

PETTICOAT LANE ACTIVATION STRATEGY

FINAL REPORT

OCTOBER 2021



**ALDGATE
CONNECTION**
Welcome everyone

Gensler

INTRODUCTION

Aldgate Connect BID has received some GLA funding to develop strategies to support High Streets improvement in post Covid 19 London. These strategies must be community driven and establish future improvements based on solid evidence of need and engagement with the diverse cultures that we have around us. The BID has looked to Gensler to support with expertise and experience in the area. The BID will bridge this and community input for a really locally grown study and plan. It looks at the context of Petticoat Lane Market and provides an overview of the work done to date.

This Activation Strategy is part of a wider body of work; a Business Improvement District has been created in Aldgate with significant changes to the public realm anticipated as part of the plan for the area. As the area changes, so will the market, this strategy will set out how to approach that change so as to reinvigorate the area whilst also retaining the character and culture that make the area unique.



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PART 1: CONTEXTUAL REVIEW OVERVIEW

Part one of this report is the Contextual Review. It is split into three sections which cover the Place, People, and Plans for the area. The findings from this section are used to define the Vision and Projects in following sections of the report.

PLACE

Overview

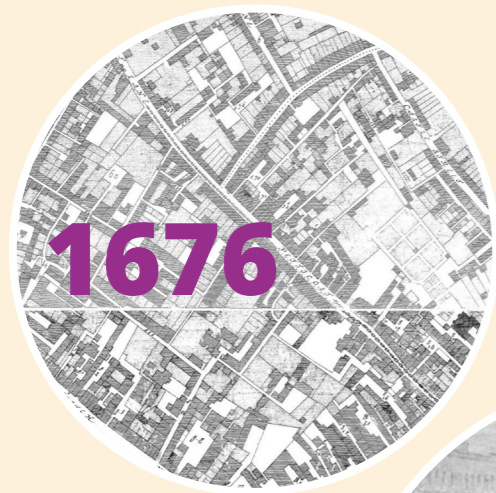
SPITALFIELDS MARKET

This study focuses on Petticoat Lane Market and the streets that surround it. The market is primarily centred on Middlesex and Wentworth Street which is also the location of the retail centre of the area. There is additional retail and restaurants on Bell Lane and Goulston Street. The site is well connected, with three stations bordering the site. It sits between Spitalfields and Aldgate, bordered by Brick Lane to the East and Bishopsgate to the West.

LIVERPOOL ST STATION



PLACE
HISTORY

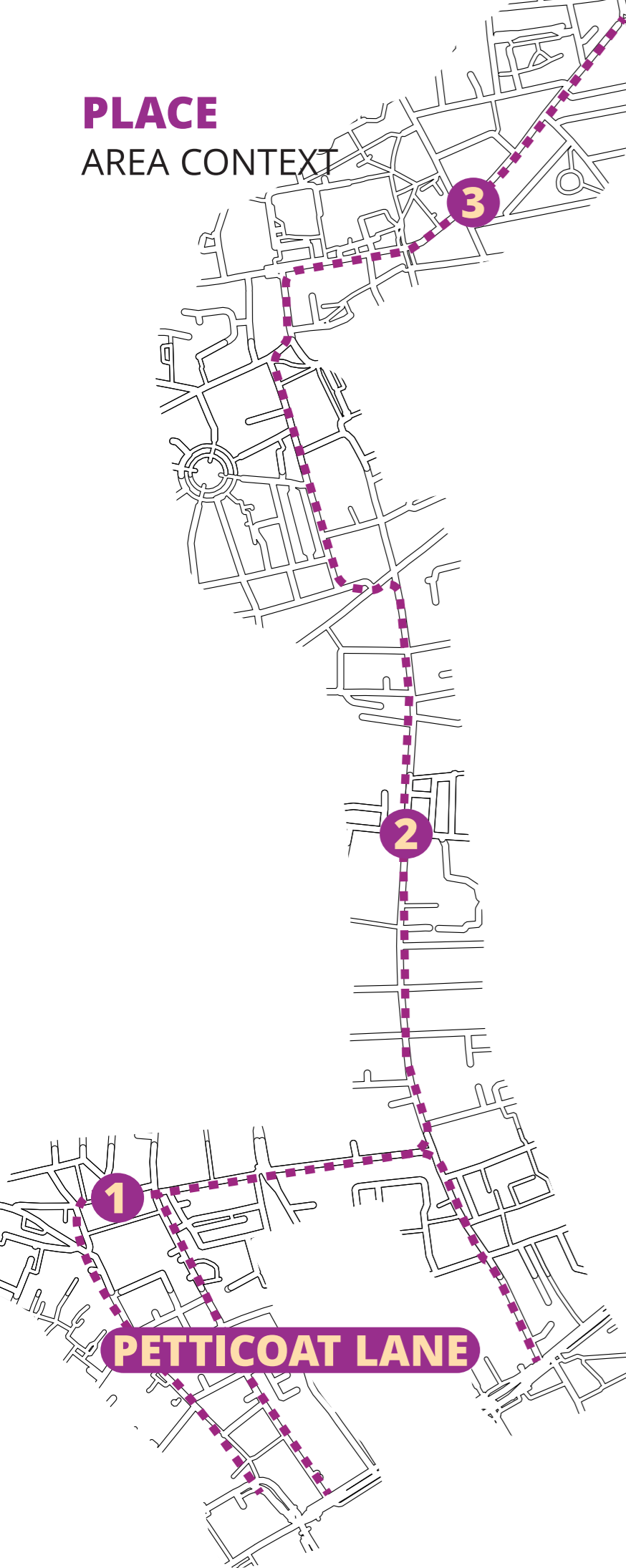


Petticoat Lane Market first began to form as a commercial district in the mid 1650's, when it became a hub for the sale and exchange of bric-a-brac and second-hand clothes along what had been a drovers trail.

Into the 17th and 18th centuries, Huguenot weavers and Jewish immigrants found their home in the area, and continued the production and trade of textiles and clothing that had been established in the area.

Heavy bombing during The Blitz drove many of the market's residents away, with East Asian and Indian communities becoming established around the market in the 1970's. In 2021, the area is renowned for West African fabrics, and is known as a specialist centre.

PLACE
AREA CONTEXT



1 SPITALFIELDS MARKET



2 BRICK LANE



3 COLUMBIA RD MARKET



Petticoat Lane is one of a number of historic London markets in the area, chiefly Spitalfields, Brick Lane and Columbia Road. These three markets are very successful – all three draw high numbers of visitors and sell a diverse range of products. While Columbia Road Market is famed for its flowers, Spitalfields and Brick Lane are more general. The proximity of Petticoat Lane to these other markets, and the

strength of the connections between them mean there is a clear opportunity to create a route that connects these sites once Petticoat Lane market is fully supported, enabling people to make the most of their experience of Middlesex Street and the market before being provided with the opportunity to explore the other markets, and also drawing footfall from the other markets to Middlesex Street and Petticoat Lane Market.

PLACE THRESHOLDS



PLACE CONNECTIONS



TRANSIT

THE AREA IS WELL CONNECTED TO TRANSIT IN THE AREA

The area is well connected to the Underground network, with links to **Aldgate, Aldgate East** and **Liverpool Street** stations within a **5 minute walk**. Further connections to **Shoreditch High Street, Tower Hill** and **Tower Gateway** stations within a **10 minute walk** mean that there is access to services on the Elizabeth, Northern, Central, Circle, District, Hammersmith & City, Metropolitan and DLR lines within easy reach of the site, as well as **connections to Stansted Airport and the East of England** from **Liverpool Street** and **Fenchurch Street** rail stations.

Multiple bus stops along **Bishopsgate, and Whitechapel and Aldgate High Streets** serve the site, and there are additional stops along **Duke's Place** and **St. Botolph Street** which are also nearby.



WALKING

THE SITE IS VERY WALKABLE

The site is **compact** and fits within a **5 minute walk circle**. Wide pavements and shared surfaces around Wentworth Street mean that this area in particular is very **comfortable for walking**, although the lack of clear demarcation may result in confusion with other road users.

Although **wayfinding is visible** around the **borders of the site, Petticoat Lane Market is not called out as a primary destination**, so only features on maps rather than in directional content. **Within the site itself wayfinding is lacking**, and **directional nudges are needed** to support user journeys through the site.

There is an **opportunity to create links** through the site – the journey from **Aldgate East to Spitalfields** is the **same distance via the market** as it is **via Commercial Street**, but is **more pedestrian friendly with fewer vehicles**. Routing this way would create significantly better experience for people and drive footfall through the market.



ACCESSIBILITY

CLEARER ACCESSIBLE ROUTES ARE NEEDED ON MARKET DAYS

Elements of the site work well for accessibility, particularly Wentworth Street – **low curbs and wide pavements** mean that on a non-market day movement is unrestricted, with pedestrian movement spilling over into the road. **On market days** however, some stalls are located partly on the pavement, which can **restrict flow for users** in a wheelchair or with a pram.

There is **step-free station access** at **Liverpool Street** for those with limited mobility, but this is not available at either Aldgate or Aldgate East stations, and there is **no provision for accessible parking** within the boundary of the site – the nearest parking available is by Spitalfields.

There is a **lack of seating** within the current public realm, and a **lack of adequate toilet or assisted changing rooms**, the nearest being at either Tower Hill or The Barbican



CYCLING

WELL CONNECTED, BUT NOT WELL SUPPORTED

The site is **well connected to cycling links**; Cycle Superhighway 2 runs along Whitechapel High Street and provides direct links to Stratford along dedicated cycle paths. Although there is a **low volume of traffic** on the **roads within the site area, cycle paths are not clearly demarcated** and **shared surfaces are not marked** as such. This may cause confusion between cyclists and pedestrians.

There is a Santander **docking station** located on **Bell Street**, but **cycle parking** and **storage facilities** are **limited**.



CARS

Implementation of the **ULEZ** around the market has **reduced the number of vehicles in the area**. In general, this is positive for user experience, but **provision for accessible and electric parking** would be beneficial.

PLACE

THE AREA AT NIGHT



LICENSING

The lanes are split over two Boroughs, Tower Hamlets and the City of London. Licensing laws differ between the two Boroughs – the required closing time for venues is 10:30 p.m. in the City of London but only 9 p.m. in Tower Hamlets. For restaurants wishing to offer a dinner service, this requires customers to have paid and be ready to leave by 8:45 p.m., which is impractical. As a result, dinner trade in the area is very limited, and means there is little reason to come to the area outside of daytime hours.



LIGHTING

Currently, lighting within the lanes is patchy, without clear, convenient routes that are consistently lit. This makes the area feel unwelcoming, and means that people wishing to cross the area at night may seek alternative routes. The Petticoat Lane Market Feasibility Steer Report has proposed an alternative lighting strategy that would improve the volume and quality of light after dark. In addition to functional, street lighting, solutions are proposed to create interest around architectural features.



RESIDENTS

Historically, a minority of residents have been vocal in opposing an extension to the 9 p.m. Tower Hamlets curfew. Although this does not necessarily reflect the views of the community as a whole, it's important that residents feel heard and that their concerns are addressed.



SAFETY

The lack of adequate lighting and activity after dark mean that safety is a concern. This has a direct impact on people who live in the area, and who may have no alternative way to access their homes after the shops and traders have left for the day. Improvements to the public realm, lighting and increased activity during night time hours will be a significant part of making the area feel safer, but community engagement and ownership are also key tools that help residents to feel more safe. Providing opportunities to connect, as well as infrastructure, will be an important part of making residents and visitors feel safe in the area.

PLACE

CHARACTER AND CULTURE



The culture and character of the area are a major part of its identity, and a huge part of the draw for the area. Unlike other areas close by, people refer to Petticoat Lane as 'authentic', and describe it as a 'proper market'. Certainly its history plays a big part in creating this narrative, but the diverse range of traders, shop owners and restaurants are key to the idea people have in their minds about what the area is, and what's important to them.

There are an increasing number of programmes and events that focus on celebrating the history and crafting culture of the area, and which are helping to create a unique identity for it in amongst the other markets in the area. Lady Lane Market, the World Music & Dance Festival and events such as the Mindfulness Craft Evening shown in the example above all indicate the community-led initiatives that are starting to take place in the area. Food is playing a part in these initiatives, with a number of restaurants hosting events and using their cuisine as a basis from which to celebrate diversity. This diversity, along with the creativity, authenticity and 'fringe nature' of the market and surrounding streets are key to its place identity, and should form the backbone of any future strategic work.



PLANS

PLANS

LAND USE TODAY



PLANS

FUTURE DEVELOPMENT



The creation of the BID and the Public Realm masterplan for the area are only two examples of upcoming and ongoing schemes that will change the face and the context of the market over the coming years and decades.

Large scale developments, such as the Minories Hotel and Vine Street Student Housing are likely to bring an additional influx of residents and visitors to the area. Their location on the South side of Aldgate High Street means that Petticoat Lane will be a key strategic connection and through-route for people from these areas wishing to access Spitalfields, Brick Lane and Shoreditch, and is likely to result in an increase in the number of people passing through the market.



More locally, initiatives being lead by Tower Hamlets and the City of London will have a dramatic impact on the area; the public realm, heritage action zone, shop frontage improvements and art trail projects will mean that the face of the area will begin to change over the next few years.

Within the market, there are multiple proposals aimed at enhancing different aspects, from shop fronts, to street furniture and amenities such as lighting, toilets and crossings. These proposals are all geared towards improving the experience of the market for locals and visitors, but currently feel somewhat disjointed and unconnected.



PEOPLE

Overview

Engagement in the area has happened over time with multiple groups and individuals taking part in discussions and workshops. These listening exercises have formed the backbone of the ideas and vision envisaged for the area, and include diverse cultural communities. The list below is non-exhaustive, but recognises the participation of some of the people and groups without whom this work would not have been possible.

Canon Barnett Primary School

Bevis Marks Synagogue

St Botolph's without Aldgate

Brady Arts Centre

Toynbee Hall

Small businesses lining Middlesex Street and Wentworth Street

Market stall holders

via Robert Breese, Antony Hearman, Chris Gold

Local residents and community members

London Metropolitan University/The Cass

Projects team

Interior Design course – Textiles Department – Architecture department

Sir John Cass Foundation Primary School

Canon Barnett Primary School

Christchurch Primary School

Aldgate Community Events

Local councillors

Unmesh Desai

Middlesex Street Estate team, residents and resident groups

Mansell Street Estate residents and community groups

East End Homes residents

East London Mosque and Muslim Centre

Bevis Marks Synagogue

Artsadmin

Toynbee Hall

Friends of City Gardens

TPAS

Opening Doors London

Walking tour guides

Providence Row

Spitalfields Forum

Attlee Centre

Switchback

Crisis cafe/Skylight

Kobi Nazrul Community Centre

Brady Arts Centre

City of London libraries

Freedom Bookshop

Immigration Museum

Gardners paper bag shop

CoL young people

XLP Arts

East End Trades Guild

East London Business Alliance (ELBA)

TAP

Cardboard Citizens

PEOPLE

REASONS TO VISIT

Who are the users?



What are they coming for?



Taken from Petticoat Lane/ Middlesex St Regeneration: Public Realm Design Steer report. Please refer to for details of engagement and assessment

PEOPLE FEEDBACK

POSITIVE



NEGATIVE



The selection of phrases above are compiled from various stakeholder engagement reports, and identify aspects of the market and surrounding area that people are happy with, and those they think need improvement. It's interesting to note that a lot of the positive aspects that people identify relate to the culture and 'feel' of the area, whereas areas for improvement are typically simple suggestions related to the public realm. Although only anecdotal, this narrative begins to indicate how relatively simple interventions may go a long way to enriching the area – the area is culturally rich, but let down by the existing amenities and facilities.

PEOPLE

VISION



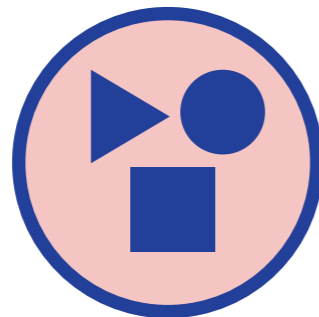
INCLUSIVE & ACCESSIBLE

Users spoke about the need for more family friendly facilities, including play spaces and fountains, alongside the need to make the area easier to maneuver for the elderly and those with limited mobility, through the inclusion of additional seating and adjustments to the public realm.



SOFTER PUBLIC REALM

Improvements to the public realm and provision of additional, improved public amenities and street maintenance were key for many users. Softening of the landscape through seating, planting and more pedestrianisation was a key objective for many.



VARIETY OF OFFER

The expansion of the offer so as to cater more comprehensively to residents needs was frequently mentioned – expanding market stalls to cover fruit and veg as well as what is currently there. There is a tension, however, between diversifying the offer and gentrification.



COMMUNICATING CHARACTER

People have strong memories and stories about the area, but feel this isn't visible in the environment – a lot of the history and character that gives the market and the lanes its unique identity is nested within individuals, and isn't adequately expressed. Users wanted to bring this identity to the fore and express it with pride.

PART 2: VISION OVERVIEW

You spoke, we listened

Following on from the Contextual Review this section identifies six pillars to focus on, based on our analysis of Petticoat Lane, and what we heard from you about where improvements could be made.

Your vision

Each of the six pillars addresses a different aspect of the area and poses a question – the answer to this question is the vision for what we hope to achieve. The projects identified in the third section will bring this vision to life.

IDENTITY

What is Petticoat Lane?

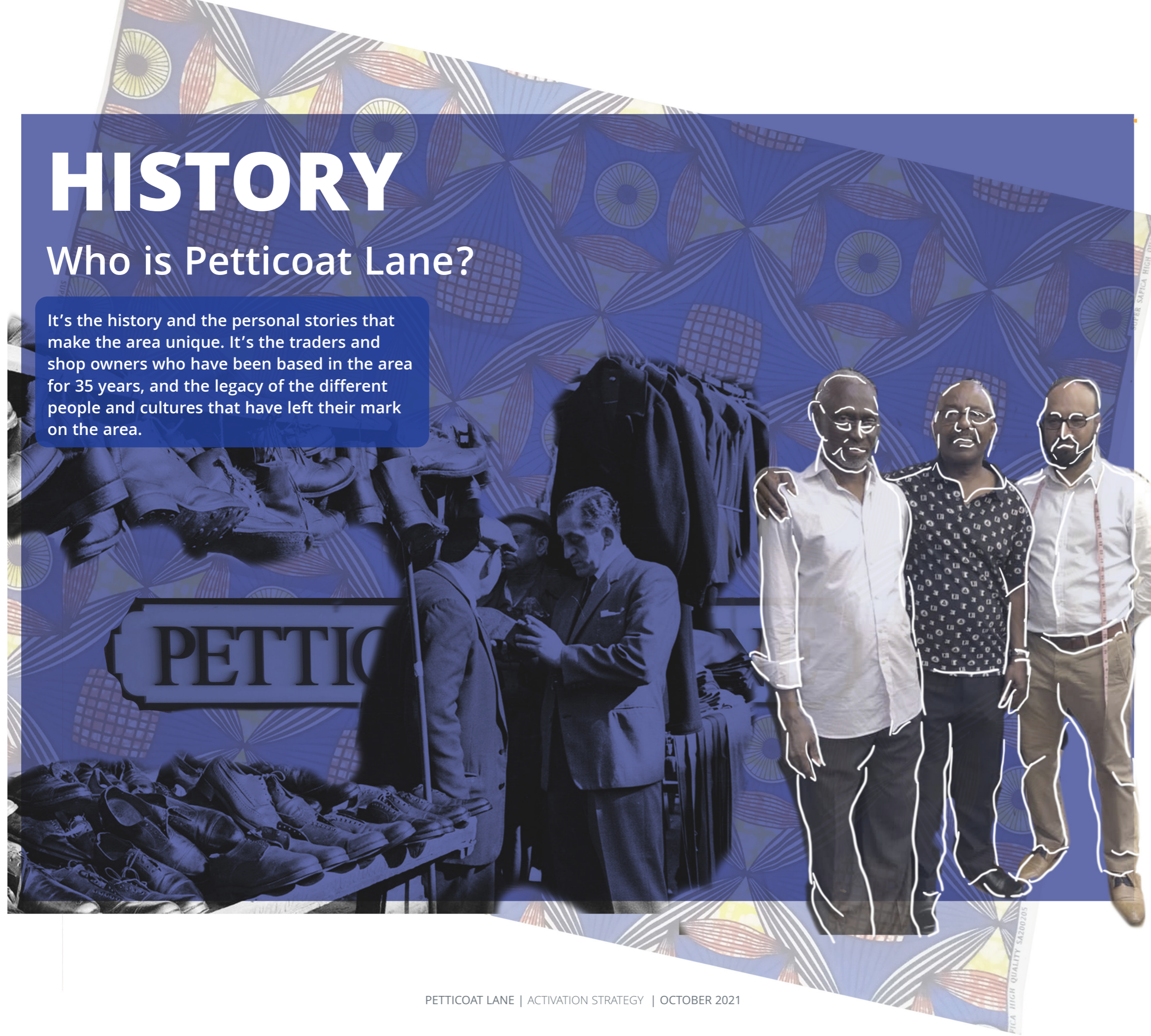
It's the area formed by Middlesex Street, Bell Lane, Goulston Street and Wentworth Street. The anchor of the area is Petticoat Lane market, but it's also a hub for West African fabrics, up-cycling, recycling, sustainable fashion and the circular economy.



HISTORY

Who is Petticoat Lane?

It's the history and the personal stories that make the area unique. It's the traders and shop owners who have been based in the area for 35 years, and the legacy of the different people and cultures that have left their mark on the area.



CONNECTIONS

Where is Petticoat Lane?

It's between Aldgate and Spitalfields and acts as a shortcut between them. It's visible from its surroundings, easy to find and navigate around, and has clear links to the wider city via transit and cycling networks.

LIVERPOOL STREET

ALDGATE EAST

Old Spitalfields Market

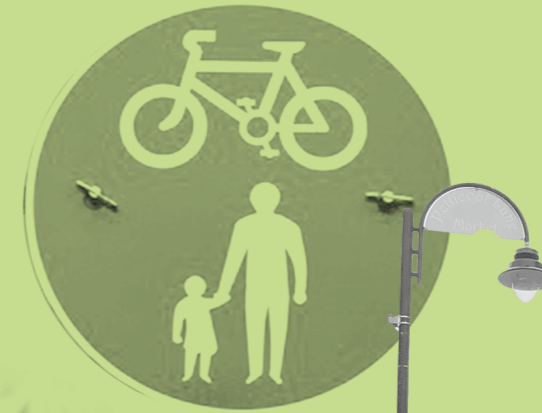
ALDGATE



ACCESSIBILITY

Who is Petticoat Lane for?

It's for everyone - it's a comfortable, safe environment that has as many amenities for office workers on their lunch breaks as it does for children that live in the area. There is ample seating, well marked shared surfaces and plenty of space for people to move around in.



URBAN FABRIC

What does Petticoat Lane look like?

It's a unique, un-gentrified area that is clean, well maintained and well lit. It has plenty of green space and balances respect for its heritage with an appreciation for newer public spaces



THE OFFER

What can I do at Petticoat Lane?

It's somewhere that people may visit initially because of the market, but will come back for the shops, restaurants and sustainable clothing workshops. It's where fashion students showcase their work, and where people who live locally feel at home.



PART 3: PROJECTS & PHASING OVERVIEW

The final section of the report begins to look more pragmatically at the initiatives and projects that are happening in Petticoat Lane, as well as recommending additional solutions aimed at activating the area. These are based on the six vision pillars.

Projects are listed here as a means to help clarify what is already being addressed, and where there are outstanding opportunities in Petticoat Lane and how these might be prioritised.

OVERVIEW

OVERVIEW

EXISTING PROGRAMMES & INITIATIVES

There are many ongoing projects and initiatives happening in Petticoat Lane that are either already underway or planned, as well as ideas for improvements that have been made by a range of different groups.

The diagram below outlines the range and scope of the projects that we have identified during the course of our research, and the organisations who have proposed them.



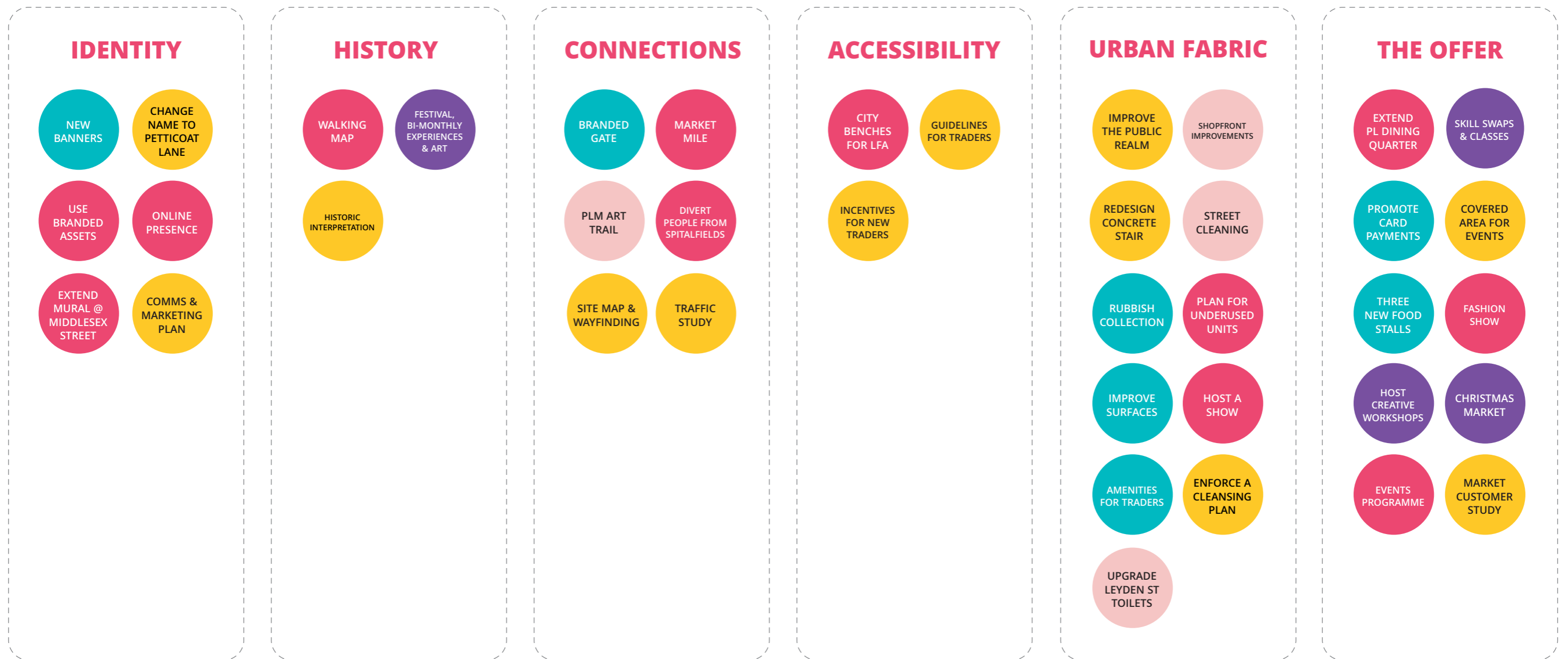
- City of London – objectives
- City of London – strategy team
- Aldgate Connect
- Tower Hamlets
- Cultural Consortium/ Community

OVERVIEW

EXISTING PROGRAMMES & INITIATIVES

Having identified ongoing projects and ideas for improvements, we arranged them according to the six improvement themes we developed during the Phase 2 Analysis. Arranging them in this way shows that there are already multiple ideas and ongoing projects focussed around the Urban Fabric and The Offer, but less so for Identity, History, Connectivity and Accessibility.

- City of London – objectives
- City of London – strategy team
- Aldgate Connect
- Tower Hamlets
- Cultural Consortium/ Community

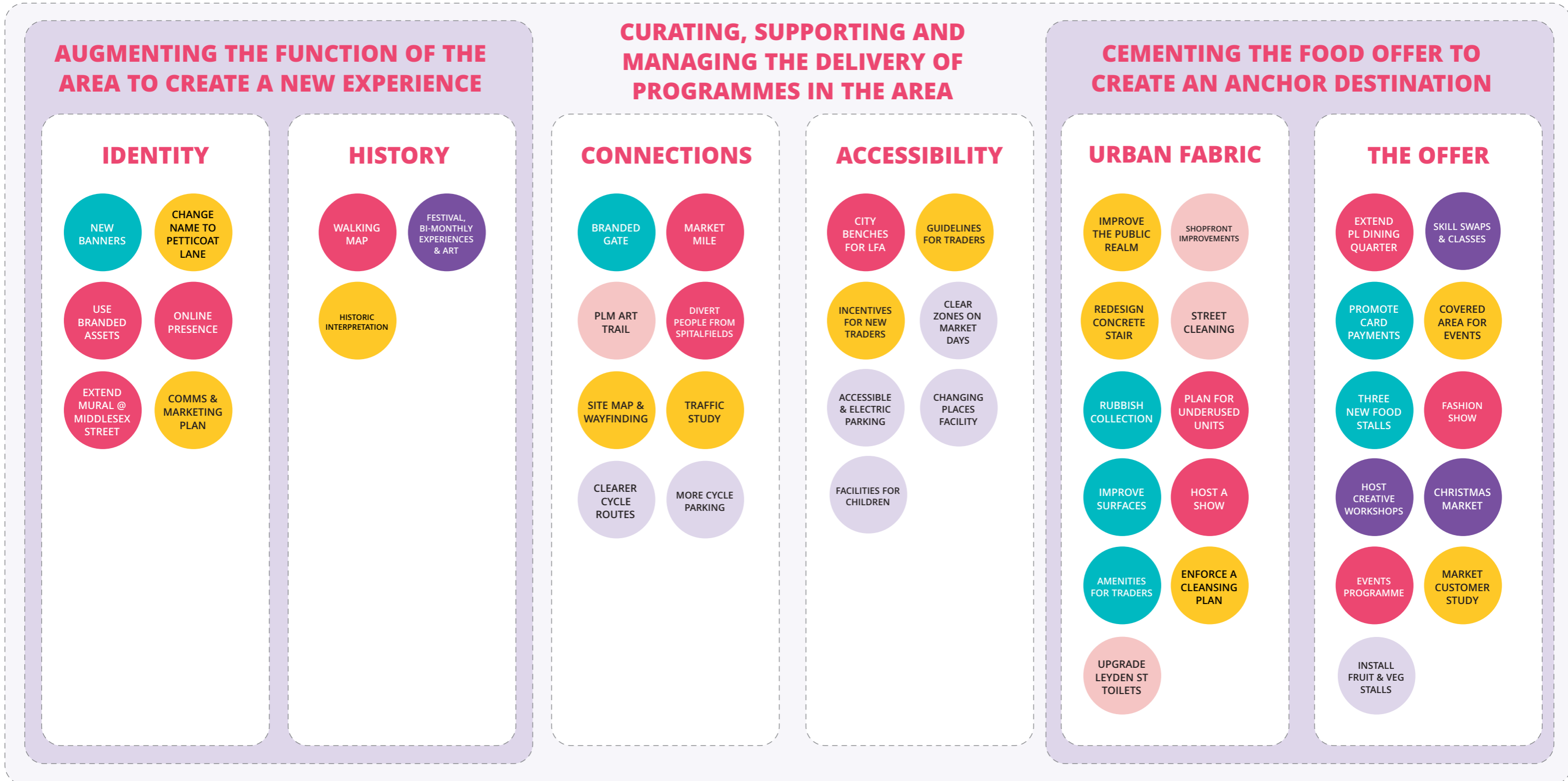


OVERVIEW

OVERARCHING OPPORTUNITIES

As the diagram illustrates, the scope of ideas and ongoing projects is extensive, however, there are opportunities for additional projects that would bolster the site Connections and Accessibility, as well as larger, overarching projects that would create a more holistic, strategic response to activation.

- City of London – objectives
- City of London – strategy team
- Aldgate Connect
- Tower Hamlets
- Cultural Consortium/ Community
- Additional ideas



OVERVIEW

DEFINING THE OPPORTUNITY

By arranging projects in this way, we arrive at a hierarchy that enables us to choose which streams to focus on. The three projects that will have the most impact are the Master Projects. These are necessarily more complex and will require more resource, but could be tested with a pilot phase.

Sub-projects are either fully funded, partially funded, or ideas that have been generated by stakeholders and the community. Together, these form a 'menu' of sorts, from which projects can be chosen and prioritised.

The following sections outline all of the projects shown on this page in more detail, and provides high level information about the time, cost and priority level associated with each.

MASTER PROJECTS

MASTER PROJECT 1

Curating and providing support and strategic oversight for existing programmes

MASTER PROJECT 2

Augmenting the function of the area to create a new experience

MASTER PROJECT 3

Cementing the food offer to create an anchor destination

RECOMMENDED SUB-PROJECTS



ONGOING AND PROPOSED PROJECTS

- City of London – objectives
- City of London – strategy team
- Aldgate Connect
- Tower Hamlets
- Cultural Consortium/ Community
- Additional ideas

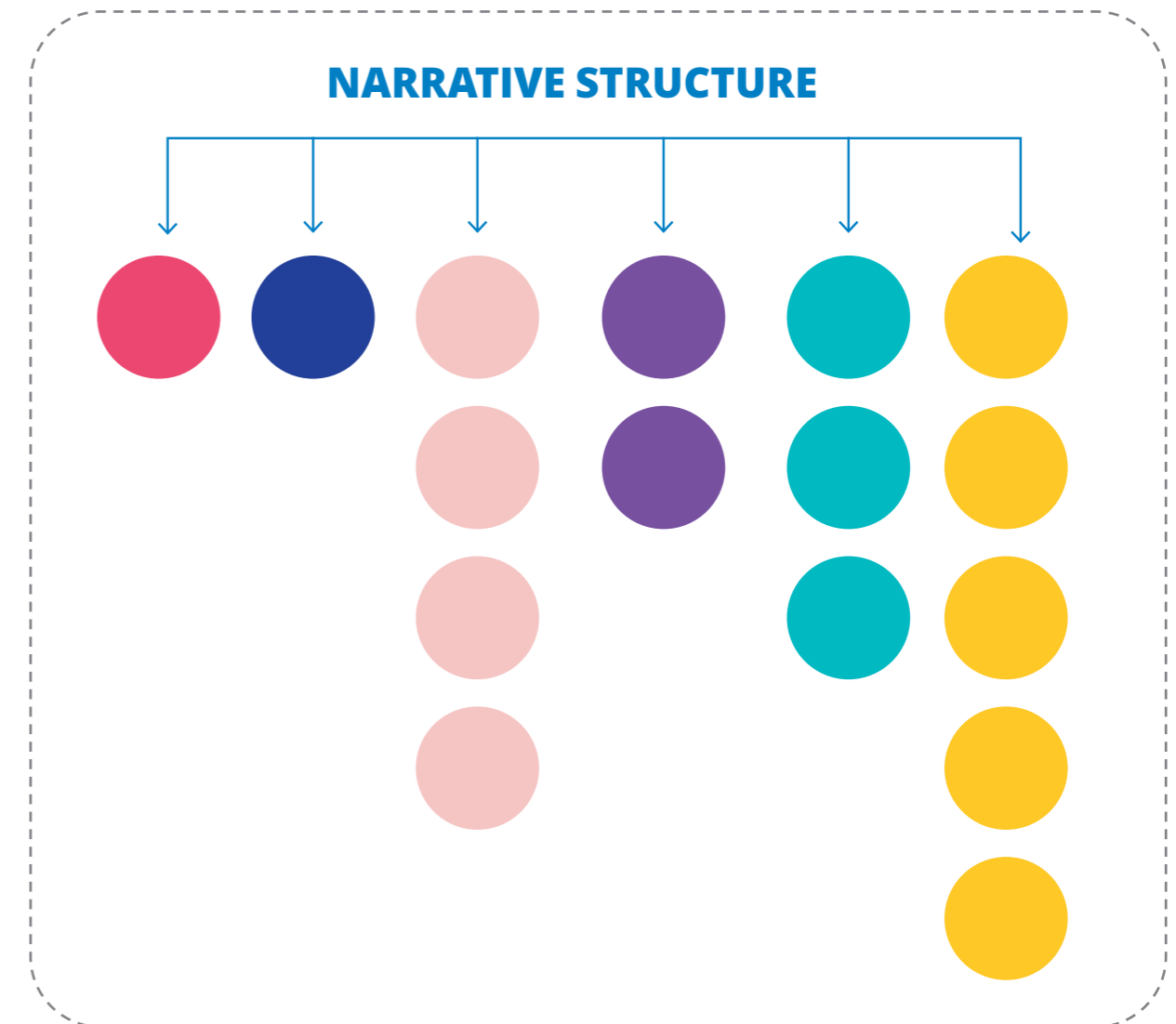
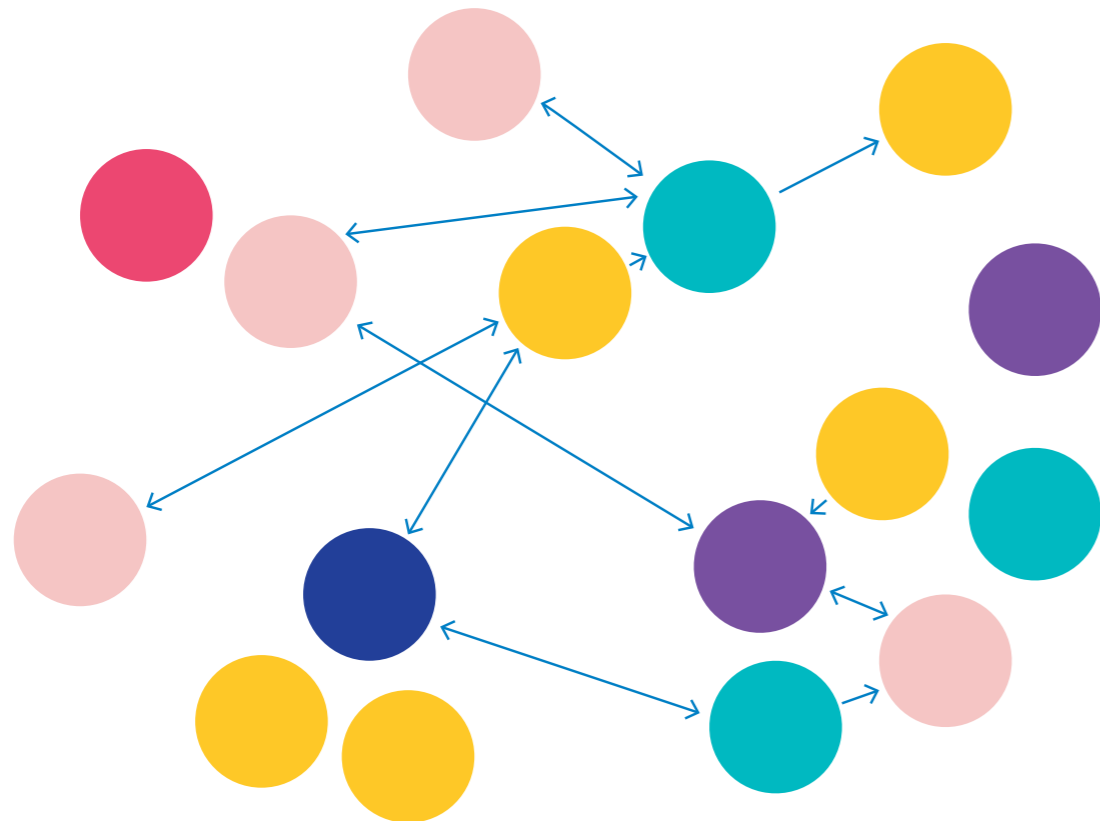


MASTER

PROJECTS

MASTER PROJECTS

PROJECT 1: CURATION, SUPPORT & MANAGEMENT



THE NEED FOR CREATIVE CURATION

Although there is the will to create change in the area, without oversight and management this can become confused and lead to duplicated work. Without a clear story or narrative to work to, conflicting ideas can arise about the best way to resolve an issue.

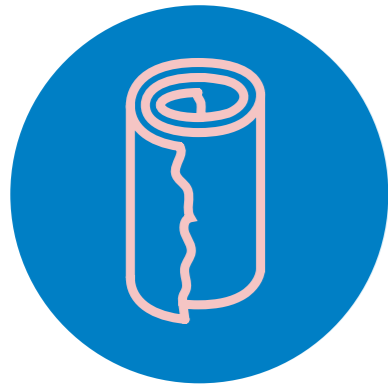
Appointing a curator and project manager for Petticoat Lane to identify key goals, recommend preferred projects and support with the delivery of programmes would help to create a coherent strategy that would define development in the area over the coming years and keep it on track with funding aims.

MASTER PROJECTS

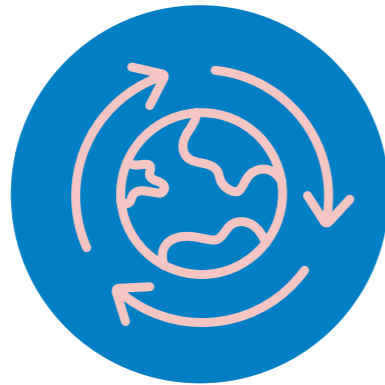
PROJECT 2: AUGMENTING FUNCTION

ACTIVATION STORY

Fabric has always been at the heart of the narrative for Petticoat Lane – how do we make this relevant in 2021?



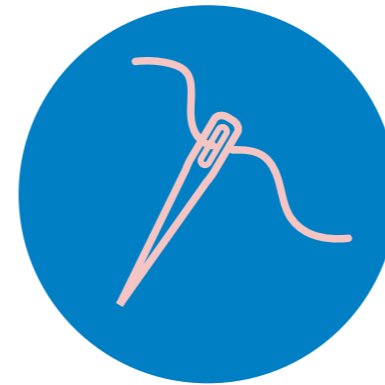
Sustainability and the circular economy are key factors in how we consume and think about waste



Petticoat Lane becomes a hub for waste fabric collection, which can be re-purposed, recycled or redistributed



Workshops utilising the waste fabric collected would bring people to the area and create new life from old materials



Partnerships with design schools could be used to showcase innovative ways of using the materials collected



Developing themes and linking these with the food offer and stalls at the market would create a holistic approach and could create a night-time economy



PILOT PROJECT ACTIONS

The actions listed here begin to show how activation of Petticoat Lane could be achieved by augmenting the function of the area. A pilot project aimed at testing the validity of this idea and gauging interest in the area could be implemented; this would consist of going through each of the five steps outlined opposite at a small scale.

1

Create clothes & fabric collection points around Petticoat Lane

These could be clothes banks, or could be a **partnership with local businesses** that act on an **exchange reward scheme** e.g. 5 kg's of clothes = 1 free coffee. **Potential sites for clothes banks identified at Harrow Place and on Middlesex Street.**

2

Work with local charities and residents associations to sort collections

Some **clothing could be redistributed** to local charity groups or families in need, while other **textiles could be set aside to be re-used in workshops.** Opportunity to work with design students to research new methods of recycling.

3

Collaborate with creative community to agree a programme & delivery requirements for workshops and classes

Use collected materials to supply workshops that could be **hosted by the local creative community.** These could be **free for locals, or have reduced rates covered by the fee charged for other people.** Workshops could be linked to different themes/ events through the year e.g. Christmas, Music & Dance Festival.

4

Develop a partnership with design schools in the area

Work with London Met MA Architecture and BA Fashion programmes on market stall, exhibition, window display and large shop takeover projects. In the **long term**, find a suitable **permanent space or number of spaces** that can be taken over by students working on the above projects, and collaborate with HAZ community hub initiative to **create a shop** so that work can be shared with the public.

5

Allocate space in the market for a handful of seasonal/ themed stalls and create a food offer to match

This could include Christmas and other religious holidays (Diwali, Eid, Hanukkah, Kwanzaa) but could also relate to events in the area (Music and Dance festival). **Provide opportunities for re-worked goods to be sold at the market, and investigate the possibility of extending market activity in the evenings.**

MASTER PROJECTS

PROJECT 3: CEMENTING THE FOOD OFFER

The Petticoat Lane Dining Quarter has become established as a key anchor for the area – what began as a temporary intervention as a response to Covid demonstrates the success of using food as an attractor to create activation. The participation of local restaurants and businesses in helping to revitalise the area through the provision of seating, shelter and lighting indicates a high level of community buy-in which is fundamental to success, but additional resources are required to formalise the current arrangement and to make the Petticoat Lane Dining Quarter a year-round attraction that is cemented as a key anchor in the area.



1. Relocate existing parking spaces elsewhere

The Petticoat Lane Dining Quarter currently occupies three car parking spaces on Middlesex Street. These should be relocated to ensure current location that people are familiar with and is established can be retained.



2. Formalise seating & canopies for year round use

Upgrade existing seating and canopies to permanent solutions that allow for year-round use. This could incorporate planting, and create weather-proof environments that can be used throughout the year.



3. Reinforce identity with additional elements

Build on the placemaking elements that have already been installed to further define the thresholds to the Petticoat Lane Dining Quarter and identify it as a destination in its own right.



4. Re-surface the road







Re-surface the road to create a single level pedestrianised area for tables and seating to formalise its function as a vehicle-free space and to make it fully accessible for people coming to the Petticoat Lane Dining Quarter.



SECONDARY PROJECTS




SECONDARY PROJECTS

IDENTITY

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
	CITY OF LONDON STRATEGY TEAM	New banners to be implemented at junction of Middlesex Street and Bishopsgate	FUNDED	N/A	SHORT	N/A
	TBC	Extend mural at Southern end of Middlesex Street	LOW	LOW	SHORT	Opportunity to engage local creative community. May need approval from owner
	TBC	Apply PLM brand to tote bags, market stalls and other assets	LOW	MEDIUM	MEDIUM	Work with market stall holders to agree approach to design and funding split. Work with brand identity team to develop PLM branded collateral
	TBC	Develop and maintain a website and social media presence	MEDIUM	HIGH	SHORT	Develop a simple, easy to maintain and update website to minimise cost and increase likelihood that it will be updated regularly
	TBC	Develop a comms and marketing plan to attract visitors, highlight area history, publicise events and support wayfinding	MEDIUM	MEDIUM	MEDIUM	Collaboration required between owner of the marketing plan and local businesses to include all community led initiatives within it
	CITY OF LONDON	Change the name of Middlesex Street back to Petticoat Lane	HIGH	HIGH	LONG	Funding required to change the name will be low, but funding required to support the name change is likely to be high. Feasibility study may be required to assess viability









SECONDARY PROJECTS

HISTORY

OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
 TOWER HAMLETS COUNCIL + CULTURAL CONSORTIUM	Programme of community-led cultural activities scheduled over the next 3 years	FUNDED	N/A	LONG	N/A
 ALDGATE CONNECT	Create a self guided/ walking tour map for Petticoat Lane	LOW	LOW	MEDIUM	Opportunity to engage local community to tell their stories and history through the map, alongside architectural history
 CITY OF LONDON	Develop concept design for historic interpretation in the area	LOW	LOW	MEDIUM	Opportunity to engage local community and creative community to tell their stories and history through the interpretive pieces








SECONDARY PROJECTS

CONNECTIONS

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
	CITY OF LONDON STRATEGY TEAM	Create a gate at the junction of Middlesex Street and Bishopsgate that can be closed to vehicles on market days	FUNDED	N/A	SHORT	N/A
	TOWER HAMLETS COUNCIL + CULTURAL CONSORTIUM	Trail of artworks leading through the area. Currently 3 locations identified with potential for more	FUNDED	N/A	SHORT	Liaise with T.H. and Toynbee Hall to agree additional locations, recommended at Middlesex St./ Widegate St., Crispin St., 19 Bell Lane & Strype St./Middlesex St.
	TBC	Create a 'market mile' connecting PLM to Spitalfields, Brick Lane and Columbia Road markets	HIGH	MEDIUM	LONG	Work with other markets to agree approach, and how this will be communicated, both physically and digitally. Range of tools will be required
	TBC	Stop people from bypassing Petticoat Lane to get to Spitalfields	MEDIUM	HIGH	LONG	May need to consider multiple approaches to achieve this; wayfinding, landmarks, lighting and planting may all need to be considered
	CITY OF LONDON	Develop a map of the site and install wayfinding in strategic locations across the area	HIGH	HIGH	LONG	Funding required to change the name will be low, but funding required to support the name change is likely to be high. Feasibility study may be required to assess viability
	CITY OF LONDON	Do a traffic study to determine the impact of closing the road to traffic entirely	MEDIUM	MEDIUM	MEDIUM	Collaboration required to bring together all ongoing projects into one coherent stream. Opportunity to engage local creative community
	TBC	Create facilities for additional cycle parking throughout the area	HIGH	HIGH	LONG	Funding required to change the name will be low, but funding required to support the name change is likely to be high. Feasibility study may be required to assess viability
	TBC	Make road markings for cycle paths clearer and install signage to reinforce them	MEDIUM	MEDIUM	MEDIUM	Collaboration required to bring together all ongoing projects into one coherent stream. Opportunity to engage local creative community

SECONDARY PROJECTS

ACCESSIBILITY

OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
 CITY BENCHES FOR LFA	ALDGATE CONNECT City Benches competition for London Festival of Architecture at 20 Middlesex Street	FUNDED	N/A	SHORT	Work with LFA to determine whether temporary solution could be made permanent in its existing location or elsewhere in Petticoat Lane
 INCENTIVES FOR NEW TRADERS	CITY OF LONDON Introduce incentives to attract new, temporary and specialist traders	MEDIUM	MEDIUM	LONG	May be scope to support COL objective through engagement with traders to understand what incentives would be beneficial
 GUIDELINES FOR TRADERS	CITY OF LONDON Develop a new system for licenses and permits, and develop guidelines to make this easy for traders to understand	MEDIUM	LOW	LONG	Work with market traders to understand where complexity lies and how this could be simplified
 CHANGING PLACES FACILITY	TBC Create a changing places facility within Petticoat Lane, to provide accessible toilet and changing facilities for users	HIGH	MEDIUM	LONG	Opportunity to act as a benchmark; changing places facilities are very limited in the city. Funding required would be high, and would have to include maintenance and cleaning over time
 CLEAR ZONES ON MARKET DAYS	TBC Mark clear zones on pavements so that routes are not blocked on market days	LOW	MEDIUM	SHORT	May tie in with a market stall strategy. Consider temporary pavement markings until wider strategy is agreed
 FACILITIES FOR CHILDREN	TBC Create amenities and social spaces for local children	HIGH	MEDIUM	LONG	Work with local schools and community groups to determine what amenities are missing for local children at the moment
 ACCESSIBLE & ELECTRIC PARKING	TBC Allocate space for a limited number of electric and accessible parking bays	MEDIUM	LOW	MEDIUM	Identify best locations and co-locate with other accessible amenities (e.g. accessible toilets)

SECONDARY PROJECTS

URBAN FABRIC

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
RUBBISH COLLECTION	CITY OF LONDON STRATEGY TEAM	Rubbish collection on limited days	FUNDED	N/A	SHORT	May need to work with C.O.L. to extend this scheme to ensure waste management is kept under control
IMPROVE SURFACES	CITY OF LONDON STRATEGY TEAM	Improvement of surfaces at junction of Middlesex Street and Bishopsgate	FUNDED	N/A	SHORT	N/A
AMENITIES FOR TRADERS	CITY OF LONDON STRATEGY TEAM	Provision of power and water at 3 points at junction of Middlesex Street and Bishopsgate	FUNDED	N/A	SHORT	Engage with stall holders to determine whether it would be beneficial to create more along Middlesex Street
SHOPFRONT IMPROVEMENTS	TOWER HAMLETS COUNCIL + CULTURAL CONSORTIUM	Shop improvement strategy to revitalise shopfronts	FUNDED	N/A	MEDIUM	May need to consider multiple approaches to achieve this; wayfinding, landmarks, lighting and planting may all need to be considered
STREET CLEANING	TOWER HAMLETS COUNCIL + CULTURAL CONSORTIUM	Street cleaning vehicle was trialled on Sundays, but stopped	MEDIUM	N/A	SHORT	Liaise with T.H. to understand why trial was ended. Low cost service but required over time so may require a medium amount of funding
UPGRADE LEYDEN ST TOILETS	TOWER HAMLETS COUNCIL + CULTURAL CONSORTIUM	Upgrade Leyden Street toilets to include a cafe at grade and toilets underneath	FUNDED	N/A	MEDIUM	Work with T.H. to understand accessibility accommodation, and whether there is need for additional toilet facilities elsewhere
PLAN FOR UNDERUSED UNITS	CITY OF LONDON	Work with City of London to develop a plan for underused retail units for trader storage	MEDIUM	MEDIUM	LONG	N/A
HOST A SHOW	TBC	Partner with London Met University to host shows	LOW	LOW	SHORT	Low cost to host, but may require funding to find a suitable space. Engage with students to decide a theme and understand needs

SECONDARY PROJECTS

URBAN FABRIC

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
IMPROVE THE PUBLIC REALM	CITY OF LONDON	Commission concept designs for public realm improvements around Middlesex Street	FUNDED	HIGH	LONG	N/A
REDESIGN CONCRETE STAIR	CITY OF LONDON	Commission design for possible re-use of the concrete stair to support market function	LOW	LOW	SHORT	Opportunity to engage residents and local creative community in determining design and outcome for the stair
ENFORCE A CLEANSING PLAN	CITY OF LONDON	Implement and enforce a clear cleansing plan	MEDIUM	HIGH	MEDIUM	N/A

SECONDARY PROJECTS

THE OFFER

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
PROMOTE CARD PAYMENTS	CITY OF LONDON STRATEGY TEAM	Promote card payments in the area for shops and market stalls	FUNDED	N/A	SHORT	N/A
THREE NEW FOOD STALLS	CITY OF LONDON STRATEGY TEAM	Create three new food stalls at Liverpool Street end of Middlesex Street	FUNDED	N/A	SHORT	N/A
HOST CREATIVE WORKSHOPS	CULTURAL CONSORTIUM/ COMMUNITY	Host a series of creative workshops in the area	FUNDED	HIGH	SHORT	Opportunity to engage with local community and collaborate with Benk & Bo to design a year long programme of workshops
SKILL SWAPS & CLASSES	CULTURAL CONSORTIUM/ COMMUNITY	Programme of community lead skill swaps and classes	FUNDED	N/A	SHORT	N/A
EVENTS PROGRAMME	TBC	Create and maintain an events programme for Petticoat Lane	MEDIUM	HIGH	SHORT	Although events have already been arranged and are ongoing, it will be important to maintain a programme over time
EXTEND PL DINING QUARTER	TBC	Extend the Petticoat Lane dining quarter with Yoello	LOW	MEDIUM	SHORT	N/A
COVERED AREA FOR EVENTS	CITY OF LONDON	Find a covered area for events	HIGH	HIGH	MEDIUM	Help support C.O.L. in finding an appropriate events space. Engage event managers to assess requirements from the space
FASHION SHOW	ALDGATE CONNECT	Host a fashion show	LOW	HIGH	SHORT	Low cost to engage, but may require funding to find a suitable space to exhibit the work produced. Work with students to decide on the best programme

SECONDARY PROJECTS

THE OFFER

	OWNER	DESCRIPTION	FUNDING NEED	PRIORITY	TIMESCALE	CONSIDERATIONS
CHRISTMAS MARKET	CITY OF LONDON	Host a Christmas market including a food offer	HIGH	HIGH	SHORT	Refer to Master Project 2; Augmenting Function
MARKET CUSTOMER STUDY	CITY OF LONDON	Commission a study to understand who market customers area and what they want, to attract new visitors	FUNDED	N/A	N/A	N/A
INCLUDE FRUIT & VEG STALLS	TBC	Expand the offer of the market to include fruit and vegetable stalls to cater for residents	LOW	HIGH	SHORT	Work with residents associations and community groups to agree best location

PRIORITIES

PRIORITIES

COMMUNITY ENGAGEMENT

The scope of the projects outlined in the previous section is very broad. In order to determine which were the most important projects to focus on, we worked with a community stakeholder group to understand what was important for them, and to determine which of the projects should be prioritised.



PRIORITIES

DETERMINING PRIORITY AREAS

We asked people to choose the projects they thought were a high priority. Of these, we asked them to rank whether they thought the project was a high, medium or low priority. Projects identified as high priority were awarded three points, medium priority two points, and low priority one point. The table opposite illustrates how many people voted for each option, and the total scores achieved for each. The projects identified as high priority are highlighted in yellow.

Petticoat Lane Activation Strategy

Community Stakeholder Workshop

	High	Medium	Low	Total
IDENTITY				
Extend mural at Southern end of Middlesex Street			2	2
Apply PLM brand to tote bags, market stalls and other assets	3	1		11
Develop and maintain a website and social media presence	2	4		14
Develop a comms and marketing plan to attract visitors, highlight area history, publicise events and support wayfinding	5	2		19
Change the name of Middlesex Street back to Petticoat Lane			2	2
HISTORY				
Create a self guided/ walking tour map for Petticoat Lane		4		8
Develop concept design for historic interpretation in the area	4	1	1	15
CONNECTIONS				
Create a 'market mile' connecting PLM to Spitalfields, Brick Lane and Columbia Road markets	4	1	4	18
Stop people from bypassing Petticoat Lane to get to Spitalfields	3	1	3	14
Develop a map of the site and install wayfinding in strategic locations across the area	1	2	1	8
Do a traffic study to determine the impact of closing the road to traffic entirely	1	1	1	6
Create facilities for additional cycle parking throughout the area				0
Make road markings for cycle paths clearer and install signage to reinforce them	2	1	2	10
ACCESSIBILITY				
Introduce incentives to attract new, temporary and specialist traders	3			9
Develop a new system for licenses and permits, and develop guidelines to make this easy for traders to understand	1		1	4
Create a changing places facility within Petticoat Lane, to provide accessible toilet and changing facilities for users	1			3
Mark clear zones on pavements so that routes are not blocked on market days			1	1
Create amenities and social spaces for local children	5	1	1	18
Allocate space for a limited number of electric and accessible parking bays		1	1	3
URBAN FABRIC				
Street cleaning vehicle was trialled on Sundays, but stopped	1	1		5
Work with City of London to develop a plan for underused retail units for trader storage	2			6
Partner with London Met University to host shows	2			6
Commission design for possible re-use of the concrete stair to support market function	1	1		5
Implement and enforce a clear cleansing plan	1	1		5
THE OFFER				
Create and maintain an events programme for Petticoat Lane	2	2		10
Extend the Petticoat Lane dining quarter with Yoello	1		1	4
Find a covered area for events			1	1
Host a fashion show				0
Host a Christmas market including a food offer		2		4
Expand the offer of the market to include fruit and vegetable stalls to cater for residents	7			21
Total votes	52	27	22	101



Along with the prioritisation of the secondary projects, we agreed which of the Master Projects to focus on, determining that this should be Project 3: Cementing the food offer. This artist's impression captures the experiential feel of the site we would like to achieve.

PRIORITIES

PRECEDENT STUDIES

The images collated on this page begin to give an impression of the types of interventions and installations we envisage for the Petticoat Lane Dining Quarter. These would need to be designed and developed in future stages, but provide an idea of the type of experiences that we could create in the area.



