals Map and supported by the Development Management DPD.

Designing Crossharbour

153. The designated town centre area does not add to the local character and distinctiveness of the area. The ASDA Store does not help create a good quality streetscape and there are too many inactive spaces along the ground level of the ASDA Store and a shortage of spaces of high quality public realm.\textsuperscript{134} There is an opportunity for potentially redeveloping the supermarket and developing a stronger residential element within the site.\textsuperscript{135} Such a development would also be in line with GLA policies on supermarket redevelopment.\textsuperscript{136}

Recommendations

154. \textit{Redevelop town centre with a higher quality streetscape}: The redevelopment of the ASDA site is a good opportunity to remodel the urban environment of Crossharbour and provide a higher quality environment based on the streetscape. This could be facilitated through the production of a Development Brief.\textsuperscript{137}

155. \textit{Introduce active retail frontages}: The redevelopment presents an opportunity to create more active retail and non-retail frontages, such as at the redeveloped ASDA site. This could be facilitated through the production of a Development Brief.

156. \textit{Deliver high quality public realm}: It is important that the benefits of redevelopment realise a new public space that can act as a focal point for bringing people together in the new redeveloped town centre. This could be facilitated through the production of a Development Brief.

157. \textit{Maximise the potential of the ASDA site}: Securing additional homes through redevelopment could significantly improve the economic sustainability and vitality of the town centre. This could be secured through Development Management DPD.
Managing Crossharbour

158. Property ownership and development capacity in Crossharbour means that the future development of the centre is heavily dependent on the proposals brought forward by ASDA. Future redevelopment should include close engagement and partnership working between the Council, site owners and trustees of the Island Health Centre. However, it is also important that other stakeholders, especially those who may own land or run businesses in the extended Crossharbour boundary, are engaged in any process or dialogue.

Recommendations

159. Engage site owners and trustees of the Island Health Centre over redevelopment proposals: It is essential that proposals to redevelop the ASDA site and the wider town centre area, are built on an inclusive and consensus-building process. This could be achieved through a Crossharbour Partnership.

Connecting Crossharbour

160. Crossharbour is strategically accessible through the Docklands Light Railway or by car to the rest of London but quite inaccessible at a local level within a 5 to 15 minute walk or short cycle ride. Walking to and from Crossharbour within a 400, 800 or 1200 metre radius is more difficult than most other centres. Further analysis revealed that the lack of a strong legible street network hindered local accessibility into neighbouring residential areas.

161. The Core Strategy has noted the absence of a strong relationship between the town centre and the nearby docks. These present a strong opportunity for Crossharbour that is at present not being exploited.

Recommendations

162. Promote a strong legible street network in and around Crossharbour: Using new developments as an opportunity to provide a legible street network that helps improve local accessibility by following best practice standards set out by CABE and national planning policy. It is important to ensure that stronger local connections are established to link the town centre designated area into Glengall Road, Manchester Road and other surrounding streets to improve local accessibility. This could be facilitated through projects in the Local Implementation Plan.

163. Build a stronger relationship between Crossharbour and Millwall Dock: Using the potential expansion of Crossharbour town centre as an opportunity to establish a link between the ASDA site and Pepper Street to foster a stronger link between the town centre and Millwall Dock. This could be facilitated through projects in the Local Implementation Plan.

Proposed Vision: By 2025 Crossharbour will be a revitalised and expanded district centre with leisure and community uses, along with a vibrant retail offer and new homes to cater for a growing residential population across the Isle of Dogs. The environmental quality of the district centre will be improved with new open spaces, better connections to the surrounding area and improved public transport capacity.

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<tr>
<td>Planning</td>
<td>Retain the designation of Crossharbour as a district centre on a number of conditions</td>
<td>Conditions to include increasing the residential density, civic and community uses and a diversity of retail units and types</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD Development Management DPD</td>
<td>Medium-term (2-5 years)</td>
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<td>Aims</td>
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<td>Extend town centre boundary to include Pepper St and the Island Health Centre</td>
<td>Larger town centre boundary to better reflect current land use patterns and town centre activity</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD</td>
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<td>Redevelop the town centre with a higher quality streetscape</td>
<td>Redevelopment used as an opportunity to create a better designed urban environment</td>
<td>LBTH Design and Conservation</td>
<td>Development Brief</td>
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<td>Include active retail frontages</td>
<td>Redeveloped ASDA store with more active spaces</td>
<td>LBTH Development Implementation Development Schemes Development Control Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 years)</td>
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<td></td>
<td>Deliver High quality public realm</td>
<td>Using redevelopment as a chance to create a focal point in the centre</td>
<td>LBTH Strategic Planning Development Implementation Development Decisions Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 years)</td>
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<td>Maximise the potential of the ASDA site</td>
<td>Securing additional housing within the town centre</td>
<td>LBTH Development Schemes Development Control Urban Design and Conservation</td>
<td>Development Brief</td>
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<td>Managing</td>
<td>Engage site owners and trustees of the Island Health Centre in redevelopment proposals</td>
<td>Building a dialogue around the redevelopment of ASDA</td>
<td>LBTH Development Implementation</td>
<td>New Crossharbour Partnership</td>
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<td>Connecting</td>
<td>Promote a strong and legible street network in and around Crossharbour</td>
<td>Improving local accessibility through better connections to Glengall Rd and Manchester Rd</td>
<td>LBTH Strategic Transport Team Urban Design and Conservation Highways Team</td>
<td>Local Implementation Plan</td>
<td>Medium-term (2-5 years)</td>
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<td>Build a stronger relationship between Crossharbour and Millwall Dock</td>
<td>Creating a stronger link between Crossharbour &amp; Pepper St</td>
<td>LBTH Strategic Transport Team Highways Team Urban Design and Conservation British Waterways</td>
<td>Local Implementation Plan</td>
<td>Medium-term (2-5 years)</td>
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Roman Road East District Centre

Where are we now?

164. Roman Road East is located in the north-east of the borough at the eastern end of Roman Road. It is an historic linear town centre that is also home to the Roman Road street market. Traditionally, residents living in the area provided labour for the industries of the nearby Lea Valley. Over the past 30 years there has been a shift in the social make-up of the area such that the proportion of highly skilled, more affluent professionally-employed and ethnically diverse range of people has increased. These changes have left Roman Road East with a mix of social groups and housing tenures, which is reflected in its diverse character.

165. Over the next 15 years, these trends are likely to continue, but the pockets of deprivation around the town centre are likely to remain. The construction of the Olympic Park and the regeneration of the Lea Valley present a major opportunity for Roman Road East.

Where do we want to be?

By 2025 Roman Road East will be focused around the rejuvenated street market, which will contribute to the town centre being a distinctive place to shop and socialise. It will offer the residents of Bow a more relaxed, cleaner and safer environment to the hustle and bustle of nearby town centres.

How are we going to get there?

Figure 18 Roman Road East Spatial Strategy

Planning Roman Road East

166. Roman Road East faces an important local economic challenge if it is to become a flourishing, vibrant and sustainable town centre. 44 units in the designated Roman Road East town centre were recorded as vacant by the Retail Capacity Study in 2008. This proportion is substantially higher than any other town centre in the borough and has increased from the 29 units that were recorded by the LBTH Town Centre Audit 2008. Crucially, one of these units is the vacant supermarket site, formerly occupied by Safeway. The level of vacant units presents the opportunity to bring in creative and cultural small enterprises who are in need of affordable workspace. Such a shift in land use could help the area adapt to change.

167. There are a number of factors behind the decline of the retail sector in Roman Road. In part it is due to the absence of a major supermarket but an additional factor has been the shifting demographics that have brought more young professionals into the area who are generally much more mobile in their spending patterns and less likely to solely shop locally. The town centre’s current boundary does not reflect its actual activity as retail uses have now spread outside the boundary.
Recommendations

168. **Support the development of a supermarket on Gladstone Place**: getting a supermarket back in the town centre has been critical to the future economic health of Roman Road East. The presence of an anchor store would help attract nearby residents giving them a practical reason for visiting the town centre. The recent granting of planning permission for a supermarket on the Gladstone Place site is a major step forward.

169. **Refocus retail and leisure uses around the eastern section**: concentrating retail and leisure uses within the eastern section of the town centre, whilst encouraging employment uses, such as creative and affordable workspace, galleries or cafes in the western section will lead to a more economically sustainable town centre offer. This could be delivered through the Core Strategy, Proposals Map DPD, Development Management DPD and Site Allocations DPD.

Designing Roman Road East

170. The streetscape works well in places. The street furniture in pedestrianised area of the town centre around Gladstone is good and forms part of a good quality public space for the town centre. The challenge is the need for more active frontages along lateral and adjacent streets to help create a better shopping experience by providing circulation routes.\(^{149}\)

Recommendations

171. **Introduce active frontages along side streets**: creating more provision and better circulation, in the long-term, around the town centre could help create a better shopping experience and link the centre more into its surroundings. This could be delivered through Development Management, the Roman Road Implementation Group and/or an Urban Design Study\(^{150}\).

Managing Roman Road East

172. Despite the planning issues Roman Road East faces, it is ideally placed to benefit from its increasingly affluent and dense surrounding residential areas. The weekly expenditure of residents in Roman Road East is easily high enough to support a district centre designation,\(^{151}\) but the evidence indicates that local residents are clearly not spending their income within the centre compared to other district centres.\(^{152}\) Whilst retail capacity studies in other parts of inner London, such as Hackney, have shown it is normal for residents in inner London to spend money in other town centres, especially the West End, it appears that this is happening to a much greater extent than elsewhere.\(^{153}\)

173. In part, the challenge of maintaining a strong retail sector has been caused by the lack of a large supermarket on the anchor site, but there are also other factors at play. Basic environmental issues around crime, safety and street cleanliness remain a significant town ‘dislike’ among people using the centre. In addition the shopping and leisure offer, in particular the street market, is not meeting the needs of all local residents.\(^{154}\)

Recommendations

174. **Tailor a distinctive shopping, leisure and employment offer**: Working with local enterprise, including the market traders, to shape a town centre offer around the needs and aspirations of local residents with retail and leisure in the eastern section of the town centre and employment uses in the western section. This could be delivered through the Roman Road Implementation Group.

175. **Integrate area management**: Working to combine the management arrangements of the market and street services will help the delivery of environmental services in the town centre. This could be achieved through the Markets Strategy, Public Realm Strategy and a distinctive town centre management arrangement with the support of the Roman Road Implementation Group.
Connecting Roman Road East

176. Roman Road East sits within a complex network of streets, some of these still retain their original character and form, whereas others have been interrupted by the development of larger blocks breaking up the traditional street pattern. This has led to a reduction in local accessibility, which results in the town centre being less accessible than most other designated district centres in the borough.\(^{156}\) This is compounded by the lower than average public transport accessibility level.\(^{157}\) In practice, the 12 minute walk\(^ {158}\) from Mile End or Bow Road stations is too long and complicated for most potential visitors.

177. Strategic accessibility is a major challenge facing Roman Road East. At present the Roman Road ends in Roman Road East town centre and does not connect eastwards towards Stratford. The impact of this is less visibility as cars are diverted across the A12 south of Roman Road. The development of the Olympic Park and the Fish Island Masterplan has created an opportunity to ‘punch’ through the Roman Road into Fish Island and eventually into Stratford. Such an intervention could open up the town centre and help it attract a greater number of shoppers and visitors.

Recommendations

178. **Open up Roman Road into the Olympic Park**: A strategic road intervention with improved walking and cycling routes into the wider area would transform the location of Roman Road into a central part of the Lea Valley. This could be delivered through the Fish Island Masterplan, Legacy Masterplanning Framework and the Strategic Transport Team working in partnership with TfL through Tower Hamlets’ Local Implementation Plan.

179. **Enhance wayfinding and signage in Bow**: Enhanced and targeted signage that markets Roman Road East and its strengths, such as the Farmer’s Market, would ensure a greater number of people can and want to visit Roman Road East and find it more convenient to do so when they are coming from Mile End Station or another nearby transport interchange. This could be delivered through the Public Realm Strategy and the Local Implementation Plan.

Proposed Vision: By 2025 Roman Road East will be focused around the rejuvenated street market, which will contribute to the town centre being a distinctive place to shop and socialise. It will offer the residents of Bow a more relaxed, cleaner and safer environment to the hustle and bustle of nearby town centres.

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<tr>
<th>Aims</th>
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<th>Who?</th>
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<td>Support the development of a supermarket on Gladstone Place</td>
<td>Getting a supermarket in place to help revitalise economic activity in the town centre</td>
<td>LBTH Development Control, Development Schemes</td>
<td>Granting of Planning Permission</td>
<td>Planning permission granted: supermarket due for development</td>
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<td>Refocus retail and leisure uses around the eastern section</td>
<td>Concentrating retail and leisure uses in the east and encouraging employment uses in the western section</td>
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<td>Core Strategy Proposals Map DPD Development Management DPD Site Allocations DPD</td>
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<td>Introduce active frontages along side streets</td>
<td>Creating more active frontages around the shopping centre to enhance the shopping experience</td>
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<td>Place Marketing</td>
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<td>Enhancing the strategic accessibility through a direct route west to east into the Olympic Park and through into Stratford</td>
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<td>Enhance wayfinding and signage in Bow</td>
<td>Improved signage to ensure visitors and others can access Roman Rd East from Mile End or Bow Rd stations</td>
<td>LBTH Public Realm Team</td>
<td>Public Realm Strategy</td>
<td>Medium-term (2-5 years)</td>
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Roman Road West District Centre

Where are we now?

180. Roman Road West is located in the north of the borough within 5-10 minute walk to Bethnal Green Underground Station and a 10 minute walk to Roman Road East. Its location is its strength with good access to Victoria Park, Meath Gardens and the Regents Canal. It is a linear town centre running along Roman Road. The town centre itself has a higher proportion of non-retail services and places to eat and drink than other town centres in the borough and in recent years a number of niche and specialist shops have begun to locate within the town centre.\(^\text{159}\)

181. In the wider area of Globe Town there has been significant housing growth around Meath Gardens and the Regents Canal. Over the next 15 years there is likely to be a further increase in the number of homes in the area with a significant proportion of these for families.\(^\text{160}\) The challenge for Roman Road West is finding a unique role that plays to its strengths and maximises the open space and other natural assets that surround it. Shaping a strategy for Roman Road West will be necessary to unlock its potential.

Where do we want to be?

By 2025 Roman Road West will be a hub for small local business. The public square and market will be Globe Town's focal point and the town centre will be a place where people will spend time shopping, dining and relaxing.

How are we going to get there?

Figure 20 Roman Road West Spatial Strategy

Roman Road West District Centre

Proposed Vision

Town centre boundaries
- Town centre
- Town centre extension
- Other town centres
- City Fringe Activity Area / Canary Wharf Activity Area

Interventions
- Designate a hub for small to medium enterprises
- Intensify the use of the public square
- Develop a pedestrian and cycle friendly spine running through Roman Road
- Improved or new connections

Urban context of the town centre

Street hierarchy
- Primary links
- Secondary links

Land use
- Residential area
- Public green space
- Non residential
- Water

Spatial layout
- Impact on accessibility, safety and wayfinding
- Street based layout
- Estate based layout

Attractors
- Street market
- Supermarket
- Cultural activity
- Health facility
- Leisure centre

Transport
- Underground
- DLR
- National Rail
- Crossrail
- Railway
Planning Roman Road West

182. The town centre is in good retail health with few units vacant.161 The mix of town centre uses in Roman Road West is different to that of centres with a much higher proportion of non-retail uses. This is in part a reflection of its location, size and function. It plays an ancillary role to the larger town centres of Bethnal Green and Roman Road East. However, rather than being a cause of concern, it is an important strength for the town centre and has enabled its economic viability. Fostering a distinctive offer increasing professional services is one way in which the centre can be sustained.

Recommendations

183. **Designate Roman Road West as a hub for small to medium enterprises including professional services:** Allowing a greater number of local enterprises to locate within the town centre would further help enhance the economic sustainability of Roman Road West. This could be delivered through the Development Management and Site Allocations DPDs.

Designing Roman Road West

184. The urban design quality of Roman Road West is generally good. However, improving the quality of the buildings around the public square and the overall quality of shopfronts along the high street would add to the vitality of the town centre.162

Recommendations

185. **Work in partnership with public and private landlords to improve the building quality around the public square and shopfronts along Roman Road** enhancing the quality of buildings and shopfronts along the high street would foster increased economic vitality around the town centre. This could be delivered through Development Management DPD, through and Urban Design SPD163 and implemented by projects in the Public Realm Strategy.

Managing Roman Road West

186. Whilst larger town centres in Tower Hamlets face the challenge of tackling the impacts of intensity of use, the evidence indicates that Roman Road West faces the opposite and therefore has the potential to manage a greater intensity of uses.164 The public square is being under-used by the market and by the residents of Globe Town. There is a real opportunity to not only intensify the market, but to also create more of a focal point for residents in Globe Town.165

187. There is an opportunity for intensifying and building on the success of the small business economy in the town centre to develop a professional-service focused economy. The challenge is to help Roman Road West find its place through further clustering of these types of enterprises.153

Recommendations

188. **Intensify the use of the public square:** increasing the use of the public square as a place for the market and also as a place for Globe Town residents. This could be delivered through the Markets Strategy and Public Realm Strategy.

189. **Establish Roman Road West as a hub for small business:** attracting more small businesses into Roman Road West can help the town centre find its distinctive and unique role. This could be delivered through the Inward Investment Team and Skillsmatch.
**Connecting Roman Road West**

190. Roman Road West has a high level of accessibility at all levels due to its close proximity to Bethnal Green Underground Station and major bus routes, such as the D6 and D8, along Roman Road and Cambridge Heath Road. The connectivity issues facing Roman Road West are far more specific and local in character. In particular linkages between the town centre, Victoria Park, Meath Gardens and the Regents Canal are not strong. This means that Roman Road West is not maximising its value as a key point of pedestrian and cycling interchange between these recreational assets.

**Recommendations**

191. *Develop a pedestrian and cycle friendly spine running through Roman Road West:* placing Roman Road West at the heart of a new link, which connects Victoria Park in the north to Meath Gardens in the south, should ensure that Roman Road West can maximise its value as a distinctive town centre within a wider network of natural and recreational assets. This could be delivered through the Strategic Transport Team working in partnership with TfL through the Local Implementation Plan.

**Proposed Vision:** By 2025 Roman Road West will be a hub for small local business. The public square and market will be Globe Town’s focal point and the town centre will be a place where people will spend time shopping, dining and relaxing.

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<tbody>
<tr>
<td>Planning</td>
<td>Designate Roman Rd West a hub for small to medium enterprises including professional services</td>
<td>More flexibility and allowing greater numbers of local enterprises to locate within the town centre would further help enhance the economic sustainability of the town centre</td>
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<td>Short-term (0-2 years)</td>
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<td>Designing</td>
<td>Work in partnership with public and private landlords to improve building quality around public square and shop fronts along Roman Road</td>
<td>Improved design would help enhance the economic vitality of the town centre and help the public square become a focal point</td>
<td>LBTH Urban Design and Conservation, Development Implementation, Development Schemes, Development Control</td>
<td>Development Management DPD, Urban Design SPD, Public Realm Strategy</td>
<td>Long-term (5-15 years)</td>
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<td><strong>Managing</strong></td>
<td>Intensify the use of the public square</td>
<td>Utilising the capacity of the square as a place for the market and also as a place for local residents to meet, socialise and congregate</td>
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<td>Establish Roman Rd West as a hub for small business</td>
<td>Attracting more small businesses into Roman Rd West can help the town centre find its distinctive and unique role in Tower Hamlets</td>
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<td><strong>Connecting</strong></td>
<td>Develop a pedestrian and cycle friendly spine running through Roman Rd West</td>
<td>Roman Rd West can maximise its value as a distinctive town centre within a wider network of natural and recreational assets</td>
<td>LBTH Strategic Transport</td>
<td>Local Implementation Plan</td>
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Watney Market District Centre

Where are we now?

191. Watney Market is located in the south-west of the borough within Shadwell. Like Chrisp Street it is a classic post-war open air shopping centre sitting just off the Commercial Road (a major arterial road). At the heart of the town centre is Watney Market made up mainly of convenience retail. In recent years a distinctive local economy has developed along the rail arches to the south of the market area supplying specialist grocery supplies to the Bangladeshi community. The on-street shopper surveys (carried out as part of the Retail Capacity Study) found that the centre is liked by local people for its sense of community.169

192. The wider area of Shadwell has been undergoing housing regeneration and a number of estates will be remodelled or refurbished over the next 15 years.170 Tarling Heights and Watney Plaza, sitting on the edge of the town centre, is a good example of such housing development activity. Despite the housing regeneration activity there remains a need to bring the different parts of Watney together into a focal point for Shadwell.171

Where do we want to be?

By 2025 Watney Market will be a focal point for Shadwell’s diverse local communities, providing essential civic functions, a higher quality shopping and leisure offer and specialist retail uses. An outward looking town centre with improved local connectivity will further attract local people and workers.

How are we going to get there?

![Diagram of Watney Market District Centre](image)
Planning Watney Market

193. Town centre land uses have spread outside of the designated town centre boundary southwards around Shadwell DLR Station and northwards along Commercial Road. According to the Retail Capacity Study, the centre is in good retail health with less than average level of vacancies.

194. Current land use could be more varied. Presently comparison retail makes up 75% of uses within the designated area which is higher than any other town centre in the borough and well in excess of the national average of 51%. Although there are some non-retail uses essential to the functioning of a district centre, the centre would benefit from more civic uses, such as developing the existing library into an Idea Store, over the long-term, which would help meet the Core Strategy's objective of having a strong civic presence in the borough's district centres. The Council is the major landowner in the town centre and, therefore, has additional powers to shape the actual provision in the town centre.

Recommendations

195. **Extend the town centre boundary**: Extension of the boundary southwards to Shadwell Station and northwards along Commercial Road could be implemented through the Core Strategy and the Proposals Map DPD.

196. **Deliver additional civic anchors within the market area**: developing a civic anchor, such as a One-Stop-Shop, at the heart of the town centre could be achieved through the Council's Asset Management Strategy and fulfill the Core Strategy's objective of focusing civic uses within district centres.

Designing Watney Market

197. Watney Market has a similar urban form to Chrisp Street. Its position and urban form allow it to take advantage from being close to a strategic road whilst not suffering from the resulting environmental degradation. However the lack of active frontages, both north along Commercial Road and southwards into Shadwell DLR Station is detrimental in enabling Watney Market to be a focal point for the area.

Recommendations

198. **Introduce active frontages along the shopping centre’s edges**: Providing active frontages north along Commercial Road and south into Shadwell DLR Station will Watney Market develop into focal point for Shadwell. This could be implemented partly through a Development Brief and also via the Council's Asset Management Strategy and Development Management DPD.

Managing Watney Market

199. Introducing greater choice and quality is a key challenge for managing Watney Market. The shopper survey found that an important reason for people disliking the town centre or the market was the lack of choice and quality in provision. People also indicated that they would like to see more cafes, restaurants and other leisure provision within the centre would improve the town centre.

Recommendations

200. **Develop a higher quality and varied shopping and leisure offer**: Enhancing the town centre offer could enable it to play more of a unifying role in Shadwell. This could be achieved through the Asset Management Strategy focusing on releasing one or more of its retail units for civic uses, the Markets' Strategy and developing a place marketing plan to market the town centre offer to a wider audience.

Connecting Watney Market

201. Watney Market is highly accessible at strategic and local levels. Its public transport accessibility level (PTAL) is ‘good’ and with the East London Line Extension running from Highbury and Islington Station in north London to West Croydon Station in south London in place by 2011, it will transform Watney Market into one of the most connected centres in the borough. There are some accessibility issues at the micro-level, i.e. 400 metre radius or five minute walking distance to the centre. This is caused by pedestrian barriers, such as Commercial Road, which reduces linkages across the Shadwell area.
Recommendations

202. **Develop an improved crossing over Commercial Road**: improved pedestrian crossings would help improve local accessibility and thus enable Watney Market play more of a focal role for the local community on both sides of Commercial Road. This could be jointly achieved through the Local Implementation Plan and the Public Realm Strategy working in partnership with TfL who have responsibility for Commercial Road.

**Proposed Vision**: By 2025 Watney Market will be a focal point for Shadwell’s diverse local communities, providing essential civic functions, a higher quality shopping and leisure offer and specialist retail uses. An outward looking town centre with improved local connectivity will further attract local people and workers.

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<tr>
<td>Planning</td>
<td>Extend town centre boundary</td>
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<td>Core Strategy Proposals Map DPD</td>
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<td>Deliver additional civic anchors within the market area</td>
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<td></td>
<td>Markets Service Team</td>
<td>Place Marketing Plan</td>
<td></td>
</tr>
<tr>
<td>Connecting</td>
<td>Develop an improved crossing over Commercial Rd</td>
<td>Enhanced pedestrians links would help improve local accessibility at the 400 metre level.</td>
<td>LBTH Public Realm Service Strategic Transport Team</td>
<td>Local Implementation Plan</td>
<td>Long-term (5-15 years)</td>
</tr>
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<td></td>
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<td>Transport Team</td>
<td>Public Realm Strategy</td>
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<td>Transport for London</td>
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</tbody>
</table>

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Whitechapel District Centre

Where are we now?

203. Whitechapel is located in the centre of the borough close to the city of London and Aldgate. The town centre is linear in form and runs along Whitechapel Road, which is a key arterial road out of the city of London. Local residents strongly identify with Whitechapel and its street market.\textsuperscript{179} Despite the concerns of shoppers over cleanliness and safety in the town centre, shopper survey respondents like the sense of community in Whitechapel more than any other centre in the borough.\textsuperscript{180}

204. The town centre will see significant growth over the next 15 years. The development of Crossrail and the East London Line Extension will see Whitechapel transformed into a regional transport interchange connected to Heathrow to the west, Essex to the east, Croydon to the south and Islington to the north. Similarly the redevelopment of the Royal London Hospital into England’s biggest hospital redefines it as ‘Medical Infrastructure of International Importance’ in the London Plan.\textsuperscript{181} Finally, significant funding is being invested into the high street via High Street 2012, which seeks to transform Whitechapel High St into the exemplar pedestrian and cycling gateway into the Olympic Park.\textsuperscript{182}

Where do we want to be?

By 2025 Whitechapel town centre will serve as a regional economic and visitor hub, whilst also being a locally distinctive place residents value. The historic and vibrant high street will be home to a bustling economy that will be strengthened by the presence of Crossrail, the expanded East London Line, the improvements of High Street 2012 and the redevelopment of Royal London Hospital.

How are we going to get there?

Planning Whitechapel

205. Whitechapel is a rapidly growing town centre. Evidence from the Focus Property Database, indicates that demand for retail and leisure properties is stronger than any other district centres in the borough.\textsuperscript{183} Moreover, retail rents in Whitechapel were higher than any other district centre in the borough.\textsuperscript{184} There are also a number of multiple chain retailers claiming they are seeking space in Whitechapel.\textsuperscript{185} Once again town centre uses have spread outside the designated town centre especially westwards towards Aldgate.\textsuperscript{186} The character of the west of Whitechapel has begun to resemble the City Fringe and the City Financial District, whilst the east is more community-focused reflecting a distinct character of its own.\textsuperscript{187}
Recommendations

206. **Designate western Whitechapel as part of the City Fringe Activity Area**: Designating the western section will enable development in this area to be managed in a manner that meets the needs of all stakeholders (see earlier section on designation for a fuller explanation of City Fringe Activity Area). This will be implemented through the Core Strategy, Proposals Map DPD and Development Management DPD, but also supported by a review and update of the Aldgate and Whitechapel Masterplans.

207. **Promote civic and community uses at the eastern end of the centre**: encouraging civic uses around the east of the centre will help create a focus to complement the role played by the western end of the centre. This could be delivered through the Whitechapel Masterplan and also supported by the Localisation Strategy’s policy on locating community uses within town centres and through the policies in the Development Management DPD and Site Allocations DPD.

**Designing Whitechapel**

208. The design quality of Whitechapel High Street impacts upon the vitality of Whitechapel. The High Street 2012 strategy recommends improvements to the design of the roads and buildings in the area. The current Sainsbury Supermarket site is particularly inefficient in its use of land. The supermarket is positioned away from the high street so there are no active frontages onto the high street.

209. **Develop a high quality street streetscape**: Developing a higher quality streetscape would enhance the vitality and value of the high street as a local place and also substantiate the proposal of a regionally important town centre and location in relation to the new Olympic Park. It could be delivered through High Street 2012 and the Public Realm Strategy.

210. **More efficient use of the supermarket site**: Making more efficient use of the supermarket site could add vitality to the eastern end of Whitechapel, additional housing within a redeveloped supermarket site could also increase vitality and viability of the town centre. It could begin to be implemented through a Development Brief for the area and Development Management DPD.

**Managing Whitechapel**

211. Residents particularly liked the street market and felt that the town centre had an important sense of community. However there were strong concerns about the cleanliness and safety of the market itself. 60% of respondents stated that they disliked the dirty shopping streets, whilst a further 33% disliked the market because it was also considered dirty. Consultation carried out by High Street 2012 indicated that the problem is one partly of market layout as there are too many market stalls along a linear route and sheer intensity of use of one side of the street makes it very difficult for the streets and pavements to be maintained effectively.

212. There is the potential to develop strong business leadership in the town centre. Whitechapel is one of the few centres in the borough to have substantial enough rateable values, and a critical mass of businesses, to develop a Business Improvement District (BID). A BID could resolve some of the complex environmental and management problems as well as enhancing the competitiveness of the town centre through appropriate investment and effective management. This could be explored, along with other forms of business leadership models, through a Business Leadership Feasibility Study, which could explore the potential of developing different models of business leadership, such as a BID, in different town centres in the borough.

**Recommendations**

213. **Improve layout of the market**: extending part of the market to a new covered space in a visible and adjacent location to Whitechapel could help reduce the intense use of the high street and make it easier to manage. This could be implemented through the Markets Strategy and High Street 2012.

214. **Integrate the management of the area**: working to combine the management arrangements of the market and street services would help the delivery of environmental services in the town centre. This could be achieved through the Markets Strategy and a distinctive town centre management arrangement that fits within the existing Local Area Partnership management structure.
215. Promote business leadership and investment in Whitechapel: developing business leadership could give Whitechapel the energy and direction needed to re-shape the delivery of town centre services. This could be achieved through a Business Leadership Feasibility Study to investigate potential models of business leadership that could be promoted across different town centres in Tower Hamlets.

Connecting Whitechapel

216. Whitechapel, at a strategic level, is one of the most accessible town centres in the borough. However, at the 400 metre level local accessibility is weak because of the layout and size of blocks. The Royal London Hospital acts as a significant north to south barrier to movement into the town centre from nearby residential areas. There are also some further connectivity problems with the link between Whitechapel and City Fringe areas that lack clear wayfinding and signage.

217. The importance of integrating Crossrail into the urban fabric of Whitechapel was highlighted by a number of stakeholders. The opportunities brought about by such major infrastructure offers Whitechapel a dual role continuing to play an important role as a local centre, whilst also beginning to play a stronger regional role over the next 15 years. This will become especially important as the visitor role of Whitechapel is enhanced through the expansion of the Whitechapel Art Gallery, the 2012 Games and the increasing popularity of the City Fringe as a visitor destination.

Recommendations

218. Improve connections north to south through the hospital: Enhanced local connections would ensure that Whitechapel continues to bring value to local residents. This is already partly being delivered through the Whitechapel Masterplans as well as being also supported by High Street 2012.

219. Enhance wayfinding and signage around the City Fringe: Clear signage through a wayfinding system could help visitors see more places in Tower Hamlets and bring more wealth to Whitechapel and other town centres. This could be delivered through the Cultural Trail being proposed by the Council and its partners.

220. Maximise the value of new transport infrastructure: Whitechapel can realise its role as a regional economic hub by working in close partnership working with TfL. This could be delivered through the Whitechapel Masterplan helping to coordinate the Crossrail and East London Line Extension programmes.

Proposed Vision: By 2025 Whitechapel town centre will serve as a regional economic and visitor hub, whilst also being a locally distinctive place residents value. The historic and vibrant high street will be home to a bustling economy that will be strengthened by the presence of Crossrail, the expanded East London Line, the improvements of High Street 2012 and the redevelopment of Royal London Hospital.

<table>
<thead>
<tr>
<th>Aims</th>
<th>Recommendation</th>
<th>Detail</th>
<th>Who?</th>
<th>How?</th>
<th>When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Designate the western Whitechapel as part of the City Fringe Activity Area</td>
<td>Enable this section of Whitechapel to be managed in a distinctive and effective manner</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPD Development Management DPD Whitechapel &amp; Aldgate Masterplans</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>Aims</td>
<td>Recommendation</td>
<td>Detail</td>
<td>Who?</td>
<td>How?</td>
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<tr>
<td>Promote civic and community uses at the eastern end of Whitechapel</td>
<td>Delivering a civic hub to complement the role of the western Whitechapel</td>
<td>LBTH Strategic Planning Communities, Localities and Culture Directorate</td>
<td>Development Management DPD Site Allocations DPD Whitechapel Masterplan Localisation Strategy</td>
<td>Medium-term (2-5 years)</td>
<td></td>
</tr>
<tr>
<td>Designing</td>
<td>Develop a high quality streetscape</td>
<td>Enhancing the vitality and value of the high street as a place for local people and also as a regional hub</td>
<td>LBTH Strategic Transport Team Transport for London</td>
<td>High Street 2012 Public Realm Strategy</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td></td>
<td>More efficient use of supermarket site</td>
<td>Making the site into a more active part of the high street</td>
<td>LBTH Development Implementation Development Schemes</td>
<td>Development Brief</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>Managing</td>
<td>Improve layout of the market</td>
<td>Transferring part of the market to a new covered space adjacent to the high street</td>
<td>Markets Service Strategic Transport Team Asset Management Team</td>
<td>High Street 2012 Markets Strategy</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td></td>
<td>Integrate management of the area</td>
<td>Improving the delivery of environmental services</td>
<td>Markets Service Public Realm Service</td>
<td>Markets Strategy Town centre management (within the LAP Structure)</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>Aims</td>
<td>Recommendation</td>
<td>Detail</td>
<td>Who?</td>
<td>How?</td>
<td>When?</td>
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<tr>
<td>Promote business leadership and investment in Whitechapel</td>
<td>Promote business leadership and investment in Whitechapel</td>
<td>Capitalizing on the energies of the local business community to improve the quality of the town centre</td>
<td>Inward Investment Team</td>
<td>Business Leadership Feasibility Study</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>Connecting</td>
<td>Improve connections especially north to south through the hospital</td>
<td>Enhancing levels of local accessibility between the town centre and residential areas</td>
<td>LBTH Public Realm Service Strategic Transport Team</td>
<td>Local Implementation Plan High Street 2012 Public Realm Strategy Whitechapel Masterplan</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>Connect, enhance wayfinding and signage</td>
<td>Enhance wayfinding and signage around the City Fringe</td>
<td>Improving orientation around the City Fringe</td>
<td>LBTH Urban Design and Conservation Cultural Trail</td>
<td>LBTH Strategic Transport/ Development Implementation ELLX &amp; Crossrail Programmes Whitechapel Masterplan</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>Enable better transport planning and movement</td>
<td>Maximise the value of new transport infrastructure</td>
<td>Ensuring the deliver of Crossrail and ELLX enables Whitechapel to play a regional economic role</td>
<td>LBTH Strategic Transport/ Development Implementation ELLX &amp; Crossrail Programmes Whitechapel Masterplan</td>
<td>ELLX &amp; Crossrail Programmes Whitechapel Masterplan</td>
<td>Medium-term (2-5 years)</td>
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</tbody>
</table>
Neighbourhood Centres

221. This section discusses neighbourhood centres and the potential for designating new town centres in some areas in light of the changes that have taken place since the 1998 Adopted UDP. Neighbourhood centres are discussed in varying detail depending on the scale of challenges facing them over the next 15 years.

222. Across the borough there are a number of town centres that function as neighbourhood centres. For a fuller description of these centres please see the Spatial Baseline and the Retail Capacity Study. A number of neighbourhood centres in the borough are performing well as neighbourhood centres and do not require extensive analysis:

- Wapping Lane
- Ben Jonson Road
- Manchester Road / Island Gardens
- Barkantine Estate
- Columbia Road
- Stroudley Walk
- Westferry Road
- Salmon Lane

223. There are other town centres that are performing a similar function to the role of a neighbourhood centre, but are not formally recognised. Such centres should be considered for designation:

- **Devons Road**: Devons Road has begun to function as a small town centre with a growing number of activities around the DLR Station and a growing local population around the station. A number of services also exist along the spine of St Paul’s Way.

- **Limehouse Station**: the accessible location and the existing retail activity at Limehouse Station makes it ideally placed to become an important neighbourhood centre.

- **Thomas More (Wapping)**: the absence of any designated town centres in this area highlights the need to protect retail and local service provision in this place. Thomas More is a good location as there is already a Waitrose. However, there will need to be further provision in order to ensure it meets the designation criteria.

- **Mile End**: town centre activity takes place along Mile End Road focused under the Mile End Park ‘Green Bridge’ and around the tube station and around Burdett Road. Mile End is a highly accessible location with some major employment uses as well, such as Queen Mary College.

- **Hackney Wick**: town centre uses appear around Hackney Wick on the Tower Hamlets and Hackney sides. Detailed proposals will come forward through the Fish Island Masterplan and there will be complementary proposals in the Legacy Masterplanning Framework for leisure uses and some ancillary retail uses at Old Ford Lock which will support the Marina area rather than compete with Hackney Wick.

- **Cambridge Heath Road North**: at and around the station and intersection of Cambridge Heath Road and Hackney Road, there is mix of shops, restaurants and bars. A new neighbourhood centre here would reflect the commercial activity that exists.

224. Some of the currently designated neighbourhood centres in the borough require a redefining of their town centre boundaries and their classification to better reflect current and future levels of town centre activity.

- **Cambridge Heath / Cleveland Way** neighbourhood centre currently is located in the north central section of the borough. It is spread between two blocks with one larger section on Cambridge Heath Road and a smaller section on Cleveland Way. The Cleveland Way section does not integrate effectively with the rest of the centre and does not function as part of a neighbourhood centre. There is a need to review the existing boundary to focus on Cambridge Heath Road where a greater concentration of activity exists and rename this as Cambridge Heath Road South neighbourhood centre.
• Whitehorse Lane is located just off Mile End Rd close to Stepney Green Underground Station. The designated section covers around 13 units and only one side of the road. The centre does not cover any part of Mile End Rd around Stepney Green station which has a much higher concentration of town centre activities. Therefore, there is an opportunity to extend and re-brand the centre into ‘Stepney Green Neighbourhood Centre’ to create a better and more effectively integrated neighbourhood centre, which includes the Co-op supermarket, activities on Mile End Road and the London Underground Station.\(^{205}\)

• Aberfeldy Street is located in the south-east of the borough. Aberfeldy St is a typical 1960s style shopping centre with a lack of easily accessible transport facilities. Its current boundary does not enable it to play a more active role. Any boundary extension needs to bring out more active frontages. As this centre is planned for redevelopment under Poplar HARCA’s plans for the area, there is an opportunity to redefine the boundary to help create more active frontages onto the main street.\(^{206}\)

• Poplar High Street is a small linear centre with Blackwall, Poplar and East India DLR stations within walking distance. A number of bus services also run through the centre. Results from the shopper survey, indicated that nearly half of people get there by foot and the main reason for liking the centre was its convenience and proximity. Presently, the town centre boundary is tightly defined and is not easily accessible to all the residential and employment areas around the centre. With redevelopment plans coming forward for the area, a boundary extension to incorporate a wider area, which could include Blackwall DLR could create a bigger, more integrated and locally accessible town centre that could sustain a more critical mass of people. In doing so it would prevent duplication and create a more economically sustainable neighbourhood centre.

Local Shopping Provision

225. There are some centres that, upon review, now have more of a local function such that they provide basic convenience items, such as a pint of milk and a loaf of bread. They are not large enough in scale or function (some of these may only consist of a few convenience shops) to be considered a neighbourhood centre and do not meet the criteria set out in chapter 4. Places are recognised as having this role:

- O’Leary Square,
- Castalia Square,
- Westport Street

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Detail</th>
<th>Who?</th>
<th>How?</th>
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</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Designate the following town centres as neighbourhood centres:</td>
<td>Wapping Lane&lt;br&gt;Ben Johnson Road&lt;br&gt;Manchester Road/Island Gardens&lt;br&gt;Barkantine Estate&lt;br&gt;Columbia Road&lt;br&gt;Stroudley Walk&lt;br&gt;Mile End&lt;br&gt;Devons Rd&lt;br&gt;Limehouse Station&lt;br&gt;Thomas More&lt;br&gt;Hackney Wick&lt;br&gt;Westferry Road&lt;br&gt;Salmon Lane&lt;br&gt;Cambridge Heath Road North</td>
<td>LBTH Strategic Planning</td>
</tr>
<tr>
<td></td>
<td>Re-draw the following neighbourhood centre boundaries:</td>
<td>Cambridge Heath Road South&lt;br&gt;Whitehorse Lane&lt;br&gt;Aberfeldy Street&lt;br&gt;Poplar High St</td>
<td>LBTH Strategic Planning</td>
</tr>
</tbody>
</table>
Delivery Framework for the Town Centre Spatial Strategy

224. The delivery framework set out in the following pages brings together all the recommendations suggested in the town centre delivery frameworks on a theme-by-theme basis (planning, designing, managing and connecting). The advantage of bringing the recommendations together on a theme-by-theme basis is intended to also serve as a guide to initiate action not just on a town centre basis, but also between common services that may be more focused around one strategic area, such as urban design. Moreover, the delivery framework is intended to help facilitate coordination between service areas.
<table>
<thead>
<tr>
<th>AIMS</th>
<th>RECOMMENDATION</th>
<th>TOWN CENTRE</th>
<th>WHO?</th>
<th>HOW?</th>
<th>WHEN?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Create a Canary Wharf Activity Area</td>
<td>Canary Wharf</td>
<td>LBTH Strategic Planning Team</td>
<td>Core strategy Proposal Map DPD</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>2.</td>
<td>Encourage any further retail and leisure floorspace to Canary Wharf town centre</td>
<td>Canary Wharf</td>
<td>LBTH Strategic Planning Team</td>
<td>Core strategy Development Management Site allocations DPDs</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>3.</td>
<td>Maximise the contribution development opportunities</td>
<td>Canary Wharf</td>
<td>LBTH Development Planning Team</td>
<td>Outline and full planning permissions</td>
<td>Continuous</td>
</tr>
<tr>
<td>4.</td>
<td>Designate City Fringe Activity Area</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>5.</td>
<td>Designate as a district centre</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>6.</td>
<td>Extend centre boundary of Brick Lane</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map Development Management Site Allocations DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>7.</td>
<td>Refresh Brick Lane SPG</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Strategic Planning</td>
<td>Brick Lane (Restaurant Zone) SPG</td>
<td>Medium-term (2-5 Years)</td>
</tr>
<tr>
<td>8.</td>
<td>Develop a civic hub around Bethnal Green Underground Station</td>
<td>Bethnal Green</td>
<td>LBTH Strategic Planning Team Development Implementation</td>
<td>Development Management Site Allocations DPDs Localisation Strategy</td>
<td>Medium-term (2-5 Years)</td>
</tr>
<tr>
<td>10.</td>
<td>Designate a western extension of town centre boundary or an extension of the City Fringe Activity Area</td>
<td>Bethnal Green</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map Development Management DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>11.</td>
<td>Designate as a district centre</td>
<td>Bromley-By Bow</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>12.</td>
<td>Support an increase in comparison retail, leisure and civic uses</td>
<td>Chriss Street</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map Development Management DPDs</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>AIMS</td>
<td>RECOMMENDATION</td>
<td>TOWN CENTRE</td>
<td>WHO?</td>
<td>HOW?</td>
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<tr>
<td>13.</td>
<td>Extend town centre boundary north to Langdon Park and south to All Saints DLR</td>
<td>Chrisp Street</td>
<td>LBTH Strategic Planning Team Reshaping Poplar Group</td>
<td>Core Strategy Proposals Map DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>14.</td>
<td>Support the development of a supermarket within the town centre</td>
<td>Chrisp Street</td>
<td>LBTH Strategic Planning Team Reshaping Poplar Group</td>
<td>Development Brief</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>15.</td>
<td>Retain the designation of Crossharbour on a number of conditions</td>
<td>Crossharbour</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map Development Management DPDs</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>16.</td>
<td>Extend town centre boundary to include Pepper St and the Island Health Centre</td>
<td>Crossharbour</td>
<td>LBTH Strategic Planning Team</td>
<td>Core strategy Development Management DPDs</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>17.</td>
<td>Support the development of a supermarket on Gladstone Place</td>
<td>Roman Road East</td>
<td>LBTH Development Control Development Schemes</td>
<td>Granting of Planning Permission</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>18.</td>
<td>Refocus retail and leisure uses around eastern section of the town centre</td>
<td>Roman Road East</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map Development Management Site Allocations DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>19.</td>
<td>Designate Roman Road West a hub for small to medium enterprises including professional services</td>
<td>Roman Road West</td>
<td>LBTH Strategic Planning</td>
<td>Development Management Site Allocations DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>AIMS</td>
<td>RECOMMENDATION</td>
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<td>20.</td>
<td>Extend town centre boundary</td>
<td>Watney Market</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map DPDs</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>21.</td>
<td>Deliver additional civic anchors within the market area</td>
<td>Watney Market</td>
<td>LBTH Asset Management Communities, Localities and Culture Directorate</td>
<td>Asset Management Strategy</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td>22.</td>
<td>Designate western Whitechapel as part of the City Fringe Activity Area</td>
<td>Whitechapel</td>
<td>LBTH Strategic Planning Team</td>
<td>Core Strategy Proposals Map Development Management DPDs Whitechapel &amp; Aldgate Masterplans</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>23.</td>
<td>Promote civic and community uses at the eastern end of Whitechapel</td>
<td>Whitechapel</td>
<td>LBTH Strategic Planning Communities Localities And Culture</td>
<td>Development Management DPD Site Allocations DPD Whitechapel Masterplan Localisation Strategy</td>
<td>Medium-term (2-5 Years)</td>
</tr>
<tr>
<td>24.</td>
<td>Designate the following town centres as neighborhood centres:</td>
<td>Wapping Lane Ben Jonson Road Manchester Road/ Island Gardens Barkantine Estate Columbia Road Stroudley Walk Mile End Devons Road Limehouse Station Thomas More Hackney Wick Salmon Lane</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>25.</td>
<td>Re-Draw the following neighbourhood centre boundaries:</td>
<td>Cambridge Heath Road/Cleveland Way Stepney Green (Whitehorse Lane) Aberfeldy Street Poplar High Street</td>
<td>LBTH Strategic Planning</td>
<td>Core Strategy Proposals Map DPD</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>AIMS</td>
<td>RECOMMENDATION</td>
<td>TOWN CENTRE</td>
<td>WHO?</td>
<td>HOW?</td>
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<tr>
<td>27.</td>
<td>Maintain and enhance the unique clusters within the Truman Brewery area</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Development Schemes Development Implementation Development Control</td>
<td>Development Brief</td>
<td>Medium-term (5-15 Years)</td>
</tr>
<tr>
<td>28.</td>
<td>Conserve the architectural character of the City Fringe</td>
<td>City Fringe and Brick Lane</td>
<td>LBTH Urban Design And Conservation</td>
<td>Conservation Area Policies</td>
<td>Refresh in the Long-term (5-15 Years)</td>
</tr>
<tr>
<td>29.</td>
<td>Develop a civic square around Bethnal Green Underground Station</td>
<td>Bethnal Green</td>
<td>LBTH Public Realm</td>
<td>Public Realm Strategy</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td>30.</td>
<td>Introduce active frontages on the shopping centre’s edges</td>
<td>Chrisp Street</td>
<td>LBTH Development Implementation Strategic Planning Reshaping Poplar Group</td>
<td>Development Brief</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>31.</td>
<td>Ensure a balance of commercial unit sizes</td>
<td>Chrisp Street</td>
<td>LBTH Tower Hamlets Major Projects Strategic Planning</td>
<td>Poplar Area Action Plan DPD Development Brief</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>32.</td>
<td>Redevelop the town centre with a higher quality streetscape</td>
<td>Crossharbour</td>
<td>LBTH Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>33.</td>
<td>Include active retail frontages</td>
<td>Crossharbour</td>
<td>LBTH Development Implementation Development Schemes Development Control Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>34.</td>
<td>Deliver high quality public realm</td>
<td>Crossharbour</td>
<td>LBTH Strategic Planning Development Implementation Development Decisions Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>35.</td>
<td>Maximise the potential of the Asda site</td>
<td>Crossharbour</td>
<td>LBTH Development Schemes Development Control Urban Design and Conservation</td>
<td>Development Brief</td>
<td>Short-term (0-2 Years)</td>
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<tr>
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<td></td>
<td>36. Introduce active frontages along lateral streets</td>
<td>Roman Road East</td>
<td>LBTH Development Implementation Development Schemes Roman Rd Implementation Group</td>
<td>Urban Design Study Development Control</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td></td>
<td>37. Work in partnership with private and public landlords to improve the building quality around public square and shopfronts along Roman Road</td>
<td>Roman Road West</td>
<td>LBTH Urban Design and Conservation Development Implementation Development Schemes</td>
<td>Development Management DPD Urban Design SPD Public Realm Strategy</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td></td>
<td>38. Introduce active frontages along the shopping centre's edges</td>
<td>Watney Market</td>
<td>LBTH Strategic Planning Development Implementation Development Schemes Development Control Asset Management</td>
<td>Development Management DPD Development Brief Asset Management Strategy</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td></td>
<td>39. Develop a high quality streetscape</td>
<td>Whitechapel</td>
<td>LBTH Strategic Transport TfL</td>
<td>High Street 2012 Public Realm Strategy</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td></td>
<td>40. More efficient use of supermarket site</td>
<td>Whitechapel</td>
<td>LBTH Development Implementation Development Schemes</td>
<td>Development Brief</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
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<td>42.</td>
<td>Develop a managed approach to the evening economy</td>
<td>City Fringe and Brick lane</td>
<td>LBTH Street Services</td>
<td>Entertainment management zone</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>43.</td>
<td>Develop a managed approach to the weekend economy</td>
<td>City Fringe and Brick lane</td>
<td>LBTH Markets Street Services Development Implementation</td>
<td>Markets strategy Town centre management (within LAP Structure)</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>44.</td>
<td>Promote business leadership in Brick Lane</td>
<td>City Fringe and Brick lane</td>
<td>LBTH Inward Investment Team</td>
<td>Business Leadership Feasibility Study</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>46.</td>
<td>Integrate Area Management</td>
<td>Bethnal Green</td>
<td>LBTH Markets Service Public Realm Service</td>
<td>Markets Strategy Town centre management (within LAP Structure)</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>47.</td>
<td>Promote Business Leadership In Bethnal Green</td>
<td>Bethnal Green</td>
<td>Inward Investment</td>
<td>Business Leadership Feasibility Study</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td>48.</td>
<td>Engage local enterprise in the redevelopment of Chrisp St</td>
<td>Chrisp Street</td>
<td>LBTH Development Implementation</td>
<td>Reshaping Poplar Group</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>49.</td>
<td>Engage site owners and trustees of the Island Health Centre In redevelopment proposals</td>
<td>Crossharbour</td>
<td>LBTH Development Implementation Development Decisions</td>
<td>Crossharbour Partnership</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>50.</td>
<td>Tailor a distinctive shopping, leisure and employment offer</td>
<td>Roman Road East</td>
<td>Inward Investment Team Roman Road Implementation Group</td>
<td>Place Marketing</td>
<td>Medium-term (2-5 Years)</td>
</tr>
<tr>
<td>51.</td>
<td>Integrate area management</td>
<td>Roman Road East</td>
<td>LBTH Markets Service Public Realm Service</td>
<td>Markets strategy Town Centre Management (within LAP Structure)</td>
<td>Medium-term (2-5 Years)</td>
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| AIMS | RECOMMENDATION | TOWN CENTRE | WHO? | HOW? | WHEN?
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<tr>
<td>52.</td>
<td>Intensify the use of the public square</td>
<td>Roman Road West</td>
<td>LBTH Markets Service Public Realm Service</td>
<td>Markets strategy Public Sealm Strategy</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>53.</td>
<td>Establish Roman Road West as a hub for small business</td>
<td>Roman Road West</td>
<td>LBTH Inward Investment Team Skillsmatch</td>
<td>Inward investment</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>54.</td>
<td>Develop a higher quality more varied shopping and leisure offer</td>
<td>Watney Market</td>
<td>LBTH Asset Management Inward Investment Team Markets Service</td>
<td>Asset Management Strategy Markets Strategy</td>
<td>Long-term (5-15 Years)</td>
</tr>
<tr>
<td>55.</td>
<td>Improve layout of the market</td>
<td>Whitechapel</td>
<td>LBTH Markets Service Strategic Transport Asset Management</td>
<td>High Street 2012 Markets Strategy</td>
<td>Short-term (0-2 Years)</td>
</tr>
<tr>
<td>56.</td>
<td>Integrate management of the area</td>
<td>Whitechapel</td>
<td>LBTH Markets Service Public Realm Service</td>
<td>Markets Strategy Town Centre Management (within LAP Structure)</td>
<td>Medium-term (2-5 Years)</td>
</tr>
<tr>
<td>57.</td>
<td>Promote business leadership and investment in Whitechapel</td>
<td>Whitechapel</td>
<td>LBTH Inward Investment Team</td>
<td>Business Leadership Feasibility Study</td>
<td>Medium-term (5-15)</td>
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<td>AIMS</td>
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<td>58.</td>
<td>Improve local connections into Poplar Canary wharf</td>
<td>LBTH Development Implementation Strategic transport</td>
<td>Aspen Way Masterplan Local Implementation Plan</td>
<td>Medium-term (2-5 years)</td>
<td></td>
</tr>
<tr>
<td>59.</td>
<td>Improve links into South Quay Canary wharf</td>
<td>LBTH Development Implementation Strategic Transport, Sustrans, British Waterways</td>
<td>Local Implementation Plan South Quay Masterplan</td>
<td>Long-term (5-15 years)</td>
<td></td>
</tr>
<tr>
<td>60.</td>
<td>Improve links into North Greenwich (O2) Canary Wharf</td>
<td>LBTH Strategic Planning LB Greenwich TfL</td>
<td>Local Implementation Plan</td>
<td>Long-term (5-15 years)</td>
<td></td>
</tr>
<tr>
<td>61.</td>
<td>Improve wayfinding and signage across the City Fringe Brick Lane</td>
<td>LBTH Urban Design and Conservation Strategic Transport</td>
<td>Cultural Trail</td>
<td>Short-term (0-2 years)</td>
<td></td>
</tr>
<tr>
<td>62.</td>
<td>Create stronger links into Weavers’ fields and Shoreditch High St Station Bethnal Green</td>
<td>LBTH Public Realm Service Open Spaces Strategic Transport</td>
<td>Local Implementation Plan Public Realm Strategy Open Spaces Strategy/Green Grid</td>
<td>Short-term (0-2 years)</td>
<td></td>
</tr>
<tr>
<td>63.</td>
<td>Enhance wayfinding and signage around the City Fringe Bethnal Green</td>
<td>LBTH Urban Design and Conservation Strategic Transport</td>
<td>Cultural Trail</td>
<td>Short-term (0-2 years)</td>
<td></td>
</tr>
<tr>
<td>64.</td>
<td>Promote stronger pedestrian links north to south Chrisp street</td>
<td>LBTH Public Realm Service Strategic Transport Team Urban Design and Conservation Team</td>
<td>Public Realm Strategy Local Implementation Plan</td>
<td>Long-term (5-15 years)</td>
<td></td>
</tr>
<tr>
<td>65.</td>
<td>Introduce better pedestrians connections with Canary Wharf Chrisp Street</td>
<td>LBTH Strategic Transport Team</td>
<td>Local Implementation Plan Poplar Area Action Plan DPD Development Brief</td>
<td>Long-term (5-15 years)</td>
<td></td>
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<tr>
<td>66.</td>
<td>Promote strong and legible street network in and around Crossharbour Crossharbour</td>
<td>LBTH Strategic Transport Team Highways Team</td>
<td>Local Implementation Plan</td>
<td>Medium-term (2-5 years)</td>
<td></td>
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<tr>
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<td>67.</td>
<td>Build a stronger relationship between Crossharbour and Millwall Dock</td>
<td>Crossharbour</td>
<td>LBTH Urban Design and Conservation Highways Team Strategic Transport Team British Waterways</td>
<td>Local Implementation Plan</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>68.</td>
<td>Open up the Roman Road into the Olympic Park</td>
<td>Roman Road East</td>
<td>LBTH Strategic Transport Development Implementation ODA Roman Road Implementation Group TFL</td>
<td>Local Implementation Plan Fish Island Masterplan Legacy Masterplanning Framework Working in partnership with TfL</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>69.</td>
<td>Enhance wayfinding and signage in Bow</td>
<td>Roman Road East</td>
<td>LBTH Public Realm Service</td>
<td>Public realm strategy</td>
<td>Medium-term (2-5 years)</td>
</tr>
<tr>
<td>70.</td>
<td>Develop a pedestrian and cycle friendly spine running through Roman Rd west</td>
<td>Roman Road West</td>
<td>LBTH Strategic Transport Team Sustrans TfL</td>
<td>Local Implementation Plan Working in partnership with TfL</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>70.</td>
<td>Develop an improved crossing over Commercial Road</td>
<td>Watney Market</td>
<td>LBTH Public Realm Service Strategic Transport Team TfL</td>
<td>Local Implementation Plan Public Realm Strategy</td>
<td>Long-term (5-15 years)</td>
</tr>
<tr>
<td>71.</td>
<td>Improve connections especially north to south through the hospital</td>
<td>Whitechapel</td>
<td>LBTH Public Realm Service Strategic Transport Team TfL</td>
<td>Local Implementation Plan High street 2012 Public Realm Strategy Whitechapel</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>72.</td>
<td>Enhance wayfinding and signage in the City Fringe</td>
<td>Whitechapel</td>
<td>LBTH Urban Design and Conservation</td>
<td>Cultural Trail</td>
<td>Short-term (0-2 years)</td>
</tr>
<tr>
<td>73.</td>
<td>Maximise the value of new transport infrastructure</td>
<td>Whitechapel</td>
<td>LBTH Strategic Transport Development Implementation ELLX &amp; Crossrail programmes Whitechapel Masterplan</td>
<td></td>
<td>Medium-term (2-5 years)</td>
</tr>
</tbody>
</table>
# References

1. Renaisi ‘Borough Portrait’ (2009) p.27
4. LBTH ‘Emerging Core Strategy’ (2009)
5. LBTH ‘Emerging Core Strategy’ (2009)
8. UCL and Deloitte (Prepared for the RTPI, CLG, GLA and Joseph Rowntree Foundation) ’Shaping and Delivering Tomorrow’s Places: Effective Practice in Spatial Planning’ (2007)
12. LBTH ‘Emerging Core Strategy’ (2009)
13. Please see Renaisi ‘Spatial Portrait’ (2009), Roger Tym and Partners ‘Retail and Leisure Capacity Study’ (2009), Space Syntax ‘Spatial Baseline’ (2009)
17. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009)
20. Roger Tym & Partners ‘Retail & Leisure Capacity Study’ (2008) see chapters 4 to 12 on town centre healthchecks
21. Roger Tym & Partners ‘Retail & Leisure Capacity Study’ (2008) see chapters 4 to 12 on town centre healthchecks
22. For an example see Roger Tym & Partners ‘Retail & Leisure Capacity Study’ (2008) Chapter 11 ‘Whitechapel’ p.64
23. For an example see Roger Tym & Partners ‘Retail & Leisure Capacity Study’ (2008) Chapter 8 ‘Roman Rd East’ p.49
26. Roger Tym & Partners ‘Retail & Leisure Capacity Study’ (2008) Chapter 14 ‘Recommendations’. Overtrading is when the performance of a foodstore is in excess of the predicted figure based on the average sales densities and .
27. Space Syntax ‘Spatial Baseline: Spatial Disparity and Spatial Centrality Analysis (2008) p.6-7 on Meso and Macro Spatial Centrality Levels
30. Space Syntax ‘Spatial Baseline: Spatial Disparity and Spatial Centrality Analysis (2008) p.5 or p.8-9 for a comparative look at the levels of accessibility at different spatial scales
34. Space Syntax ‘Spatial Baseline: Spatial Disparity and Spatial Centrality Analysis (2008) p.74-77
41. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) Chapter 3 ‘Current Shopping and Leisure Patterns in the Study Area’
42. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) Chapters 4-12
43. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) Chapter 13 ‘Need for Additional Retail and Leisure
Floorspace’ (2009)

44. Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008) p.8-9


49. Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008) p.16-23 for block, segment and high street length, p.73-77 for urban form and Spatial Baseline: Major Centres, CAZ, District Centres and Neighbourhood Centres Reports 2, 3, 4 and 5 for detailed maps of each town centre

50. Space Syntax ‘Spatial Baseline: Major Centres, CAZ, District Centres and Neighbourhood Centres Reports 2, 3, 4 and 5 for detailed analysis of land use in and around each centre


52. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) Chapters 4-12 for individual town centre profiles of land use


60. For evidence please see Roger Tym & Partners ‘Retail and Leisure Capacity Study’ Chapters 5-12 for evidence on town centre land use mixes in each centre; and see Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008) p.27 and p.38 for evidence on accessibility and ‘Spatial Baseline: Vitality and Viability Analysis’ (2008) p.67 for evidence on residential and employment densities

61. For evidence please see Roger Tym & Partners ‘Retail and Leisure Capacity Study’ Chapters 4-12 for evidence on town centre land use mixes in each centre; and see Space Syntax Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008) p.27 and p.38 for evidence on accessibility and ‘Spatial Baseline: Vitality and Viability Analysis’ (2008) p.67 for evidence on residential and employment densities


64. Canary Wharf Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2008) p.26


66. LBTH ‘Emerging Core Strategy’ (2009)


68. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2008) p.33


70. Space Syntax ‘Spatial Baseline: Major and CAZ Centres Report 2’ (2008)


72. LB Tower Hamlets ‘Workshop Notes on TCSS Stakeholder Workshops’ (2008)

73. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.37

74. A Supplementary Planning Document (SPD) can be used to provide detailed guidance upon the strategic policies contained within Development Plan Documents.


78. Canary Wharf: Roger Tym & Partners ‘Retail Capacity Study’ (2009) p.43

79. BL: Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.71. A masterplan is recommended in this instance as a ‘spatial masterplan’, as defined by CABE can be used to set out a set of integrated proposals for a place including proposals to improve the connectivity of a place.

80. A spatial masterplan is an ideal tool to be used to improve the connections between places, buildings and different uses.


82. LBTH ‘Stakeholder Workshop Write-up Notes’ (2009)

83. LBTH ‘Fournier St Conservation Area Policy’ (2008)

84. LBTH ‘Stakeholder Workshops: Write-up’ (2008)

85. A Supplementary Planning Document (SPD) can be used to provide detailed guidance upon the strategic policies contained within Development Plan Documents.

86. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.71-72
A development brief is an ideal tool to provide guidance from the local planning authority to developers on the principles that development should follow including land use, open space, access and other relevant issues.

87. A development brief is an ideal tool to provide guidance from the local planning authority to developers on the principles that development should follow including land use, open space, access and other relevant issues

88. LBTH ‘Stakeholder Workshop Write-up Notes’ (2009)
89. LBTH ‘Stakeholder Workshop Write-up Notes’ (2009)
95. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.41-45
96. LBTH ‘Places Plan’ (2009)
98. Renaisi ‘Spatial Portrait’ (2009)
100. Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008)
101. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009)
102. Renaisi ‘Spatial Portrait’ (2009)
103. Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008)
104. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009)
107. LBTH ‘Stakeholder Workshop Write-up Notes’ (2009)
110. CHRISP Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.19 & p.28
111. Chrisp Street: Renaisi ‘Spatial Portrait’ (2009) p.29
118. Space Syntax ‘Spatial Baseline: District Centres Report 3’ (2009)
119. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.45
120. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.28
121. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.45
122. Space Syntax ‘Spatial Baseline: Spatial Centrality and Spatial Disparity Analysis’ (2008) p.76-77
123. Space Syntax ‘Spatial Baseline: District Centres Report 3’ (2009)
125. LBTH Stakeholder Workshop Write-up Notes (2008)
127. A development brief is an ideal tool to provide guidance from the local planning authority to developers on the principles that development should follow including land use, open space, access and other relevant issues
128. Space Syntax ‘Spatial Baseline: District Centres Report 3’ (2009)
129. Roger Tym & Partners ‘Retail and Leisure Capacity Study’ (2009) p.60
130. Space Syntax ‘Spatial Baseline: District Centres Report 3’ (2008)
137. A development brief is an ideal tool to provide guidance from the local planning authority to developers on the principles that development should follow including land use, open space, access and other relevant issues
An urban design study is a good mechanism to explore how the street network and public realm can be improved to enhance their accessibility.

High Street 2012 provides a plan for improving the streetscape of the key thoroughfare from the city to the 2012 Olympic Games site and will set a vision for improving this key route that runs from Aldgate to Stratford through Whitechapel and Mile End, which improves the overall public realm for visitors and most importantly its residents. The project called High Street 2012 aims to act as a catalyst for the further regeneration of east London.


