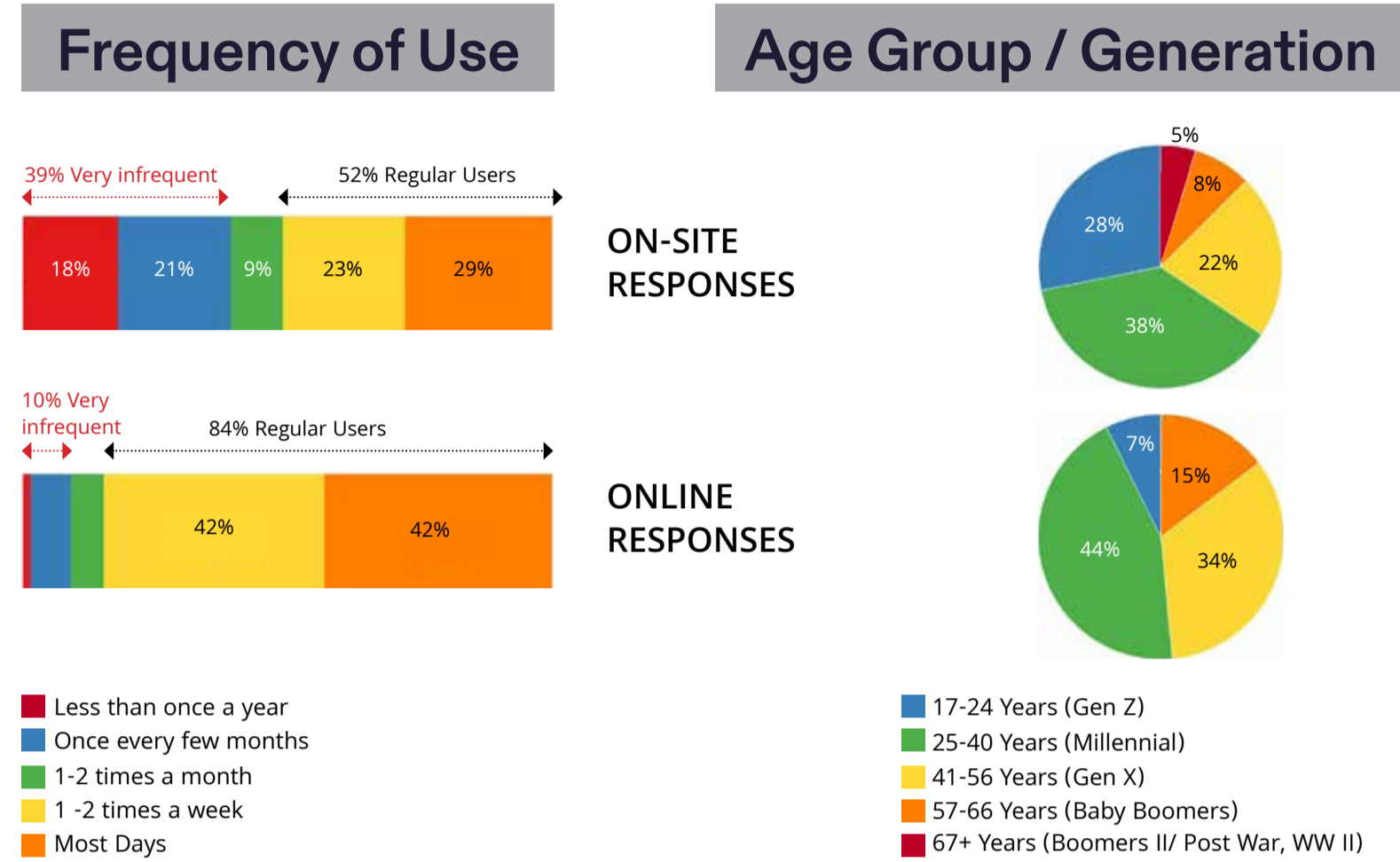
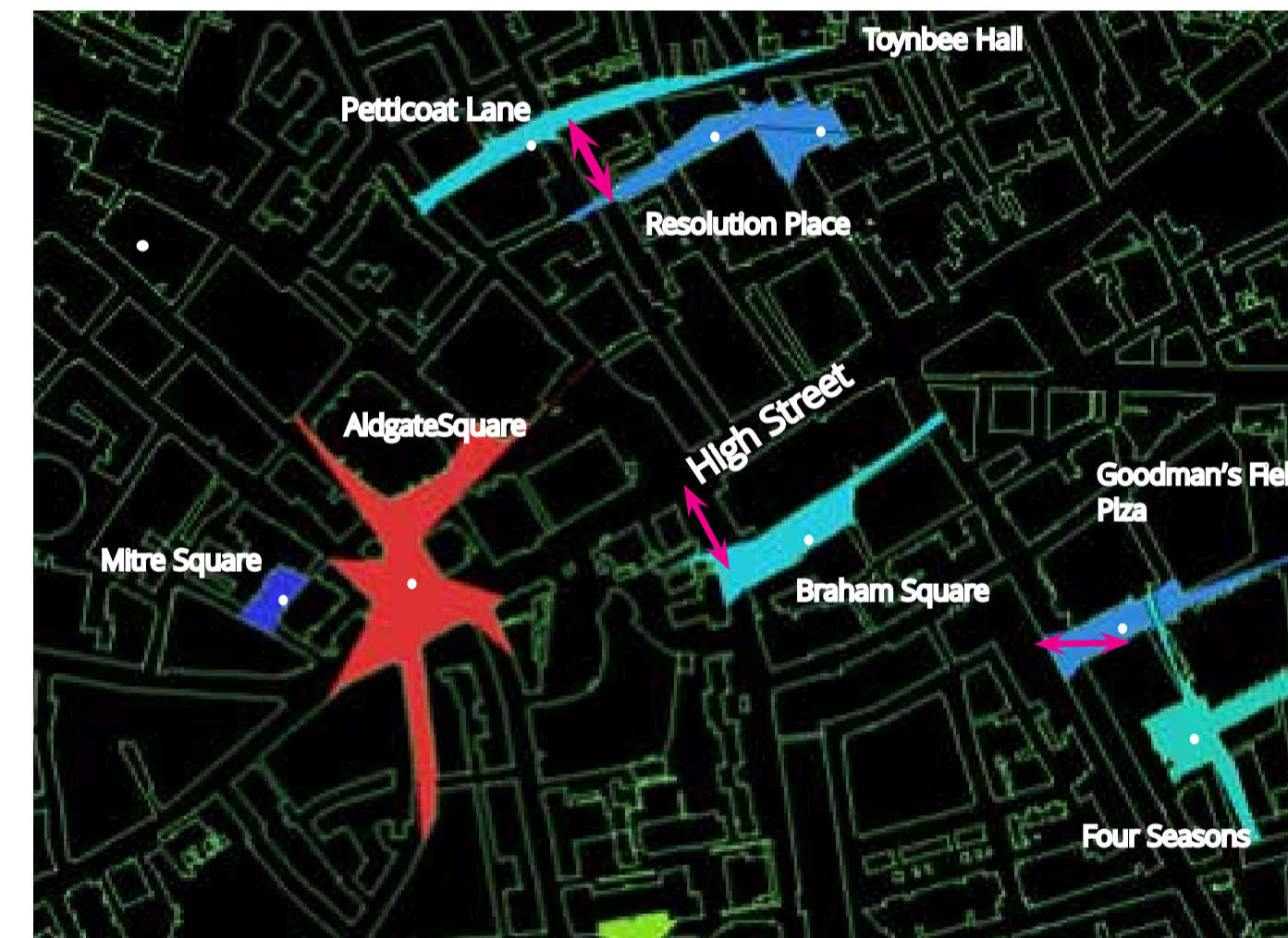


Design and Engagement Process

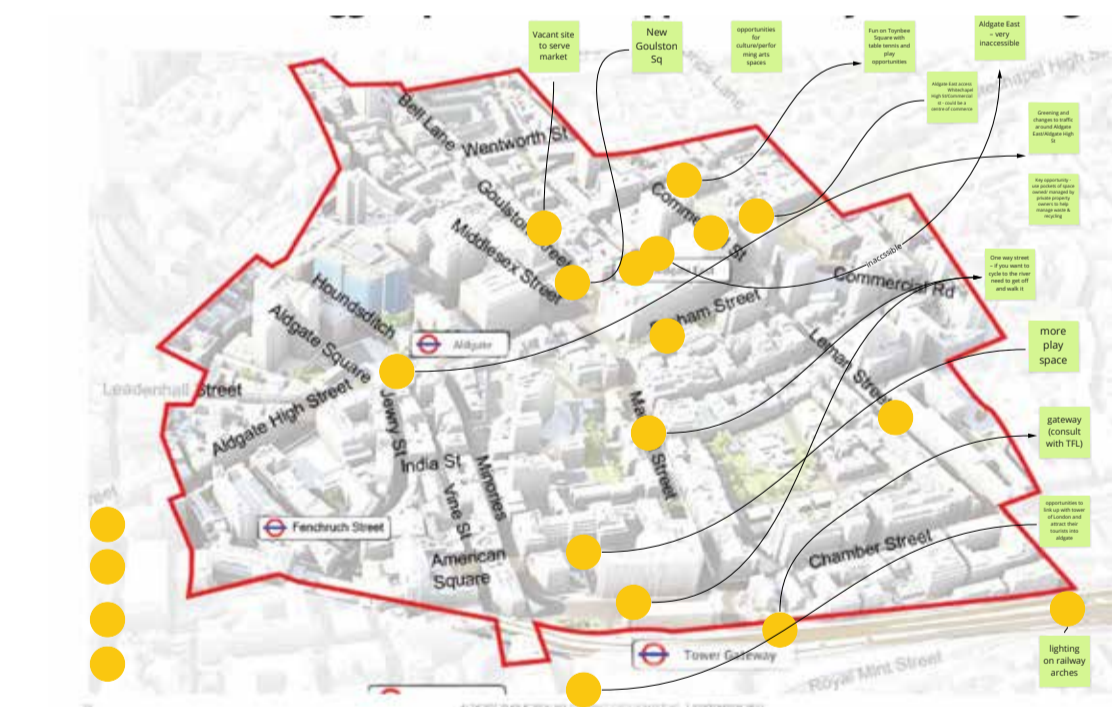
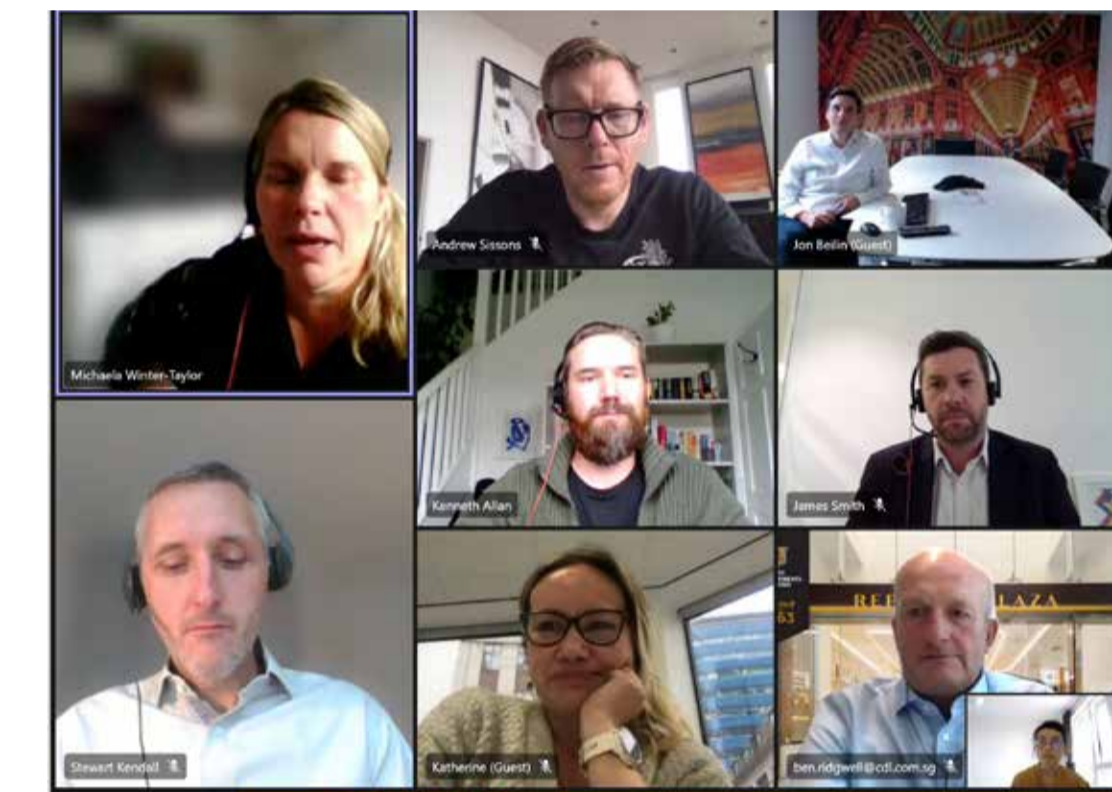
Demographics & Key Perceptions



Spatial Analysis



Stakeholder Engagement



- The Aldgate School
- St Botolph's without Aldgate
- Toynbee Hall
- Whitechapel Gallery
- David Game Collage
- Local councillor
- Small and large businesses and occupiers
- London Metropolitan University
- Greater London Authority
- London Borough of Tower Hamlets
- City of London
- Merchant Land
- British Land
- CDL
- Ploberger Group
- Clarke Heron
- Fraser Property
- Newton Perkins
- Berkley Group
- 4C Hotels
- Urbanest
- Brockton Everlast
- Residents

Stakeholder Workshop - Interactive Mapping Output (Miro)

Our initial engagement was in form of an on-street and online survey based on the Experience Index (EXI) framework developed by Gensler's firmwide research team. The EXI Survey results help identify pain points and strengths of a place by capturing and measuring experience and perceptions of different user groups in Aldgate. It focuses on key themes such as culture, physical attributes of the space/place, and purpose of space.

These themes are used to identify, prioritise and start ideating strategies for how best to express the location's unique culture and characteristics into a best-in-class design experience.

One of the main aims is to identify opportunity areas favoured by the existing spatial configuration and relationships between different spaces (nodes and connections) within the wider Aldgate BID area that have the potential to contribute to an active social dynamic.

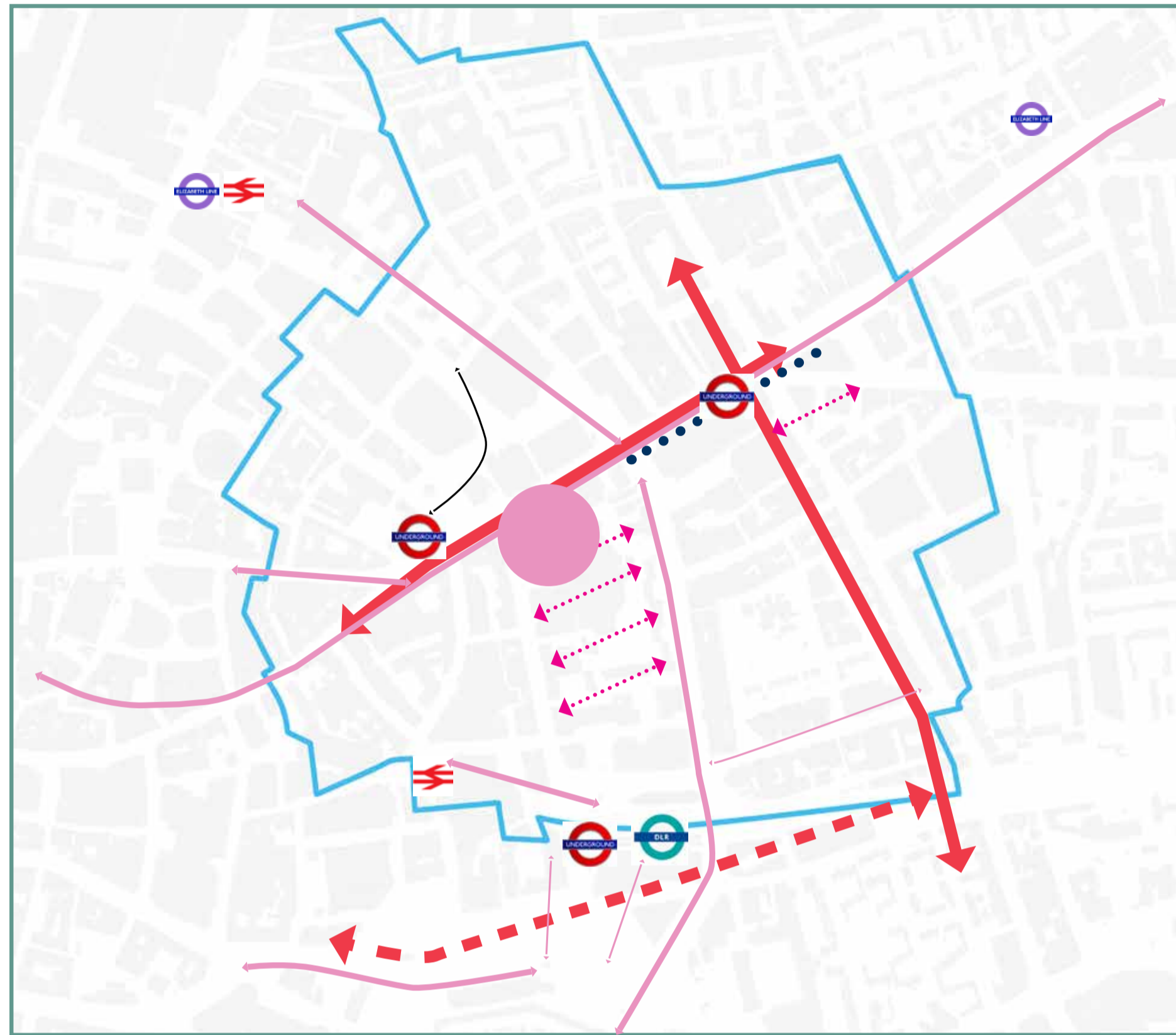
Overall street network was analysed to identify natural movement lines and a visibility study of the site was conducted to understand the most visually accessible spaces as these are likely to invite more traffic and dynamic activity. The findings of the spatial analysis informed the overall design decisions and formulation of the wider public realm strategy.

As part of our audit Gensler facilitated a series of stakeholder events and interviews, presenting a diverse group of local stakeholders. The aim of the sessions was to enrich the research and observational work by hearing about peoples' lived experience and insight of the Aldgate area.

The discussion focused on three topics, the NOW - highlighting opportunities and constraints, the NEAR - identifying work in the pipeline and the NEXT - determining long-term aspirations for the area. The discussion was facilitated through an interactive, visually engaging presentation using Miro, where the participants were able to document their contributions and experiences.

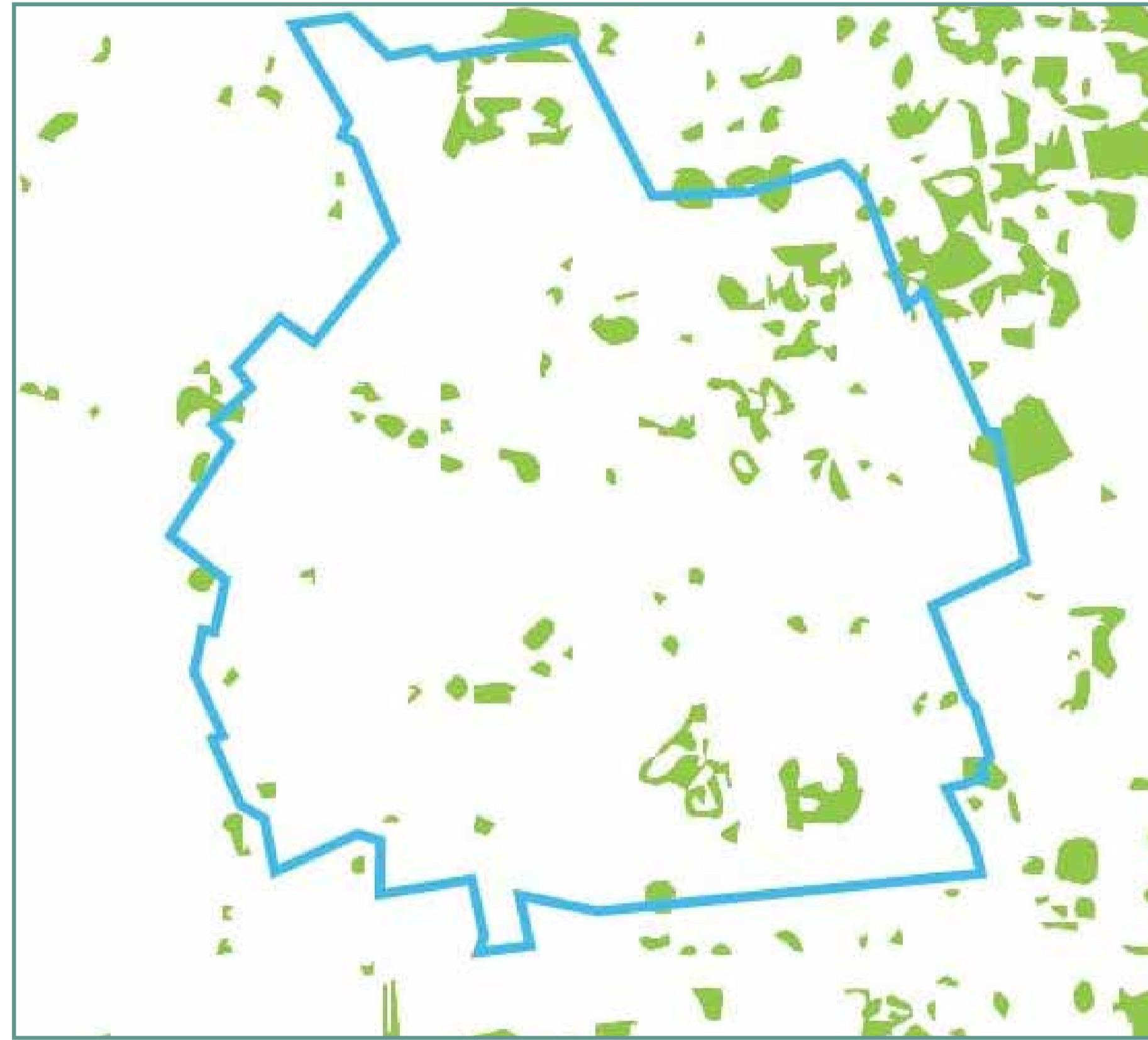
Key Findings

1 Connection



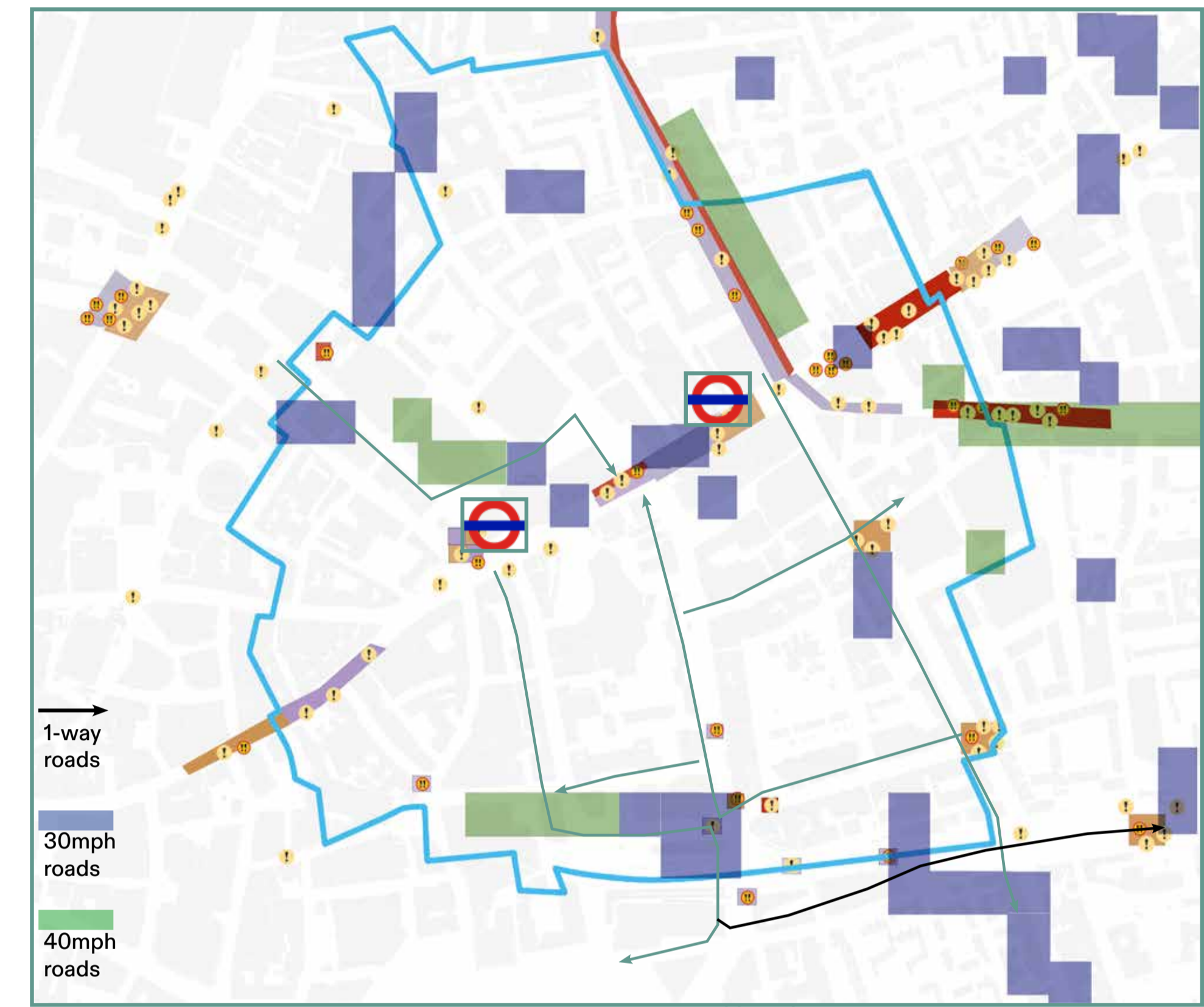
Aldgate benefits from a great connectivity

2 Green Infrastructure



Aldgate lacks open space and green assets

3 Vehicle Influence



Public realm dominated by vehicular traffic & one-way systems

4 Heritage



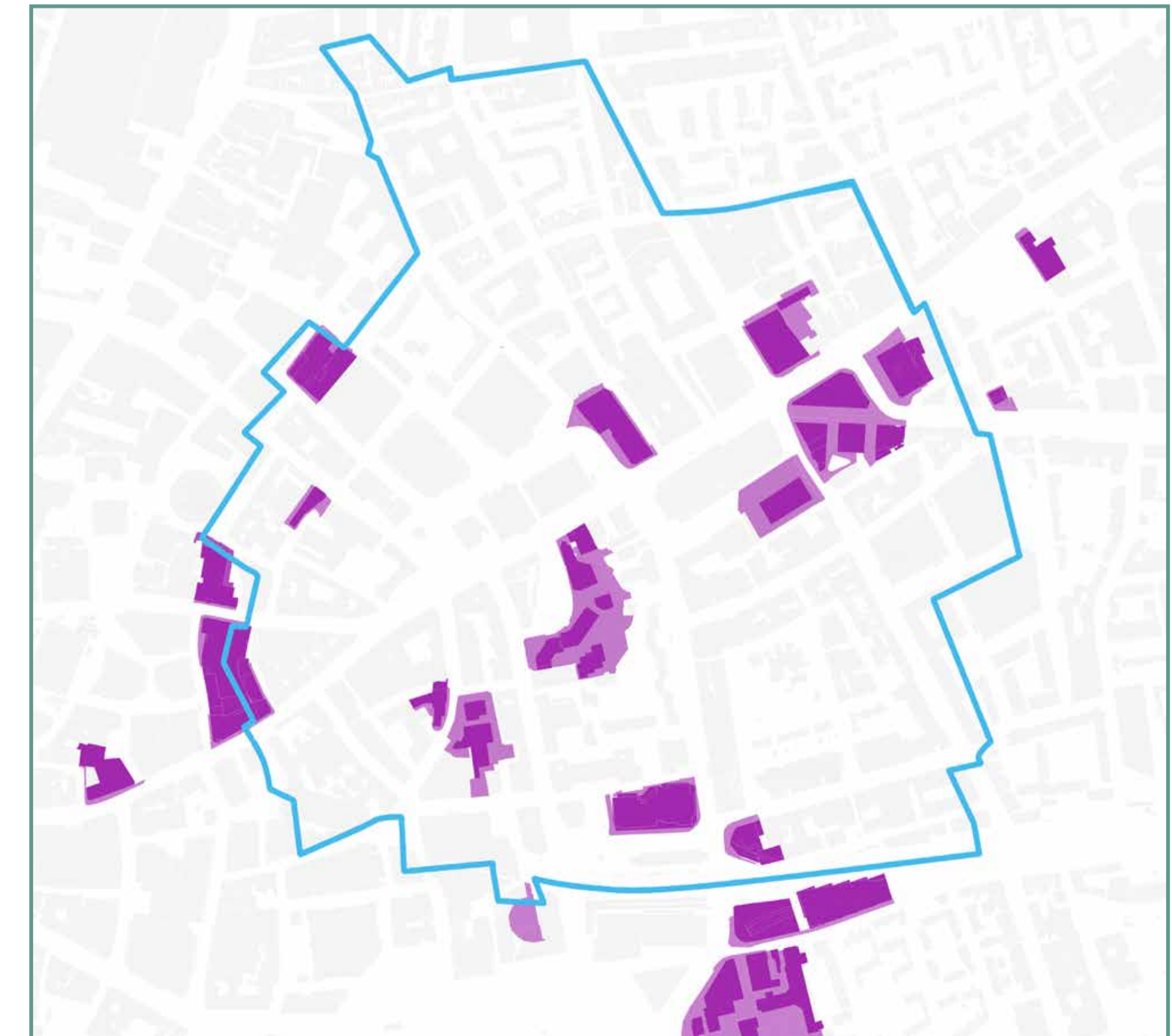
Historic Assets are overlooked

5 Streetscape



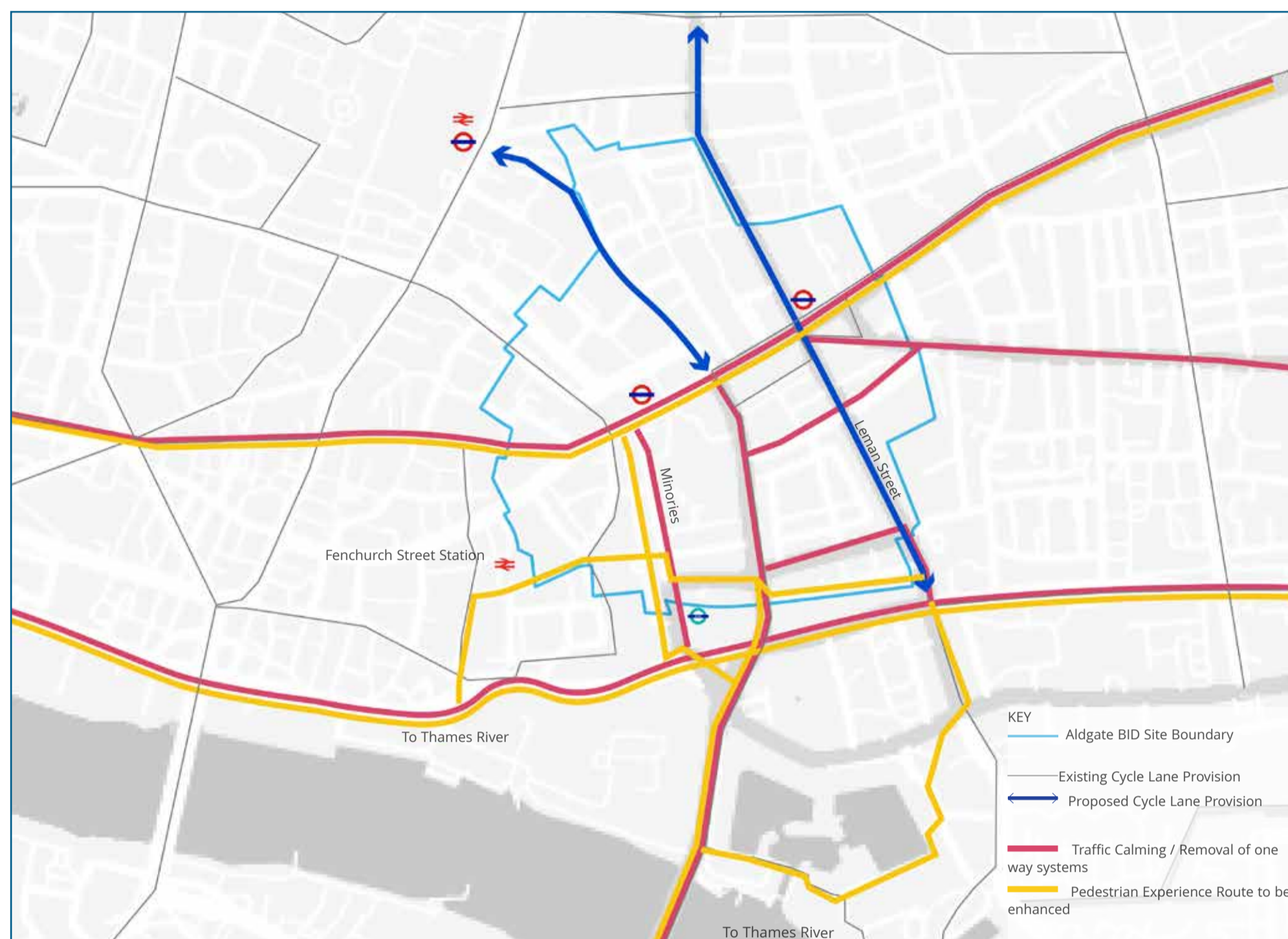
Inconsistent streetscape, lighting & wayfinding

6 Growing Cityscape

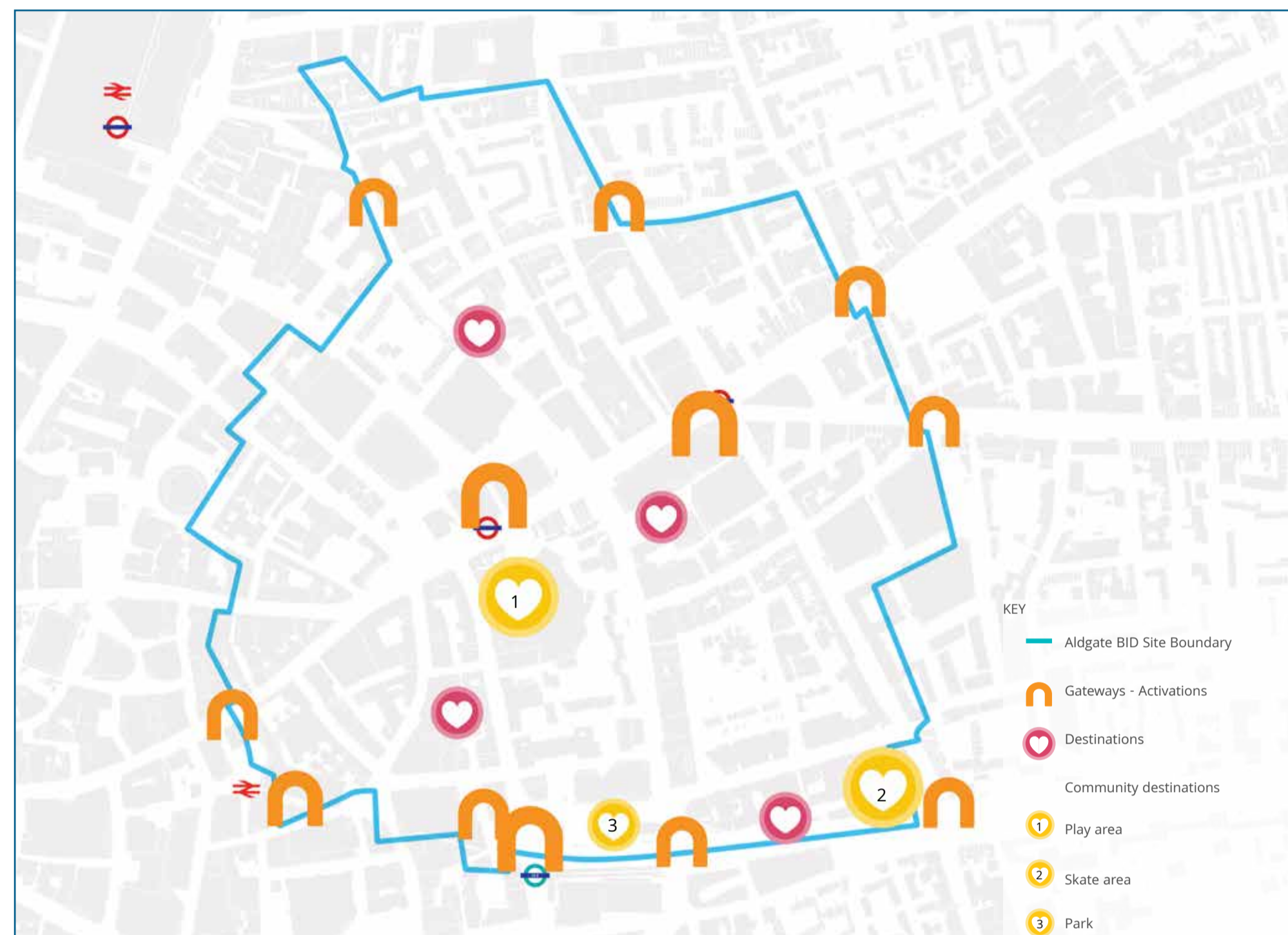


Transformation of the area with ongoing developments

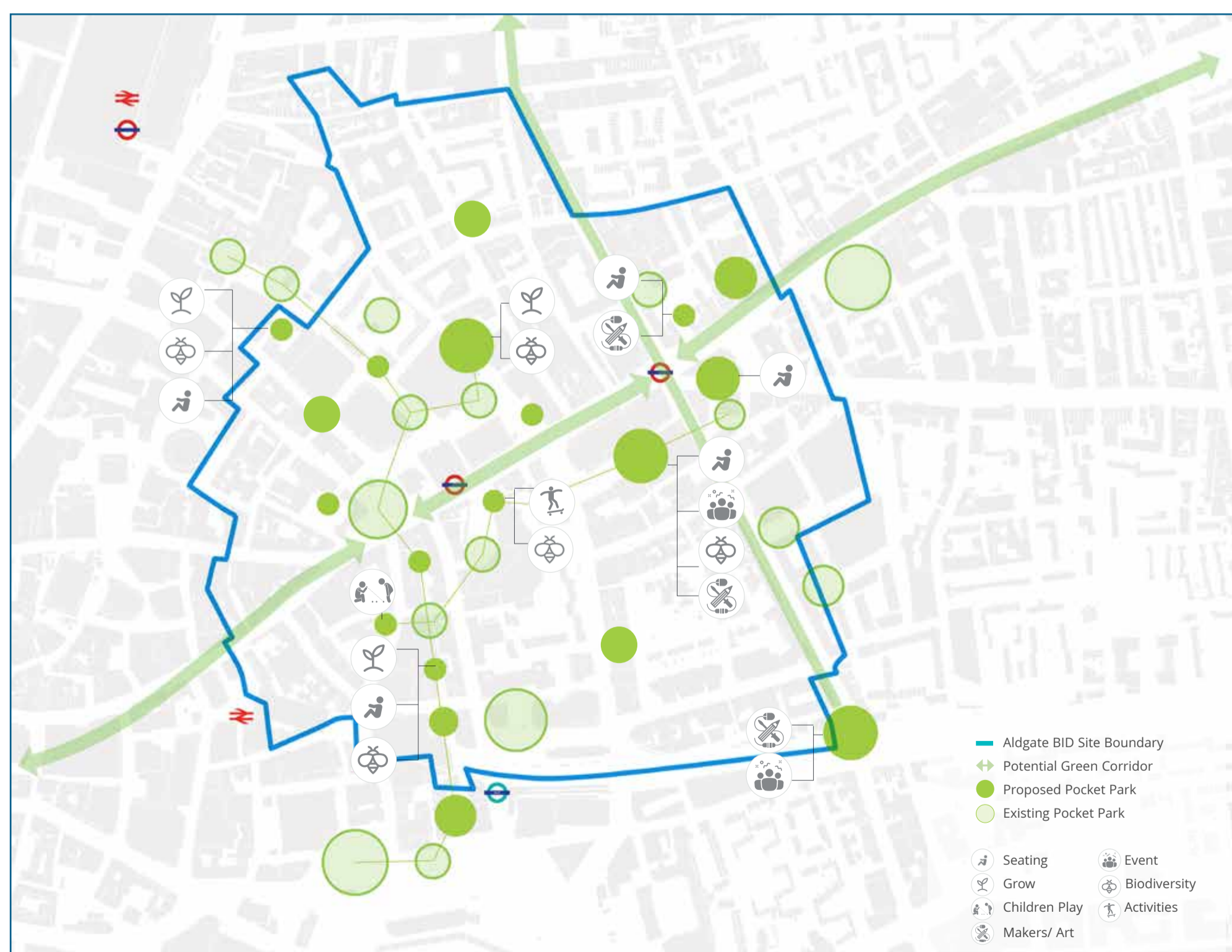
Vision



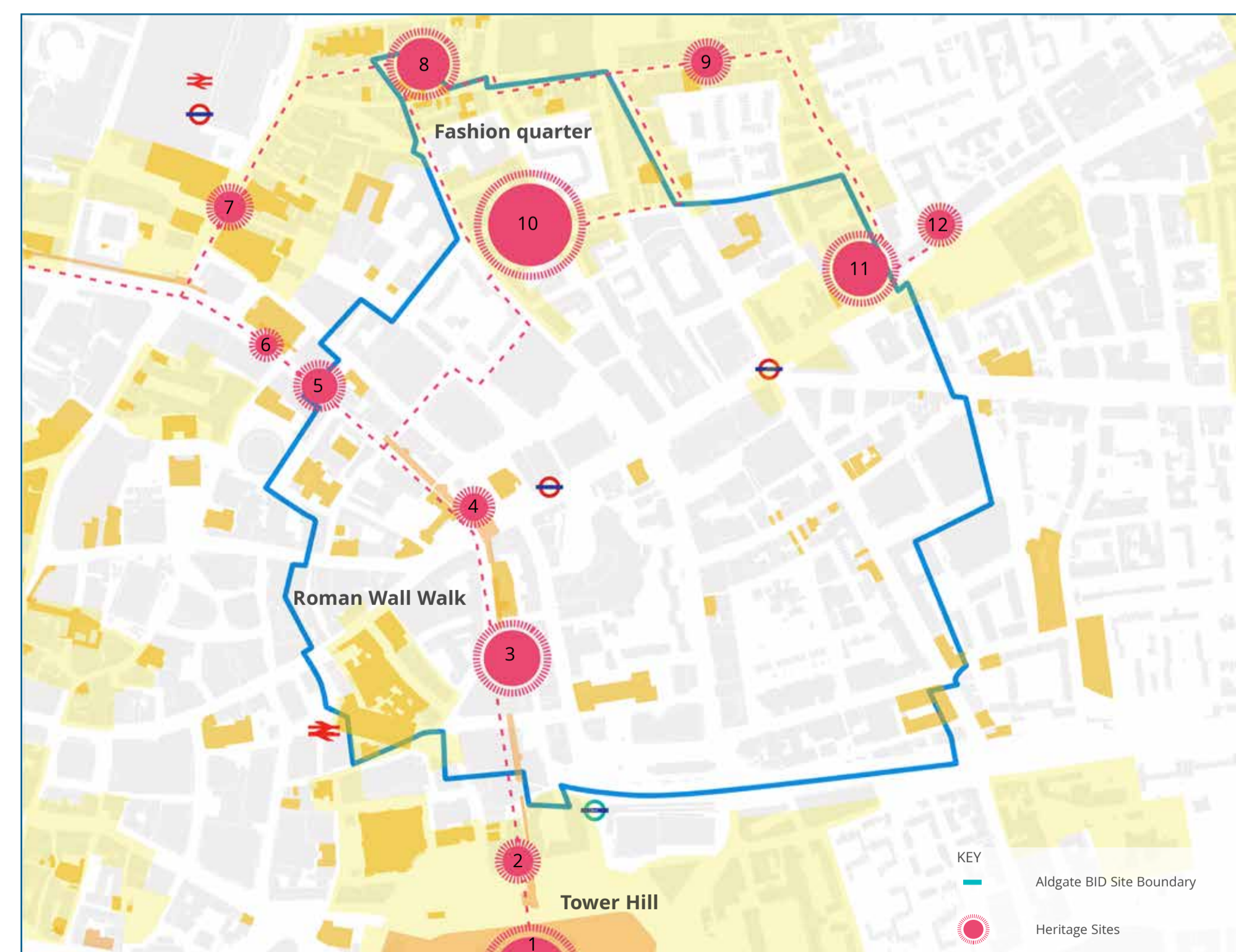
Improve Streetscape



Manifest Gateways



Enhance Green Space

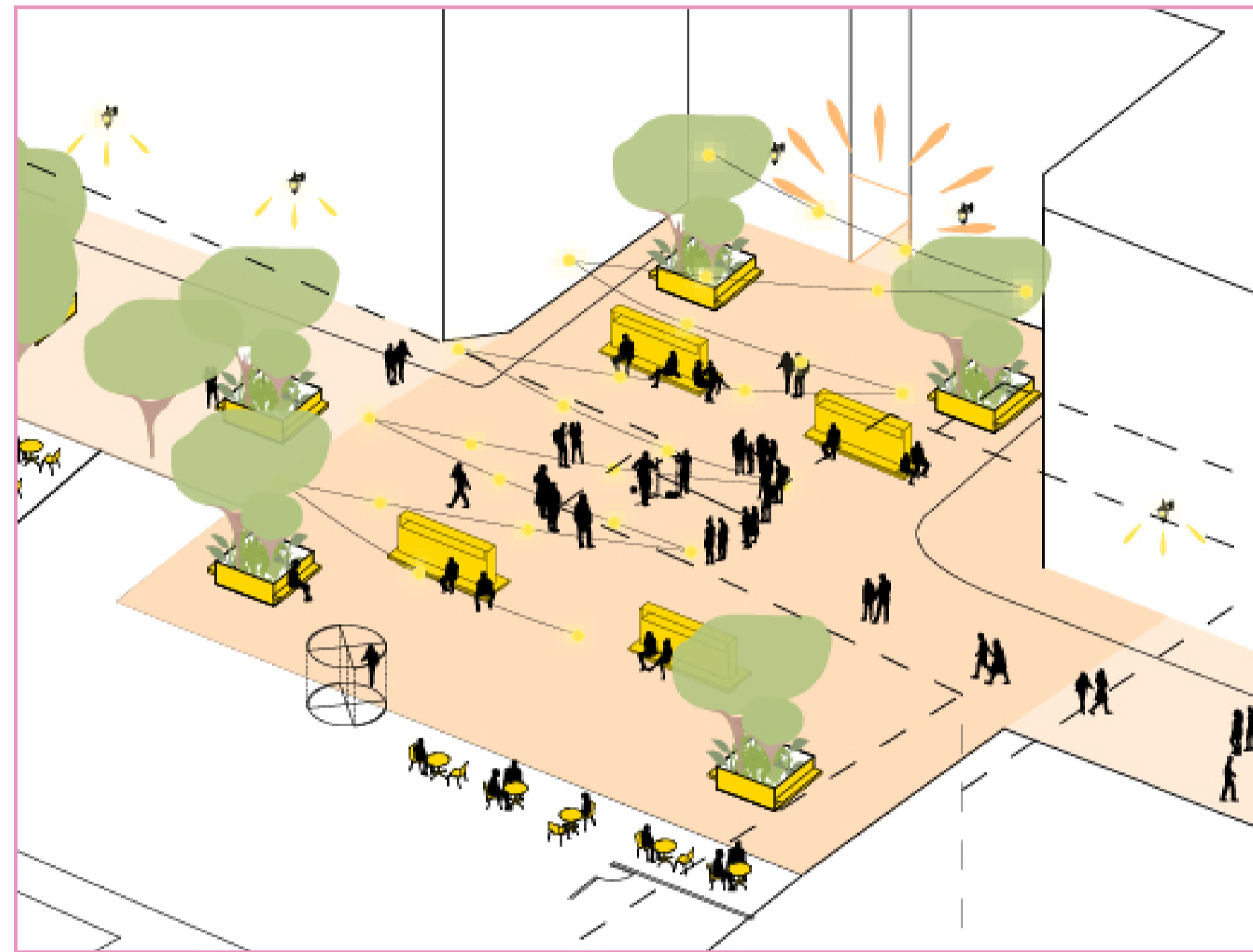


Celebrate Heritage

Establish Aldgate in its Iconic Location as a well-connected, Cohesive Community known for its intricate Network Of Green Spaces, and celebration of its unique Artistic and Cultural Heritage.

① A well-connected district supported by multiple active modes of transport. ② Spaces for art, culture and social exchange ③ Improve the quality of existing open spaces and introduce new public areas to form a meaningful green-space network. ④ Enhanced settings and celebrate heritage assets

Project Intervention



Major Projects

These interventions are projects that have a significant impact beyond Aldgate. The projects include traffic realignment, which would improve the traffic arrangement locally and extends to the wider network. Other projects like streetscape upgrading and maintenance to areas with poor quality will enhance the overall impression of Aldgate and strengthen Aldgate's identity.

Character Areas

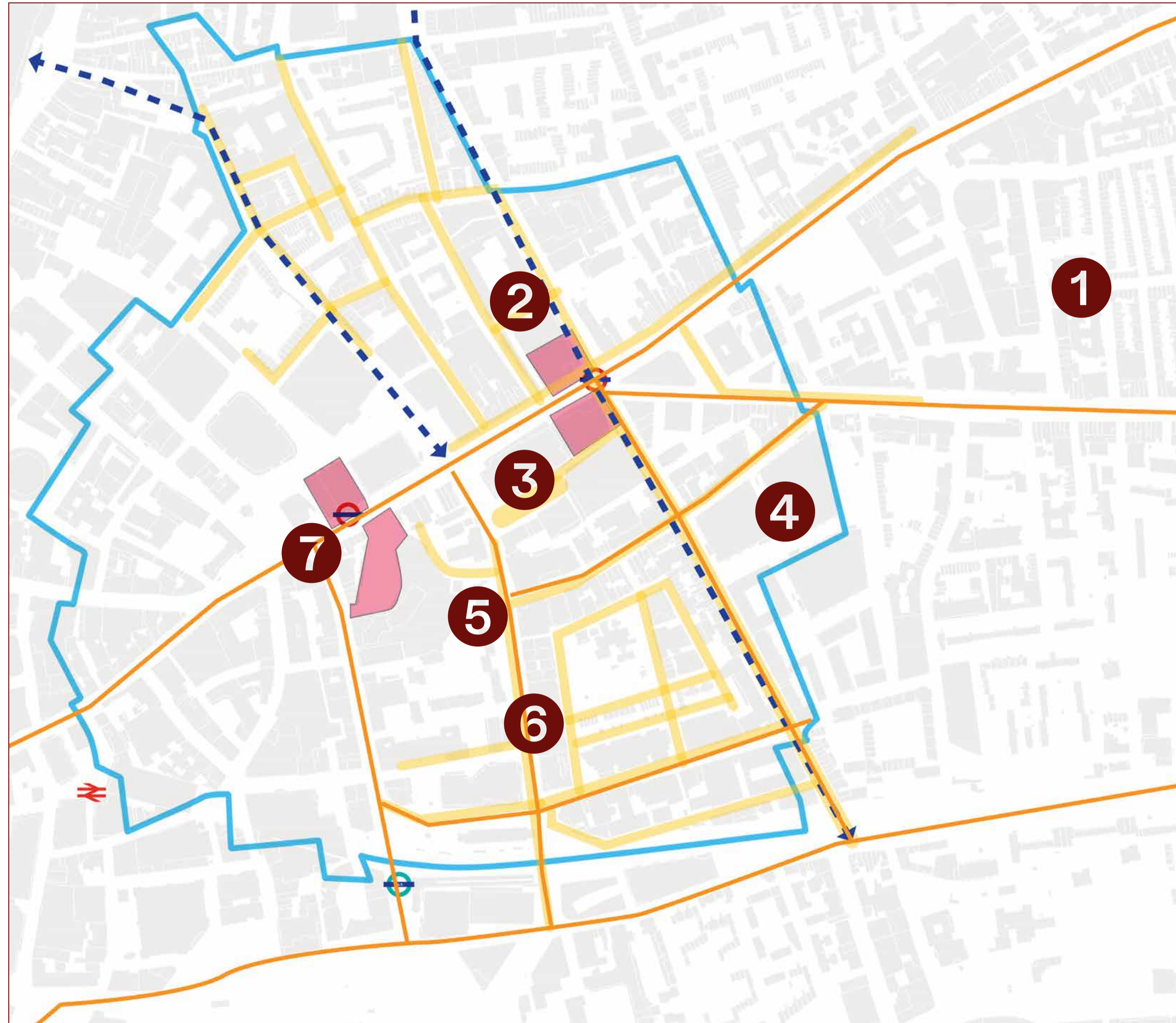
The chosen Character Areas in Aldgate are of distinct nature and have the potential to have a significant impact on the identity of Aldgate. A series of catalyst design interventions for public realm upgrades have been identified that are required to manifest their distinct character and achieve a change of perception to the wider area.

Activation/ Community Projects

Activation/Community Projects are incremental smaller projects which are easy, quick wins to carry out. They are the key to binding the community together and activating the spaces.

Major Projects

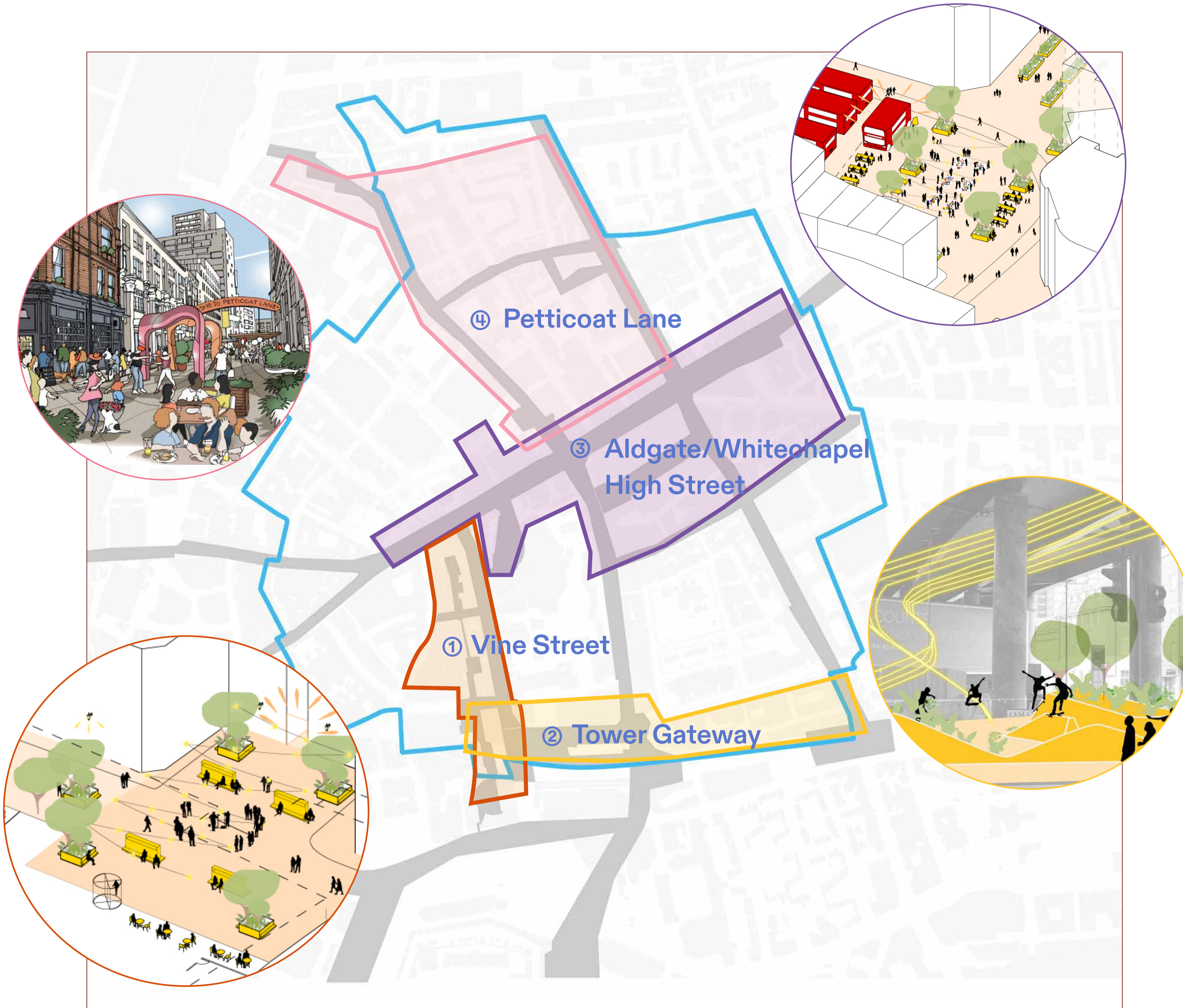
Based on our baseline studies and engagement meetings with various stakeholders, several recommendations and projects are proposed for the BID's consideration. Some of the projects are localised, whilst others are overarching projects that need to be considered strategically across the wider study area and in return, have a long-term transformational impact on Aldgate.



1 Traffic Alignment	Remove the one way traffic systems along Mansell Street, Leman Street, Goodman's Yard
2 Streetscape Materiality	Ensure streetscape material treatment is consistent over both boroughs
3 Cycle Infrastructure	Introduce cycle lane from Tower of London to Liverpool Street station to form a complete
4 Maintenance	Increase the frequency of streetscape maintenance to Whitechapel High Street, Aldgate
5 Tube Station Accessibility	Introducing disabled access to both Aldgate and Aldgate East tube stations.
6 Station Activation	Introducing planters with seating, art installation or signage to key arrival points including
7 Bus Garage Activation	Reducing the size of the bus garage, promoting programs and events such as food event, art
8 Bus Garage Transformation	Creating a park with multiple layers of active functions along with art installation to transform the bus station into a true destination and asset to the wider community.

Character Areas

Our study has identified a series of interventions for public realm improvements. For ease of orientation, we have grouped them into four geographical character areas, where we see the design recommendations having the most significant impact. These spaces were analysed based on our framework principles, which we see as encompassing themes that impact on most spaces in the study area.



Vine Street

Vine Street has a rich historical heritage including the remains of the Roman Wall. The existing urban fabric gives the street a human scale. Vine Street is a great site to showcase Aldgate's history and DNA. With a public realm upgrade, Vine Street can become the pioneer site to respond to the walk-able city concept from the London Plan.

Tower Gateway

Tower Gateway is the gateway to Aldgate but is currently dominated by vehicles. It is a great site to manifest gateway opportunities, establish Aldgate's image and offer meaningful functions to underused, partially empty open spaces.

Aldgate/ Whitechapel High Street

Aldgate and Whitechapel High Streets form the main commercial artery through the study area and one of the desired outcomes was to reintroduce and reinforce the High Street spine across the local authority boundary. It is currently suffering from pollution and heavy traffic as well as inconsistency in its streetscape treatment. Our proposals are aimed at mitigating traffic impact, enhancing the overall quality of the streetscape and elevating the human experience.

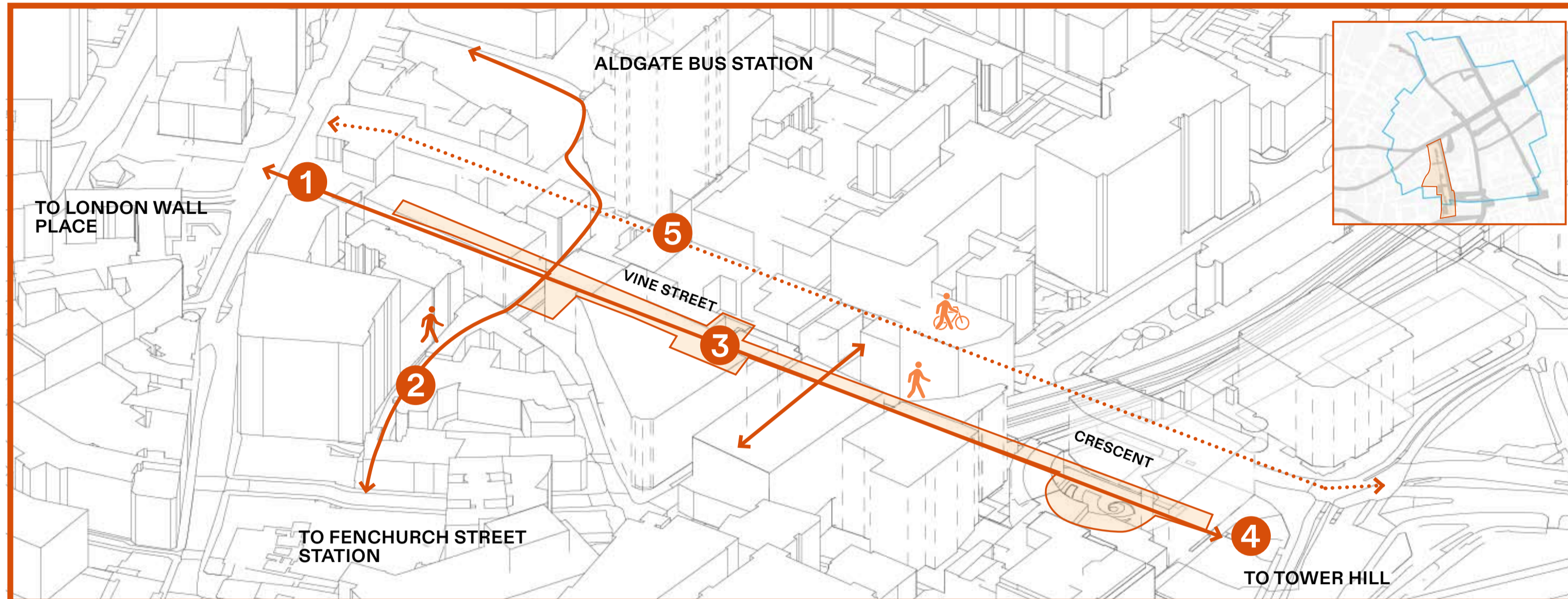
Petticoat Lane

Petticoat Lane was the most prosperous urban life and fashion market in the past but has lost its popularity. The regeneration of Petticoat Lane and associated initiatives can help deliver a greener future for this iconic market.

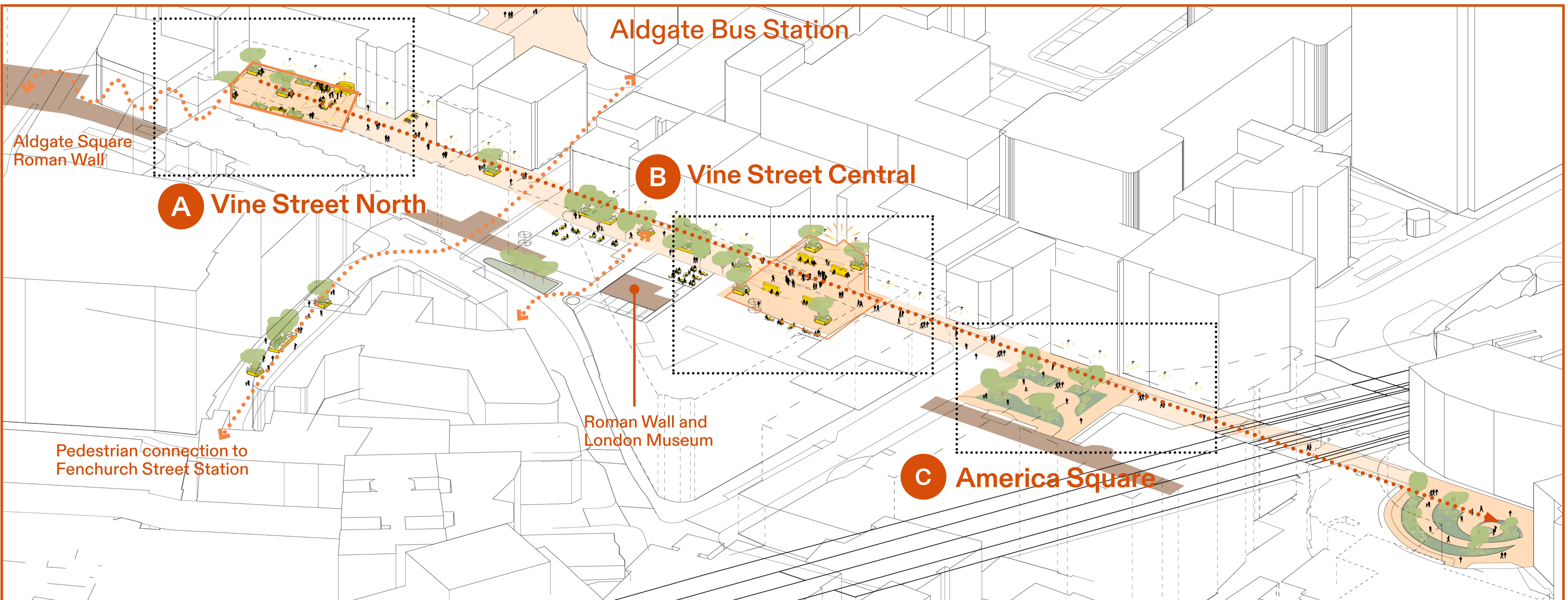
KEY
 — Aldgate Connect BID Site Boundary
 ■ Intervention Locations

Vine Street

Reinventing and reconnecting a historic route to the Tower and the river that celebrates the areas heritage.

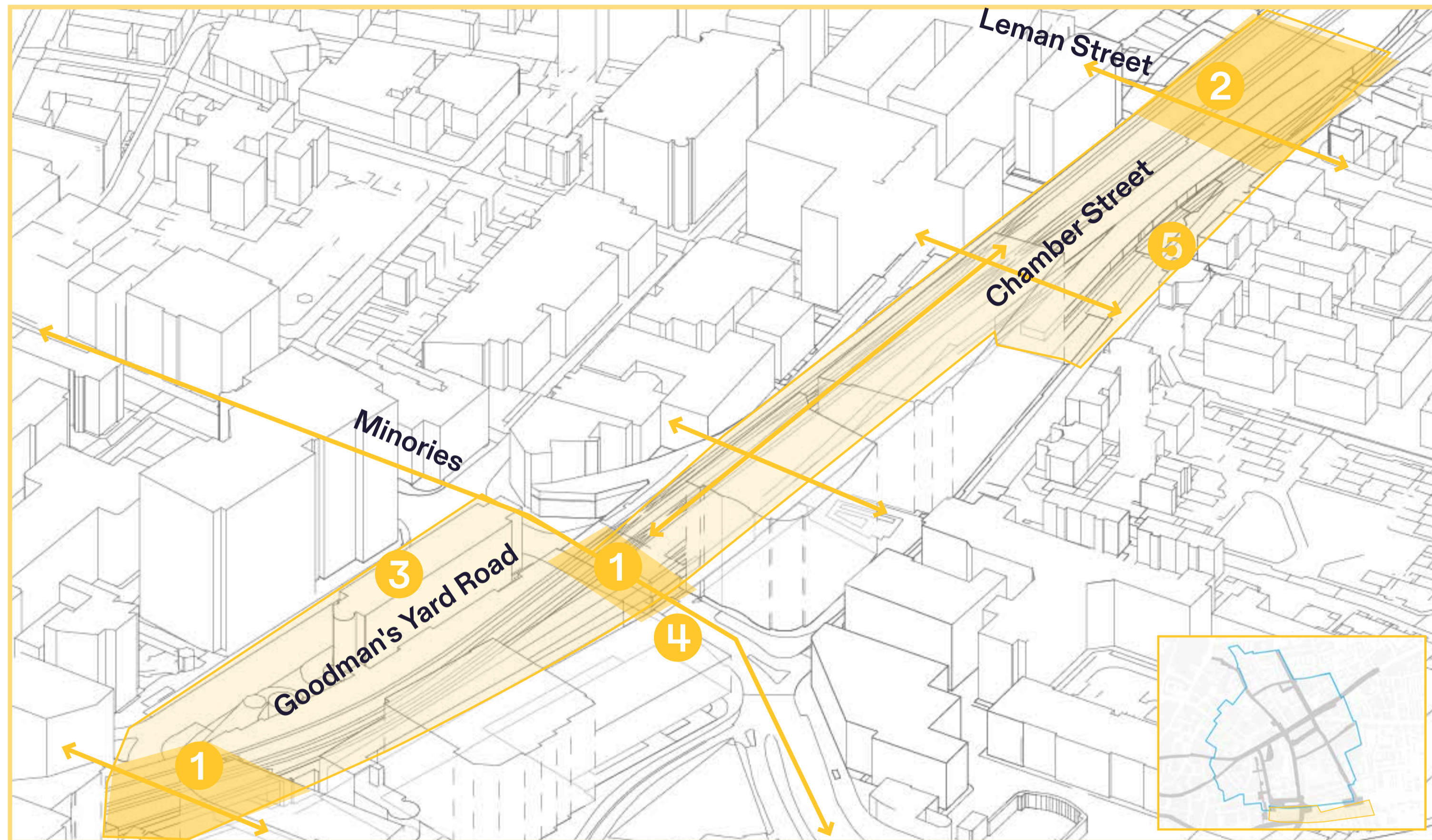


V1	North-south pedestrian connection	Enhance the north south connection from Tower Hill through Vine Street to London Wall Place. Create a direct access from Vine Street to Aldgate Square if possible.
V2	East-west pedestrian connection	Improve the east-west permeability and accessibility to and through Vine Street. Interventions include upgrading the lanes and corridors from Vine Street to Minories and traffic calming the crossings.
V3	Traffic calming to Vine Street	Roll out traffic calm days with events and programs. Follow up pedestrianizing the whole Vine Street to Tower Hill connection with permanent public realm interventions as a long term ambition.
V4	Street-scape upgrade	Softening Vine Street wherever possible. Create a series of small piazzas with different functions. Furnish the street with a consistent palette of street lights, seating, playful and educational furniture.
V5	Minories and Lanes	Soften Minories with soft landscape and tree planting. Introduce parklets to food and beverage and retail frontages. Revitalise the lanes and corridors between Vine Street to Minories to enhance the connections.
V6	Activities and programs	Curate activities, pop-ups and tours along Vine Street. Promoting exploratory tours and way-finding interventions based on the theme of exploring Aldgate through time.



Tower Gateway

A series of gateways to Aldgate establishing its identity and public offer.

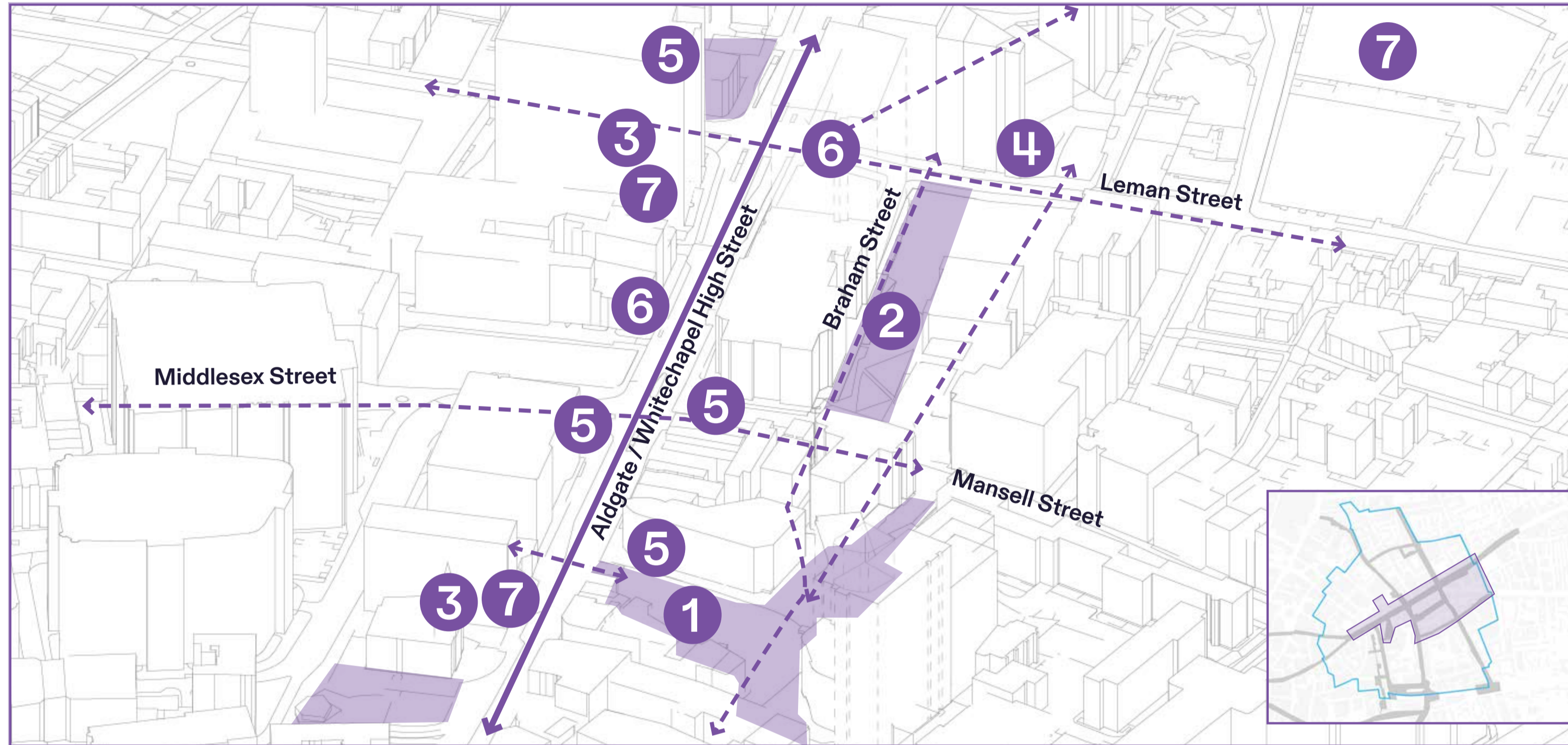


T1	Art and light installation	Create inviting gateway features to Mansell Street, Minories and railway archways.
T2	Skate Park at Lemn Street Railway Arch	Create sports area such as skateboard park, basketball court or workshops to activate the archways at Lemn Street.
T3	Goodman's yard park	Reduce and realign the traffic route to Goodman's Yard to reduce the road width and increase the open space. Create a playful park at Goodman's Yard.
T4	Minories car park	Re-purpose Minories car park to public realm / open space
T5	Chamber street improvement	Widen and upgrade the pedestrian footpath at Chamber Street

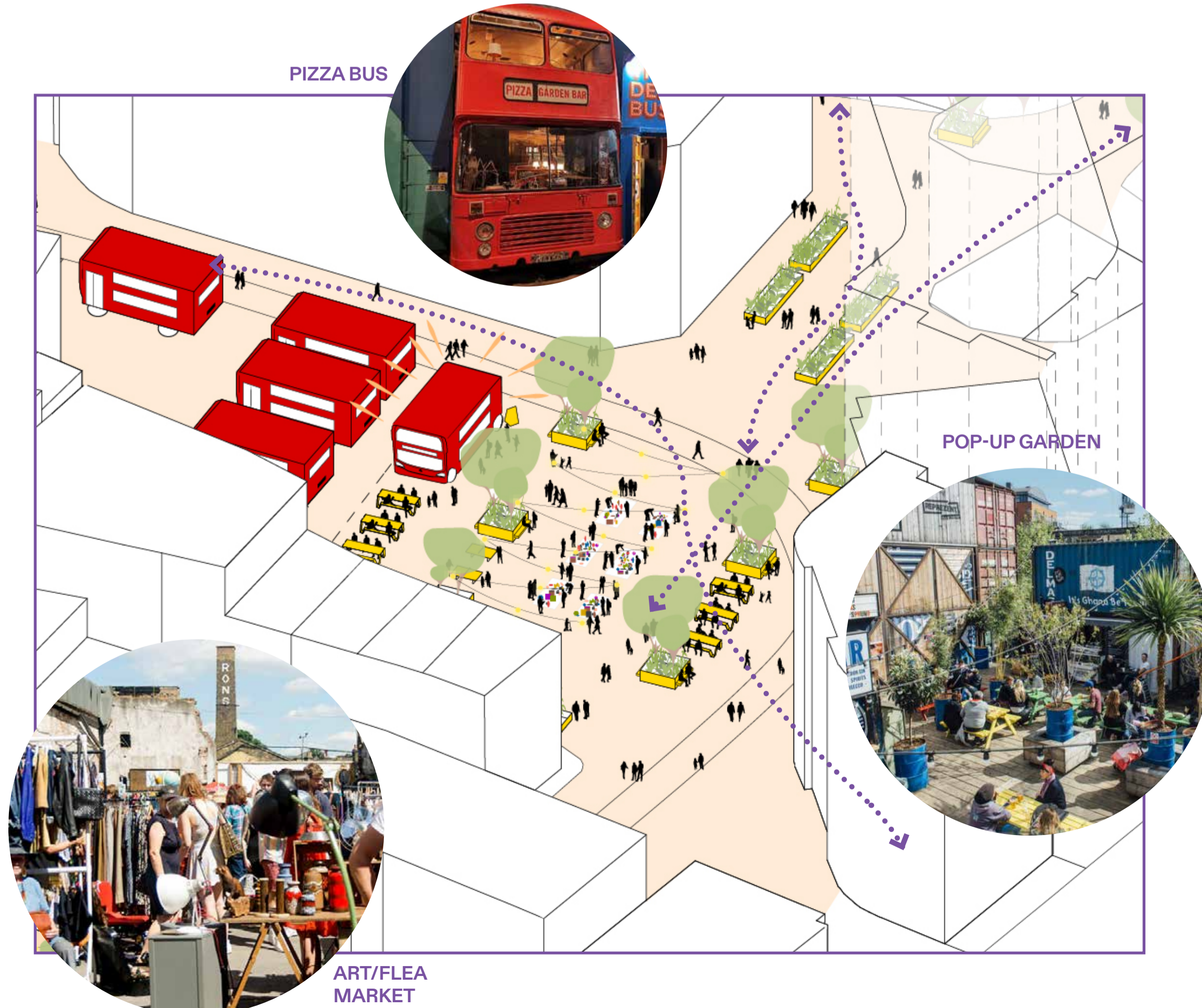


Aldgate/Whitechapel High Street

Creating a cohesive commercial artery and strengthening its civic and cultural importance for the community.

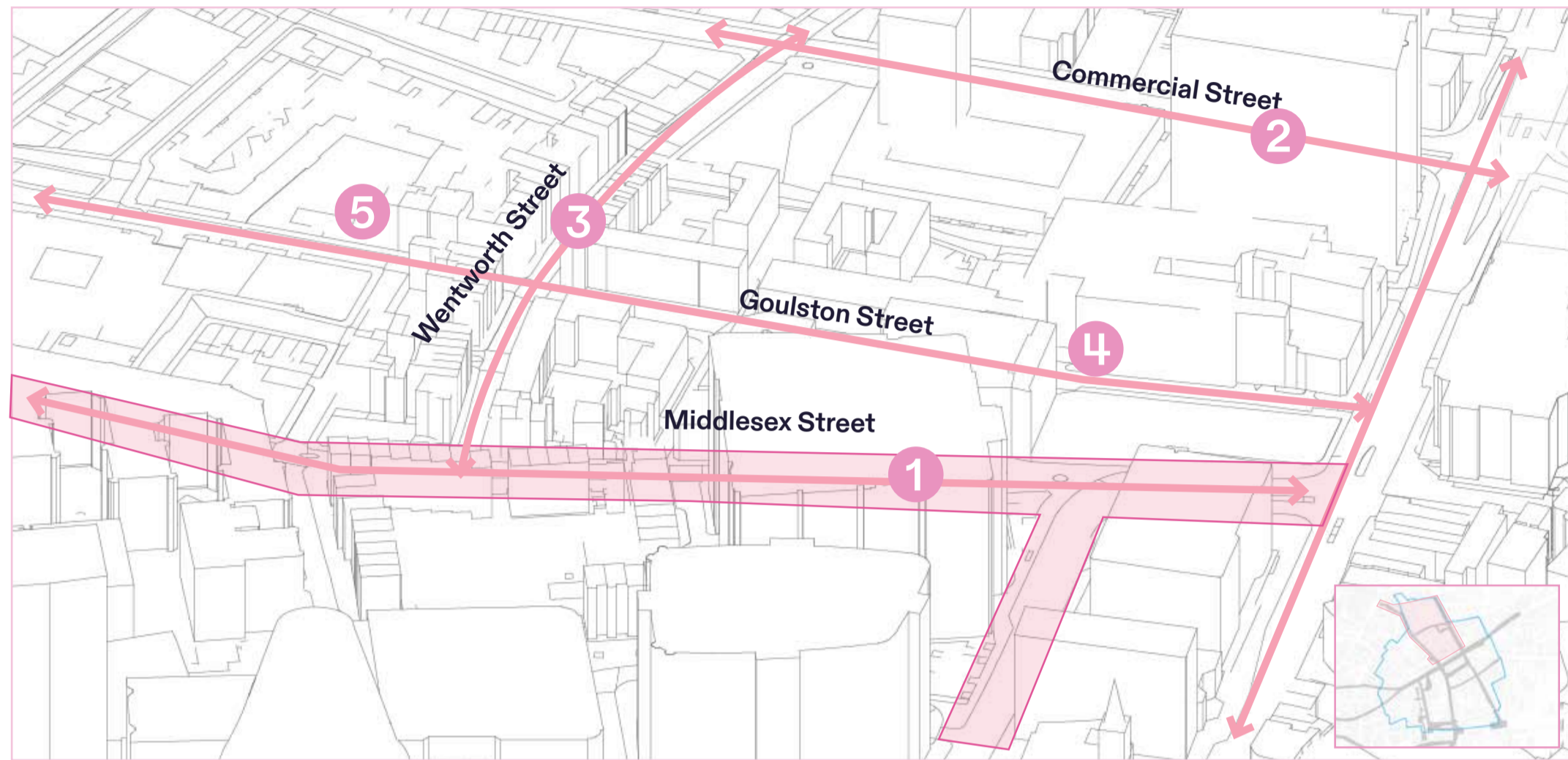


A1	Bus garage activation	Creating a park with multiple layers of active functions along with art installations to transform the bus station into a true destination and assist the wayfinding strategy.
A2	Braham Street Park	Upgrade the park to match Aldgate Square standard and reactivate the park with programs and events.
A3	Station wayfinding and accessibility	1. Facilitate wayfinding and orientation through clear signage and consistency in the overall streetscape. 2. Introducing disabled access to both stations.
A4	Leman Street to Commercial Street	1. Introduction of traffic calming measure to the crossing (consideration of diagonal crossing). 2. Upgrade the streetscape materiality to ensure consistency across the boroughs.
A5	Pocket Parks	Create a network of pocket parks along Aldgate and Whitechapel High Street to improve wayfinding and to support the greening Aldgate objective.
A6	Whitechapel Road, Aldgate High Street and Fenchurch Street upgrade	1. Introducing soft landscape, tree planting and street furniture to enhance the overall street-scape experience. 2. Whitechapel/ Aldgate High Street crossing improvement . 3. Increase the frequency of street-scape maintenance.
A7	Gateways	Introduction of planters with seating, art installation or signage to key arrival points including Aldgate East and Aldgate stations to create gateway features and deter anti-social behaviours.



Petticoat Lane

Creating a hub for cultural and creative exchange.



P1	Dinning quarter	Work commented
P2	History tours	Collaborate with travel agency and organise tours from Tower Hill, through Vine Street to Petticoat Lane
P3	Upgrade streetscape	Plant trees and introduce benches and street furniture with toilets etc to upgrade the streetscape and enhance pedestrian experience
P4	Traffic calm the whole area	Reduce vehicular access
P5	Sustainable programs and workshops	Carry out a series of workshops, pop-up gardens, and installations focusing on sustainability and establish a sustainable fashion district at Petticoat Lane.

Street Life
 Culture
 Sustainable Street
 Connectivity
 Safety & Wellbeing
 Short Term & Long
 Term Impact



Activation/ Community Projects

Activation/Community Projects are incremental smaller projects which are quick wins to carry out and are key to binding the community together, including eg. movable parks, book corners, community planting, bike repair hubs, etc



C1	Book corner	A corner for free book exchanges.
C2	Doctor Bike Hub	A small area which offering basic bike tools to fix bikes, check bikes condition to support the cycling infrastructure.
C3	Tool exchange / library	A managed space offering basic house fixing tools / painting / skills to strengthen the community connection..
C4	Cloth Doctor	Re-purposing empty shops to clothes reparation workshops to promote green fashion.
C5	Movable Park	Modular planters, benches and play elements to test and activate sites in Aldgate
C6	Railway art projects	Engage with local residents to create railway arch projects

C7	Gateway Art Installations	Collaborate with local artists to design and build Aldgate Gateway Art installations.
C8	Circular Material Workshops	Run a number of material workshops to teach and inspire people to upcycle materials to create art around Aldgate
C9	Art Trails	Engage with local artists and residents to create a series of art installation at Aldgate
C10	Gardening club	As an extension of the movable park project, the gardening club grows plants locally at Aldgate to promote sustainable lifestyle with a minimum carbon footprint impact
C11	Community gardens	Create a number of pop-up gardens and improve the existing community gardens at Aldgate
C12	Themed markets	Create themed markets like art / second hand / pop-up markets to create additional layers of activations to open spaces.