



MIDDLESEX STREET SOUTH

STRATEGY

JULY 2023

ALDGATE
CONNECT



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INTRODUCTION

TRUFFLE
BURGER

IN - TAKE AWAY

TRUFFLE BURGER

BURGERS - FRIES - BEERS

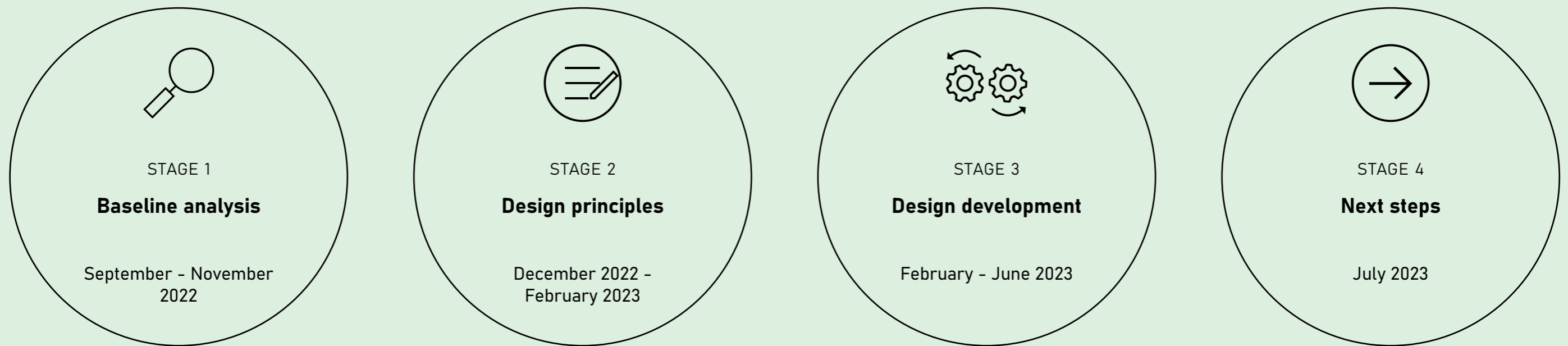
Aldgate Connect BID and LB Tower Hamlets have commissioned PJA to develop a strategy for the southern section of Middlesex Street (between Gravel Lane and St. Botolph Street). The project is focussed on reinstating a previous 'alfresco' street design which was introduced between 2020 and 2021. The scheme generated significant volumes of additional footfall and allowed several restaurants in the street to host outdoor seating for the first time. The scheme was considered a huge success by local businesses and stakeholders, however it was removed in 2021 in response to concerns raised regarding removal of parking bays, waste collection, and access to local businesses.

PETTICOAT LANE EST
1650

This project aims to build upon the lessons learnt from the previous Alfresco scheme in order to develop a strategy and RIBA Stage 2 designs for the introduction of permanent public realm improvements in Middlesex Street. Developing a strategy for permanent improvements will require engagement with key stakeholders including the London Borough of Tower Hamlets, Aldgate Connect BID, City of London and other stakeholders.

As well as responding to the issues raised during the Alfresco layout, the project will need to co-ordinate a layout with the infamous Petticoat Lane Market which has been located on Middlesex Street since 1608!

Four stages have been identified for the development of the Middlesex Street South strategy.



The Baseline Review stage will begin with an understanding of the works completed to date in Middlesex Street and the identification of any additional analysis required for this study.

This will be followed by our own objective analysis at both neighbourhood and street level. Finally, the team will undertake engagement with the key stakeholders in Middlesex Street.

Following the baseline analysis, a series of design principles will be established to respond to the project's key challenges and opportunities. These design principles will be developed and agreed in conjunction with the client and key stakeholders in this project, and they will drive all design proposals for Middlesex Street.

Development of concept designs responding to the issues and opportunities identified during the Stage 1 baseline analysis and incorporating the design principles established at Stage 2.

Designs will include General Arrangement plans and an access strategy.

This stage will identify the main considerations that will be instrumental in implementing the designs proposed as part of Stage 3. It will also include recommendations and actions to be considered by the project team as part of the next design phases.

STAGE 1

**BASELINE
ANALYSIS**

Previous Studies

The Baseline Review stage provides a combination of understanding the works completed to date in Middlesex Street, our own objective analysis and stakeholder engagement. This chapter summarises the key findings and recommendations for development, including:

- A short review of the existing works to date on Middlesex Street to fully understand the experience and key issues that have emerged including waste, servicing, parking, local access and emergency services. Feedback from Stakeholder Engagement will be critical in informing this stage
- Our own baseline review of Middlesex Street and current on-street conditions, undertaken at the outset of the project. The purpose of the review is for our team to familiarise itself with the study area and identify our own in-depth understanding of the design context.
- Engagement with key stakeholders from LBTH and CoL. The aim of the engagement is to understand the experience and perspectives of the various groups and to use this feedback towards the design strategy. It will also be useful to identify any early critical design points which might need further exploration.

Several design studies have been completed previously in the Middlesex Street and Aldgate study area. We have completed an initial review and gap analysis of these documents to help inform our own site appreciation, and to avoid repetition of work.

Petticoat Lane Activation Strategy

October 2021

Author: Gensler

Client: Aldgate Connect BID



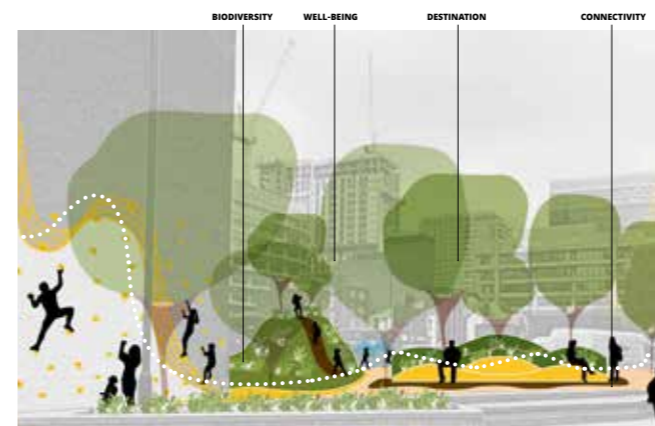
A strategy for the Petticoat Lane market area was developed looking to strengthen the area while retaining its character. Interventions include to a reinforcement of the food offer by relocating existing parking spaces, a formalisation of seating and canopies for year round use, a reinforcement of its identity and the creation of a single level vehicle-free pedestrianised area.

Aldgate Public Realm Strategy Vision

February 2022

Author: Gensler

Client: Aldgate Connect BID



This vision and strategy aims to recommend pedestrian, streetscape and public realm improvements for the wider Aldgate BID area. The strategy proposed a well-connected area with accessible streets and attractive spaces for pedestrians and cyclists, improved open spaces which support cultural activities and a green-space network and enhanced heritage nodes.

Previous arrangement

2021 - 2022?

Author: Neil Tomlinson Architects

Client: Aldgate Connect BID, LB Tower Hamlets



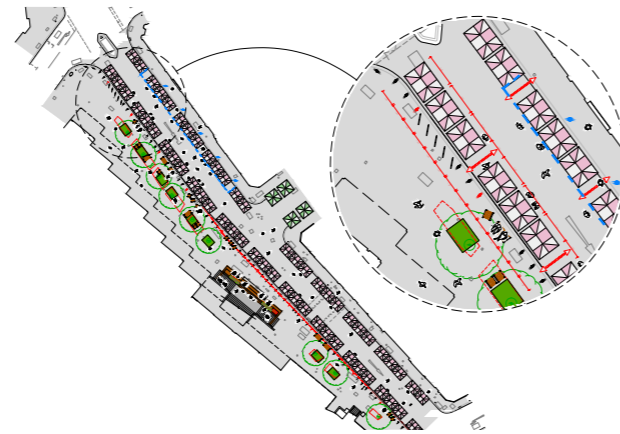
A temporary placemaking scheme was introduced at the southern end of Middlesex Street during the COVID recovery phase. The designs aimed to support local businesses through the provision of outdoor seating areas and to provide local residents and visitors with additional public space in the area.

Middlesex Street public realm improvements (central section)

April 2022

Author: City of London, LB Tower Hamlets

Client: City of London, LB Tower Hamlets



City of London and LB Tower Hamlets developed joint designs for the central section of Middlesex Street between Cobb Street and New Goulston Street. These focussed in the rationalisation and improvement of the current streetscape, widening footways and providing a general uplift to the landscaping of the street.

Petticoat Lane Market - Street market layout

April 2021

Author: Neil Tomlinson Architects

Client: Aldgate Connect BID?



The study looked at the rationalisation of Petticoat Lane market. Public realm improvements were proposed for the southern section of Middlesex Street on weekdays. On Sundays, it was proposed to retain a fresco area in the southern section and potentially combine them with market stalls.

Gap analysis

The below summarises the key analyses completed for the previous strategies – we have used this information to inform our baseline analysis, and where appropriate, will refer to this analysis in our reporting. We have highlighted several the analyses components below (*) which we think are particularly useful/relevant:

Petticoat Lane Activation Strategy

October 2021

- History*
- Area context
- Thresholds*
- Connections*
- The area at night
- Character and culture
- Land use today*
- Future development
- Engagement*
- Visioning*

Aldgate Public Realm Strategy Vision

February 2022

- Transport and connectivity plan
- Green infrastructure
- Celebrate heritage / Heritage
- Streetscape
- Development context
- Framework Principles*
- Project Interventions*
- Project Prioritisation*

Design recap

The project brief shared by the client summarises the previous design process and the challenges that the scheme encountered:

In September 2020, London Borough of Tower Hamlets (LBTH), The Aldgate Connect BID and the City of London to implement a road closure along the Southern section of Middlesex Street to support hospitality businesses by providing a space for outdoor dining. This was in response to the Government restrictions at the time where many restaurants, pubs and cafes were unable to operate outdoors due to the limited space they had.

An emergency traffic order was instated from October 2020 for a period of 12 months as well as suspending the 5 pay and display parking bays along this section. LBTH High Streets Team (HST) installed water filled barriers as a means to prevent vehicles accessing the street.

Tower Hamlets has licensing and highways authority over the east side of Middlesex Street pavement and the entire highway. The City of London are responsible for the western footway. The High Streets team appointed Neil Tomlinson Architects to provide a design layout for Monday-Saturday layout which would enable outdoor seating. On Sundays, the site would be free for Market Traders to resume their regular pitches when the street is used by Petticoat Lane Market.

Planters were installed by the City of London and placed inbetween existing market trader stands to enable delineation of the individual dining areas as well as retaining access for sunday traders.

Due to increased support from the City of London, businesses and the Aldgate Connect BID; it was proposed that an additional experimental order be put in place here from October 2021 for an 18-month period to continue with the closure and allow the continuation of Outdoor Dining.

The outdoor dining has been a success for the community, businesses and created an alfresco atmosphere all year round. Restaurants were able to celebrate culture and cuisine holding events and community activity in the space

aligned to cultural and community strategies for the councils and the BID.

However, there are major competing concerns affecting use of the street including servicing, vehicular access to the premises, shared space with Petticoat Lane Market on Sundays, fair distribution of each businesses outdoor dining space, access for waste operatives, and delineation of where waste should be deposited by businesses and residents.

In early 2022 the freeholder of land on Goulston Street adjacent to the Travelodge hotel informed LBTH that following a successful planning application they require access for construction vehicles to the site during construction works, with an estimated completion end of 2023. Following advice from LBTH Highways in May 2022 the High Streets Team notified the business and BID that the traffic order was to end and the seating, planters, signage and other items should be removed.

This brief reflects on the temporary scheme being a success for community and businesses, however it also identified several issues which emerged during the trial, including:

- Vehicle access
- Parking bays
- Waste collection
- Interface with Petticoat Lane
- Outdoor seating provision/location
- Access for construction vehicles



Photos of the Alfresco Scheme in Middlesex Street

Site auditing

Following a review of the existing work to date, our team has visited the site at different days of the week and different times of the day to get a thorough understanding of the existing on-street conditions in Middlesex Street. Key stakeholders including Aldgate BID and council representatives also visited the street with the team, sharing their own views and considerations about the study area. These site visits have been essential to form our own view of the street, its characteristics and its challenges.

The remainder of this chapter presents our baseline analysis to illustrate our findings about the urban conditions in and around Middlesex Street:

- First impressions
- Wider study area
- Traffic management
- Cycle infrastructure
- Lynchian analysis
- Public realm
- Street frontage
- Severance and permeability
- Movement diary



Weekday afternoon on Middlesex Street with some outdoor activity and low traffic



The current outdoor seating offer on Middlesex Street South is limited to the western footway and outside 1947



Recent public realm improvements next to the Unite Student Accommodation



Early morning view south along Middlesex Street



Petticoat Lane Market - Middlesex Street South is used for parking of market traders' vehicles

First impressions

This chapter summarises the team's first impressions of the Study Area and the key points that we identified during initial site visits to Middlesex Street.

1 Rich variety of uses and spaces



As is so often the case in central London locations, Middlesex Street and its surrounding neighbourhood is an area of contrasts. It presents a complex mix of uses, spaces, identities, culture and heritage that shapes a unique environment. The urban experience is enriched further by the diversity in land uses at ground level and the care granted to its design and maintenance.

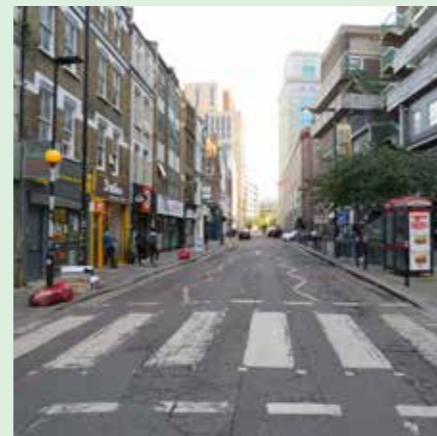
Street space in Middlesex Street is particularly flexible. Experiencing the street varies significantly depending on the time of the day or the day of the week. Little activity can be observed on the street early in the morning during the week, whilst workers occupy those same urban spaces at lunch time. Petticoat Lane market completely transforms the area on Sundays.

2 Close proximity to strategic London hubs



While the study area sits within a short walking distance from an office in the City, or from Liverpool Street station, it remains slightly disconnected from these areas as there are no clear signs that draw the public's attention towards the southern section of the street.

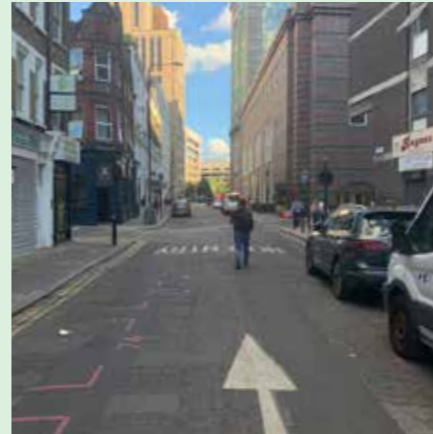
3 Mixed public realm quality



Public spaces along Middlesex Street also add to the diversity of the street. A number of meticulous placemaking interventions have been introduced throughout the street, including the spaces connecting Middlesex Street to St Botolph Street or the pocket park off Catherine Whee Alley. However, these spaces are disjointed as some of the urban spaces present in the central section dated materials and landscaping and are predominantly designed for car use. There is a potential to consolidate alongside Middlesex Street a succession of diverse urban spaces to congregate and spend time in.

4

Convoluting traffic management



Currently, traffic management in Middlesex Street is not intuitive nor easy to navigate. The southern end of the street operates as a cul-de-sac with on-street parking. However, the existing signage and street design is confusing for drivers and other users that often see the street as a through route and are forced to undertake a “u-turn”.

5

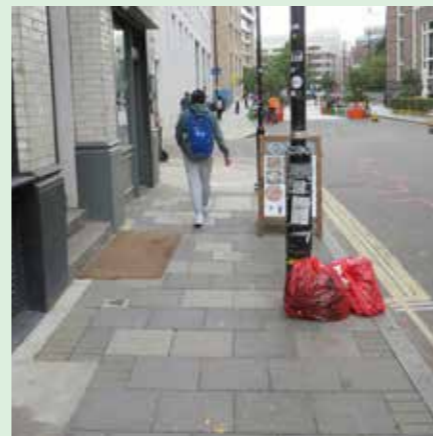
Cycle facilities



Middlesex Street is a popular route for cyclists looking to go from the City of London and Liverpool Street into Aldgate and Whitechapel and vice versa. At the moment, traffic flows on the street are low, which is beneficial for cycling. However, the transition between the Aldgate Square public realm scheme into Middlesex Street can lead to conflict between different user groups. Another issue for local cycling is the permeability of the local cycle network is constrained by existing one-way traffic orders which do not provide two-way (contraflow) cycle access. The current carriageway design within the study area and the transition into the Aldgate Square scheme

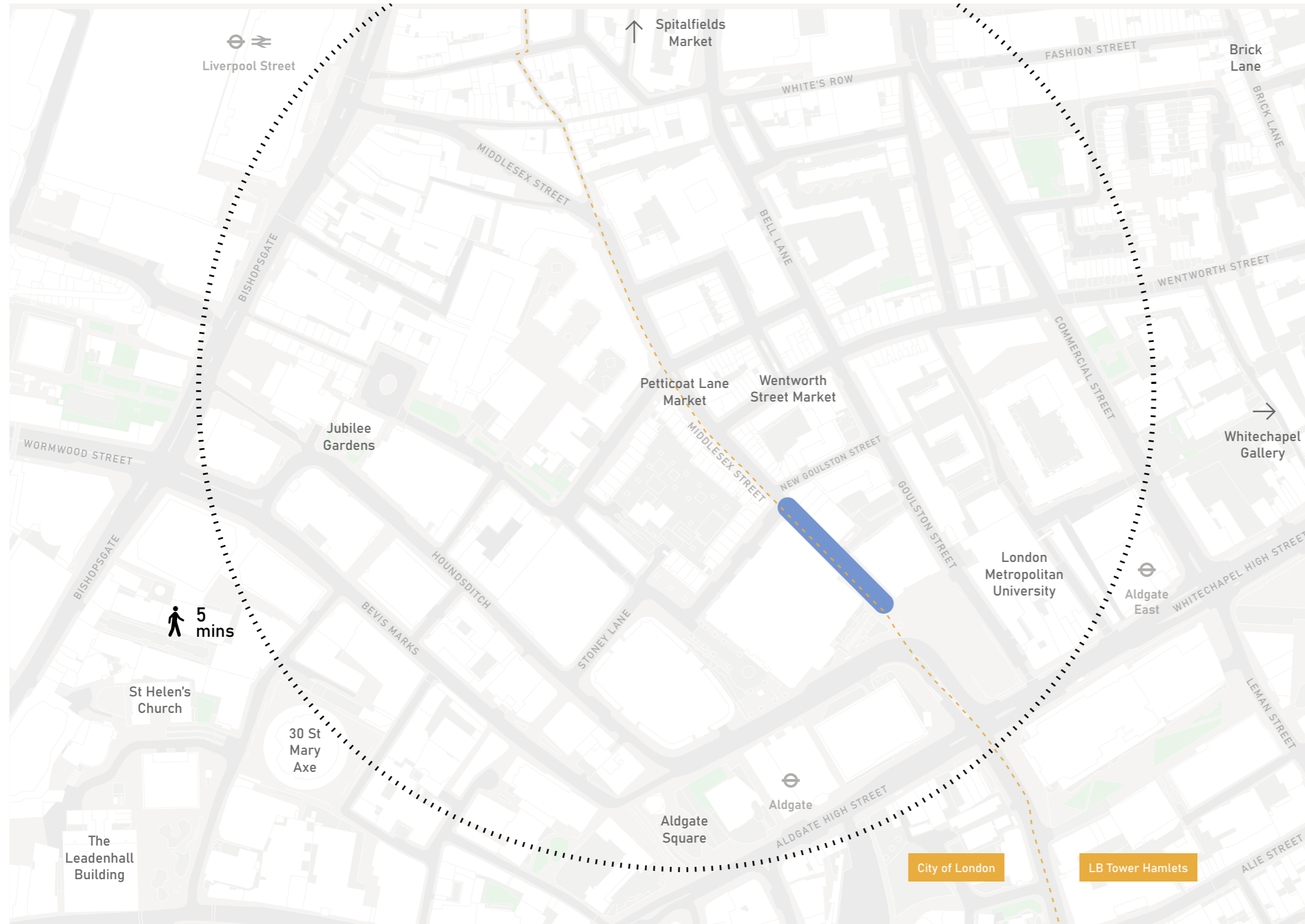
6

Waste management



Multiple uncollected waste bags were observed on Middlesex Street during several site visits. This point was also highlighted by a number of traders who suggested issues with waste operators. Waste management on Sundays was also highlighted with issues of uncollected waste during/after market operating hours.

Wider study area



The study area is located at the borough boundary of City of London and LB Tower Hamlets. It lies within a comfortable five-minute walk of several major London destinations, including: Liverpool Street station, Aldgate and Aldgate East stations, Wentworth Street Market, and Spitalfields Market. Other key destinations including Whitechapel Gallery or Brick Lane can be reached in less than ten minutes by foot from the study area.

Understanding the relationship between Middlesex Street and this surrounding area will be critical for this study, and also for developing future options which further integrate Middlesex Street.



Junction of Widegate Street/Middlesex Street



Aldgate Square



Petticoat Lane Market on Wentworth Street



Junction of Middlesex Street/Bishopsgate

Lynchian analysis



The Lynchian* analysis is focused on understanding the urban morphology of an area and the key destinations and movements within that area. The analysis describes the area using five criteria: Links, Nodes, Landmarks, Edges and Neighbourhoods.

The analysis helps to review the relationship between key local features such as railway infrastructure which is both a key destination for many visitors to the area but also forms an Edge that separates the centre from its surroundings. The outputs from the Lynchian Analysis will be used to inform the design process and identification of key points to be integrated into designs.

*Extracted from Kevin Lynch's "The image of the city"

Traffic management



The traffic management within the local area is comprised of a combination of one-way streets, two-way streets and streets with timed closures.

Consequently, the traffic management, particularly the one-way streets, funnels the main concentrations of vehicular traffic onto a select number of routes.

Currently the one-way streets are also a barrier to cycling in the area as these streets do not provide two-way cycle access - this is a particular issue on Middlesex Street/New Goulston Street/Goulston Street/Harrow Place.

Cycle infrastructure



There is significant potential to improve both the cycling level of service in the immediate study area on existing routes and also to improve wider connectivity with key destinations such as the City of London, Whitechapel, Spitalfields and Shoreditch. In particular, Middlesex Street and several other streets across the study area operate as one-way streets for general traffic without a cycle contraflow. The introduction of contraflow cycle access on these streets would expand the cycle network and improve cycle permeability in the area.

- Key**
- █ Cycleway
 - █ Existing cycle route
 - █ One-way cycle lane
 - █ Cycle contraflow
 - █ One-way street without cycle contraflow
 - █ Pedestrian zone
 - Cycle hire stands



Cycle Superhighway 2 on Aldgate High Street



Protected cycle track on St. Botolph Street

The areas surrounding Middlesex Street already present dedicated cycle facilities, including Cycleway 2 (C2) on Whitechapel High Street/ Mansell Street which connects Stratford to Tower Hill, or Bishopsgate. The study area also offers an extensive provision of cycle hire stands, expanding its offer for cycling.



Contraflow cycling on Cutler Street



Cycle route through Aldgate Square

Public realm



The vibrancy of an urban area is directly linked to the provision, nature and quality of its public realm. Therefore, it is crucial to study the public spaces in and around Middlesex Street in order to identify potential synergies and/or areas for improvement when rethinking the street spaces at the southern end of the street.

The streetscape on Middlesex Street changes significantly along its length. Starting from the north, the junction with Bishopsgate provides a clear entrance onto the street, and the central public spaces in front of The Astronomer pub and the Coventry University building have been carefully designed with a focus on high quality materials, seating and tree planting. To the contrary, the street spaces between Sandy's Row and Gravel Lane present dated materials and street furniture and wide sections of carriageway. This tendency continues in the immediate study area, south of Gravel Lane. However, the presence of "al-fresco" seating areas installed by local businesses and the temporary public space introduced at the interface with St Botolph Street contribute to the activation and overall improvement of the public realm.

Key

- Public space
- Temporary public space
- Privately-owned public space
- Green space
- Petticoat Lane market
- Goulston Street food market

Public space



Privately-owned public space



Temporary public space



Markets



Several urban spaces have been repurposed as high-quality public spaces, such as Aldgate Square, Devonshire Square or Braham Street. Some of these urban spaces are privately-owned and managed, namely the private development around Devonshire Square and Beaufort House. Some other public spaces have been introduced on a temporary basis, in order to test their success and expand the public realm allocation in a cost-effective manner. In addition, there are multiple green areas to enjoy a quiet break such as Jubilee Gardens or Mallon Gardens. Petticoat Lane market and Bell Lane market radically transform the streetscape while they are operating, thus enriching further the public realm in the Middlesex Street area.

The redesign of the southern section of Middlesex Street creates an opportunity not only to upgrade the existing public realm for all street users, local residents and local businesses to enjoy, but also to integrate all street uses at different days and times of the day, including the market operation. This improvement, in addition to the rest of the high-quality public spaces present in the surrounding areas, will contribute to the overall uplift of the study area.

Street audit



The plan opposite presents the main findings from the street design audit undertaken in Middlesex Street south. It highlights the existing on-street parking restrictions and parking bays. At the moment, most of the kerbside on the street operates under double yellow line restrictions, except five parking bays on the eastern side of the street. The plan also shows the street spaces currently used as outdoor seating areas by local businesses, and it categorises the existing street frontage using three categories described on the page opposite.

Key

- Outdoor seating area
- On-street parking bay
- Kerbside restrictions - double yellow lines
- Street frontage**
- Active
- Mixed
- Inactive

Street frontage

Active



Units which have created an active and interesting frontage which improves the quality of streetscape, examples include: BiFe, Barcelona Tapas, Benk&Bo or Kall Kwik

Mixed



These units have some degree of active frontage however additional investment could further contribute to the area's character and offer. Examples include: Prince Fancy Goods, Zone Body Fit

Inactive

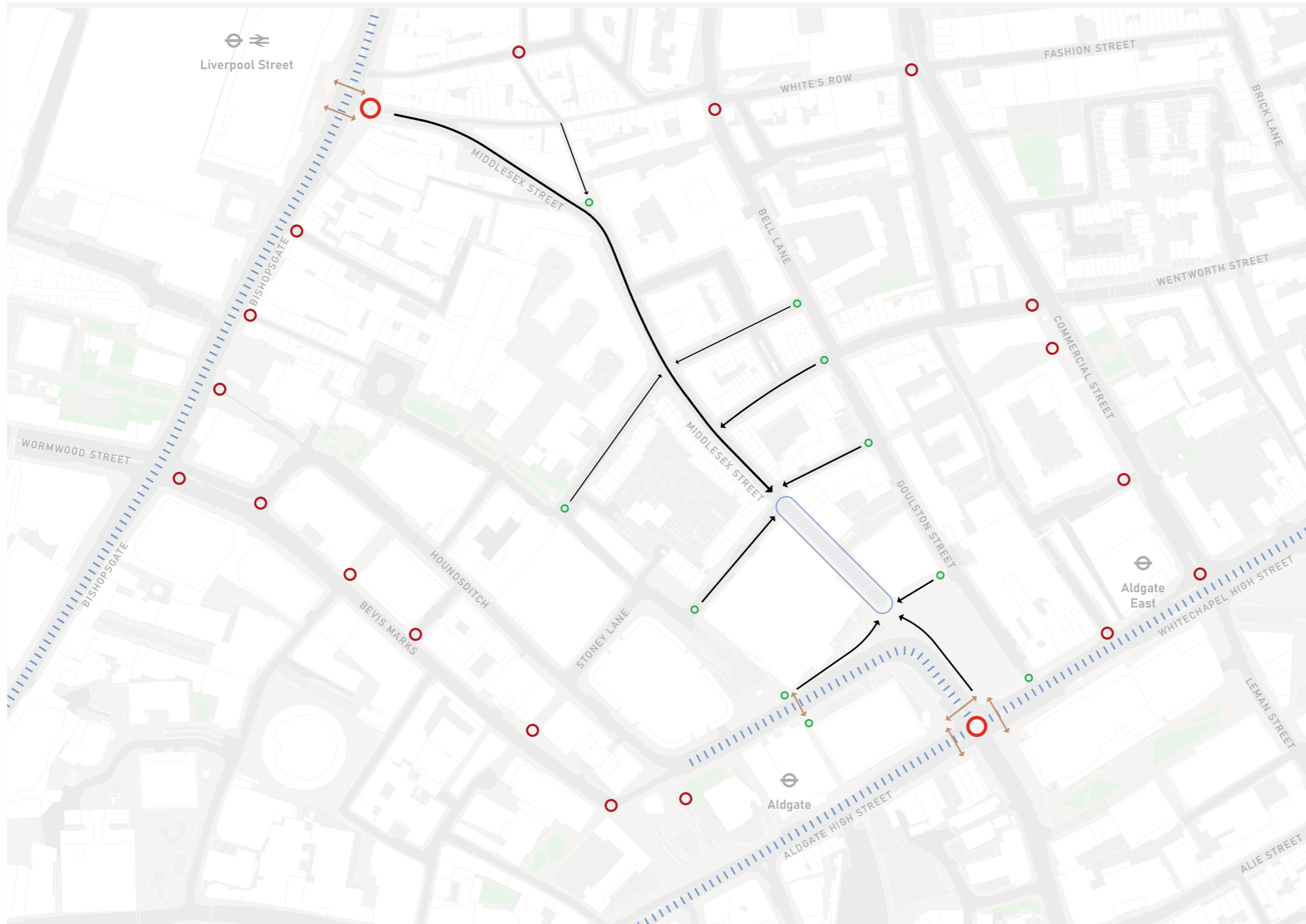


Units which do not have an active frontage onto the street - typically because the building configuration does not provide an opportunity, examples include the rear frontage of Devonshire Square and Beaufort House.

The variety of land uses at ground floor level has a strong influence on the quality of the street and its attractiveness.

This is the case for the study area, which presents a wide range of land uses, including hotels, shops, pubs, restaurants and more. Furthermore, the presence of restaurants and cafés on Middlesex Street and Gravel Lane provides an opportunity to introduce outdoor seating. The high quality of existing building frontage along the study area is one of the street's key strengths that will be essential to establish a vibrant environment.

Severance and permeability



The opposite plan illustrates the relationship between the study area and its surroundings. It highlights the key routes onto the street and a hierarchy of gateways that have the potential to invite visitors into Middlesex Street. Currently, these gateways do little to invite passers-by into the area, instead local knowledge is key to finding Middlesex Street South.

In addition, the plan identifies the road severance features hindering pedestrian and cycle movements, such as Broadgate and Whitechapel High Street and the crossing points which are key to overcome this road severance.

- Key**
- Strategic gateways
 - Area gateways
 - Local gateways
 - Main routes
 - ↔ Key crossings
 - ||| Road severance

Currently, a series of locations around the study area have the potential to become key gateways into Middlesex Street. For most of those points, there is currently no visual connection with the study area and there are no signs nor messages at street level that indicate that there is a vibrant public space with outdoor seating and dining on Middlesex Street. These can be grouped into three categories:

Strategic gateways



There are two strategic locations with the potential to welcome all street users into Middlesex Street. The junction between Bishopsgate and Middlesex Street to the north, connects the street with Liverpool Street and its area of influence. The junction between Aldgate High Street, Whitechapel High Street and Middlesex Street represents the southern entrance into the study area.

Area gateways



These are points within the wider study area which can send design cues to visitors in order to invite them into Middlesex Street. They are located around some of the main streets surrounding the study area such as Bishopsgate, Bevis Marks, Commercial Street or Whitechapel High Street.

Local gateways



Located in close proximity to Middlesex Street, these gateways are essential in providing stimulus to people visiting the area and challenging them to want to see more. Some of these welcoming points even provide a direct visual connection to the study area. They are present in streets such as Goulston Street, Sandy's Row or White Kennett Street.

Movement diary

Middlesex Street is a complex street environment particularly in relation to its access and operation. A challenge of the previous Alfresco scheme was its impact upon vehicle access and local businesses' operation.

Based on this feedback received on the previous Alfresco scheme, and to help inform design development, a Movement Diary was prepared to summarise the key operational hours/days of Middlesex Street. This Diary includes kerbside restrictions, businesses opening hours, waste collection and market timings. The Diary will provide useful reference during the engagement and continue to serve the design development later in the project.

Theme	Sub theme	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Market	Petticoat Lane							06.00-15.00
	Wentworth Street	10.00-1400	10.00-1400	10.00-1400	10.00-1400	10.00-1400		08.30-14.00
	Goulston Street food market	12.00-15.00	12.00-15.00	12.00-15.00	12.00-15.00	12.00-15.00		
Waste	Residential (LBTH)	Recycling	Waste					
	Commercial (LBTH)	Recycling	Waste					
	Commercial (other)							
Parking		Yes	Yes	Yes	Yes	Yes	Yes	No (6am - 3pm)
	Pay	Yes (8am - 7pm) - Permit Holders only	Yes (8am - 7pm) - Permit Holders only	Yes (8am - 7pm) - Permit Holders only	Yes (8am - 7pm) - Permit Holders only	Yes (8am - 7pm) - Permit Holders only	No	No
Loading		Yes	Yes	Yes	Yes	Yes	Yes	No* (6am - 3pm)

Theme	Sub theme	Detail	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Businesses	Pub - The Bell		No	Yes	Yes	Yes	Yes	Yes	No
		Hours		12.00-23.00	12.00-23.00	12.00-00.00	12.00-00.00	12.00-00.00	
		Temporary scheme	No	Yes - 2 tables, 3 picnic tables	Yes - 2 tables, 3 picnic tables	Yes - 2 tables, 3 picnic tables	Yes - 2 tables, 3 picnic tables	Yes - 2 tables, 3 picnic tables	No
	Restaurant - BiFe		No	Yes	Yes	Yes	Yes	Yes	No
		Hours		12.00-21.00	12.00-21.00	12.00-21.00	12.00-21.00	18.00-21.00	
		Temporary scheme	No	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	No
	Restaurant - 1947		Yes	Yes	Yes	Yes	Yes	Yes	Yes
		Hours	17.00-23.30	11.30-23.00	11.30-23.00	11.30-00.00	11.30-00.00	11.30-00.00	17.00-22.30
		Temporary scheme	Yes - 7+1 tables	Yes - 7+1 tables	Yes - 7+1 tables	Yes - 7+1 tables	Yes - 7+1 tables	Yes - 7+1 tables	No?
	Restaurant - Mumbai Square		Yes	Yes	Yes	Yes	Yes	Yes	Yes
		Hours	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00	12.00-15.00, 17.30-11.00
		Temporary scheme	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	No?
	Cooking School - Sozai								
		Hours							
		Temporary scheme		Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	No?
	Restaurant - Matarello		Yes	Yes	Yes	Yes	Yes	Yes	Yes
		Hours	12.00-23.00	12.00-23.00	12.00-23.00	12.00-23.00	12.00-23.00	12.00-23.00	12.00-23.00
		Temporary scheme	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	No?
	Restaurant - Barcelona Tapas		Yes	Yes	Yes	Yes	Yes	Yes	No
		Hours	11.00-23.00	11.00-23.00	11.00-23.00	11.00-23.00	11.00-23.00	12.00-00.00	
		Temporary scheme	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	Yes - 6 tables	No
	Shop - Hilton Textiles		Yes	Yes	Yes	Yes	Yes	No	Yes
		Hours	09.30-17.30	09.30-17.30	09.30-17.30	09.30-17.30	09.30-14.00		09.30-16.00
	Hairdresser - Rockerfella		Yes	Yes	Yes	Yes	Yes	No	No
		Hours	11.00-19.00	11.00-19.00	11.00-19.00	11.00-19.00	11.00-19.00		
	Hotel - Travelodge		Yes	Yes	Yes	Yes	Yes	Yes	Yes

Sundays

The Movement Diary provides a detailed overview of how the street operates across the week, however its also important to consider how these changes affect the user experience of Middlesex Street at different times/days of the week.

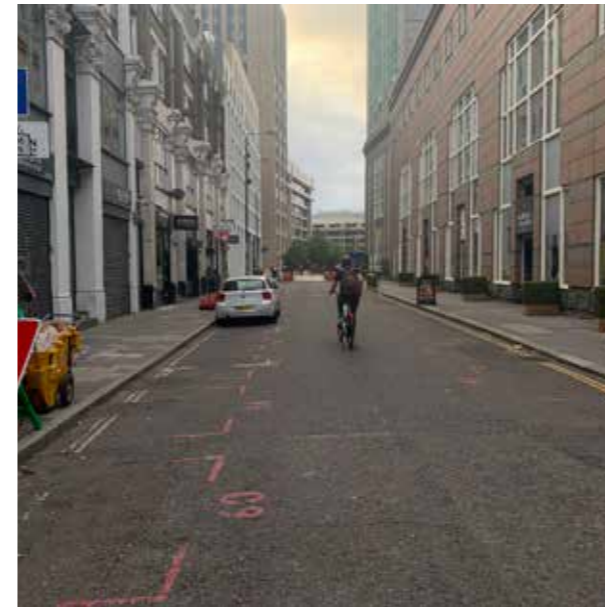
The opposite images briefly highlight how the street has changed over our various site visits.

Sundays: the street is dominated by Petticoat Lane market which removes general traffic access from the area and generates significant footfall. However, the southern section of Middlesex Street currently has no market stalls and is instead used by market traders.

Weekday AM: the immediate study area is very quiet in the early morning as most businesses have not opened. However, interestingly, cafes on adjoining streets are open including Current Cafe, Urban Baristas and Fazenda.



Weekday AM



Weekday PM



Stakeholder engagement

A key requirement of the project's development is engaging with key officers from Tower Hamlets, City of London, as well as key stakeholders in the area, and local residents (listed below). A majority of the engagement took place online during November+December 2022/January 2023 with Council Officers, and also included in-person meetings with local businesses and CoL officers.

As well as engaging with the below groups, we also incorporated feedback from the Alfresco scheme, including feedback from residents and businesses.

This section records the key discussion points which emerged from the engagement and explains how these points will be incorporated in the subsequent design development of the project.



Aldgate BID Public Realm Steering Group
Aldgate Connect BID Board



High Streets Team
Markets Team
Transport Planning
Network Management
Capital Projects
Highways Maintenance
Waste Operations



Urban Design
Transport + Highways



Barcelona Tapas
Beaufort House
BiFe
Mattarello
Mumbai Square
So Japanese
The Bell
1947 Restaurant

Engagement: Highways

The existing closure at the junction of Middlesex Street/ St. Botolph Street ensures that the street is already a low-traffic area - whilst also ensuring that onward cycle access is maintained.

- **Access:** Driver access is only required for access to local businesses, residential properties and waste/refuse collection.
- **Sharing Space:** both officers/ businesses raised concerns re. the speed of some cyclists through the street and this interaction with other users.
- **'Lost' Vehicles:** LBTH officers and businesses highlighted the issue of 'lost' drivers being routed down Middlesex Street by navigation systems. The correct signage is in-situ however being missed/ignored by drivers.
- **Impact on Residents:** Any future improvements should include engagement with existing residents to understand their aspirations
- **Safety:** The Borough's security advisor raised the importance of safety and the need to consider the role of HVM infrastructure in design development, as per other streets/markets in LBTH.

Actions

- Ensure comfortable cycle access
- Review navigation and routing of vehicles down Middlesex Street
- Understand requirements for vehicle access to study area
- Consider balance of vehicular access against wider public realm gains and cycle access



The closure of the junction with St. Botolph Street/Middlesex Street creates a low-traffic environment



Cycle access is an importance function of the street



Signage showing closure on Middlesex Street South



The New Goulston Street/Middlesex Street is popular for drivers accessing Aldgate High Street

Engagement: Waste Services

Waste collection and management was a key discussion point during engagement. The current waste management programme is combined private/ public waste collection which takes place throughout the week.

- **Servicing:** Businesses on the eastern side of the street depend on kerbside collections, whilst businesses on the western side are serviced via Beaufort House (/Gravel Lane access). Residents on the eastern side of Middlesex Street have private waste facilities on the ground floor.
- **Alfresco + Fly Tipping:** Concerns were raised by businesses re. waste collection during the Alfresco arrangement and fly-tipping on the street. Unfortunately, fly-tipping was identified as a general issue by businesses with waste often being added to on-street commercial waste.
- **Waste facilities:** There are no dedicated waste facilities available currently and businesses place their waste on-street for collection. There are dedicated in-house waste facilities for residents living on the east side



Private residential waste access next to The Bell pub



Example of commercial waste on Middlesex Street with fly-tipping



Example of commercial waste on Middlesex Street

Actions

- Further engage with residents and businesses to ensure improved co-ordination of waste collection (particularly on the eastern side of Middlesex Street).
- Consider opportunities for waste consolidation/simplifying waste collection programme

Engagement: City of London

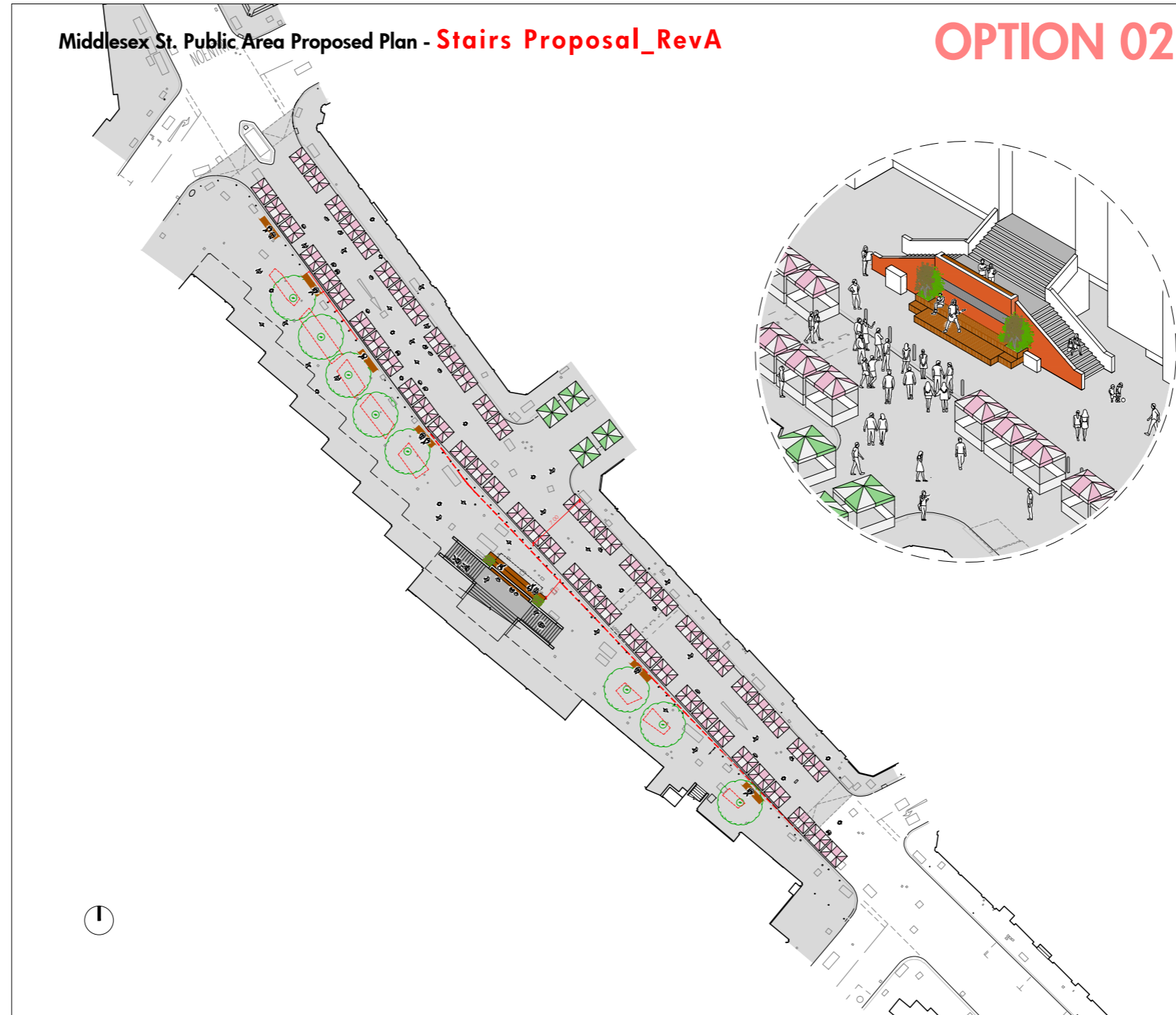
City of London was identified as a key stakeholder as they are responsible for the western footway of Middlesex Street, and had previously provided street furniture to support the alfresco scheme.

CoL are currently developing public realm proposals for the central section of Middlesex Street (Gravel Lane-Harrow Place) (shown opposite). The scheme would widen and de-clutter the existing western footway to provide more space for pedestrians, whilst also introducing new public seating and revitalise the existing tree planters. The proposal will also convert the existing stairwell to the Middlesex Street Estate into a key public realm feature incorporating more seating and a small podium stage for outdoor performances.

This scheme provides an important opportunity create a much larger footprint for improvement on Middlesex Street, and will coincide with frontage improvements to Devonshire Square. The Middlesex Street frontage is being upgraded to include a new walkway between Middlesex Street and the development's internal square.

Actions

- Co-ordinate CoL proposals for central section of Middlesex Street into emerging proposals from this project, specifically materials and street furniture.
- Engage with CoL officers to explore opportunities for wider complementary schemes to west of Middlesex Street inc. Gravel Lane



City of London's public realm proposals for the central western section of Middlesex Street

NOTES:

This drawing should not be scaled.
The contractor is to verify all dimensions and conditions on site and report any discrepancies to the Architect immediately.
This drawing is to be read in conjunction with all relevant documents and drawings
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DRAWING STATUS:
FOR INFORMATION

CLIENT:
CITY OF LONDON

PROJECT:
MIDDLESEX STREET AREA

DATE: April '22 SCALE: As Indicated@A3 DRAWN BY: AS CHECKED BY: NT

DRAWING TITLE:
PUBLIC REALM IMPROVEMENTS -
Stairs Proposal 01 -
OPTION 02

DRAWING NUMBER: REVISION:
A

Engagement: High Streets + Markets

The discussions with LBTH Markets + Street Trading team concentrated on the current role of Petticoat Lane market and how it could be incorporated into future improvements.

- **Market Decline:** Engagement feedback suggests that the market's presence has significantly declined in Middlesex Street South and there are currently no permanent stall holders in this area. Instead, it is used for holding market vehicles only. (This downward trend is not unique to Petticoat Lane Market and it was noted that other LBTH markets have also been impacted by the Pandemic)
- **Sundays:** Consequently, the lack of market activity combined no open businesses on sundays significantly undermines the street's vitality and attractiveness.
- **Opportunities:** Ideas were discussed with the Markets team for how to improve the market's presence including: relocating/configuring stalls, reducing the number of pitches, and introducing other uses on sundays to help stimulate the area. It was noted that any changes to stall layouts would need engagement with the market traders' association.

Actions

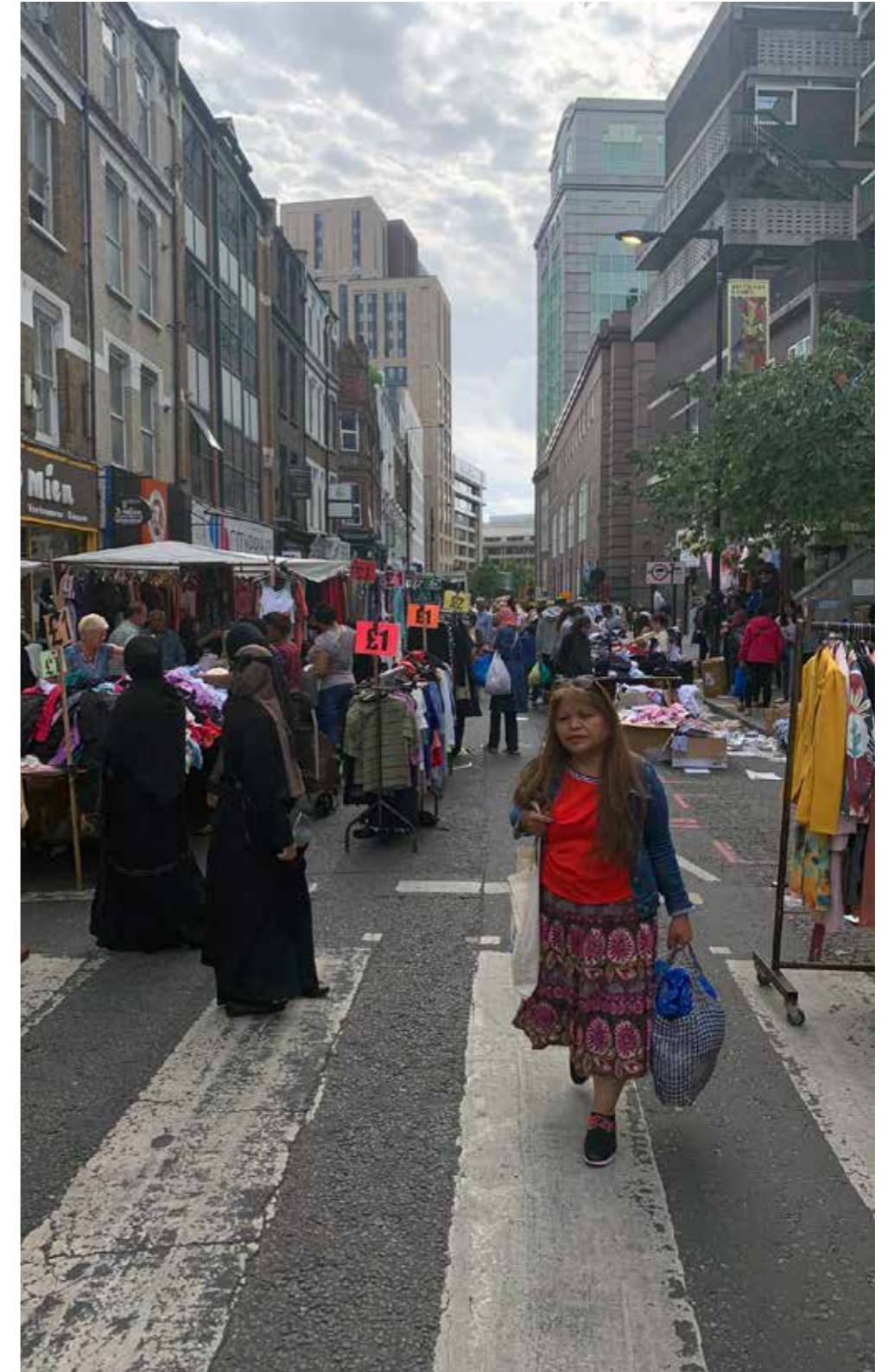
- Confirm market stall layouts/ requirements in Middlesex Street South
- Consider long-term role of market in Middlesex Street South and how to integrate with public realm improvements
- Identify acceptable public realm layouts with Markets team to enable a 24/7 layout



Petticoat Lane Market stalls currently stop at the New Goulston Street junction



Markets traders using Middlesex Street South for loading



Petticoat Lane Market stalls on Wentworth Street

Engagement: Local Businesses

The project team met with representatives of most businesses within the study area.

- **Alfresco** - Most businesses had a positive experience of the alfresco arrangement and would support its re-introduction subject to improvements related to waste collection and kerbside activity.
- **Balance of public/private seating** - whilst most businesses supported re-introducing outdoor seating, there was also recognition that the street needs public seating, street planting and other 'non-private' measures.
- **Kerbside Access** - the business is provided useful summaries of their access requirements which will be considered during the design development.
- **Opening Hours** - Opening hours were discussed and opportunities for opening earlier in the morning, and potentially on Sundays. The feedback was that there was little demand for this at present but could be considered in the future.
- **Procedural Differences** - Businesses highlighted important differences between the licencing and management of outdoor seating between the CoL/ LBTH sides of the street. these differences affect the operating hours and amount of seating that is available to businesses.

Actions

- Further engage with businesses to discuss outdoor seating arrangements
- Discuss kerbside access requirements with businesses
- Engage with local residents



Outdoor seating at Barcelona Tapas



Outdoor standing at The Bell



Looking north along Middlesex Street

Engagement: Parking + Kerbside Access

The role of kerbside activity was a key focus with both officers and businesses during engagement sessions. These conversations ranged from consideration of reduction/relocation of existing bays to incorporating the bays within an improved public realm

- **Existing Provision:** the five on-street permit parking bays are well used and vehicles are also often double-parked on the double-yellow lines on the west side too. It was unclear from the engagement sessions who was generating this parking demand and this remains a key point for discussion.
- **Loading/Service:** Businesses on the western side of Middlesex Street are serviced from Beaufort House, whilst businesses on the east use Middlesex Street. The businesses provided detailed feedback on their access requirements which will be incorporated into the design development. n.b. The Alfresco scheme required all delivery/service vehicles to wait at the Gravel Lane junction and a majority of businesses were supportive of this arrangement.
- **Ad-Hoc Trips:** It will also be important to consider access for courier/delivery services to Middlesex Street South.

Actions

- Understand wider context for parking in the CP6 zone
- Consider Parking Beat Survey to better understand existing demand
- Review LBTH's existing demand data, and location of existing bays
- Consider integration of parking bays within an improved public realm if remaining within Study Area.



Drivers frequently park on double-yellow lines on the west side of Middlesex Street South



Five controlled parking bays are provided on the eastern side of Middlesex Street



Limited kerbside activity during early morning

STAGE 2

DESIGN
PRINCIPLES

Design Principles

The findings from the baseline analysis and stakeholder engagement has been combined to identify key design principles for the development of Middlesex Street South. These principles will form the basis of the design development and be used throughout that process to ensure designs are responding to the principles. Each principle is complemented by 'best practice' examples to help visualise the key ideas for Middlesex Street South.

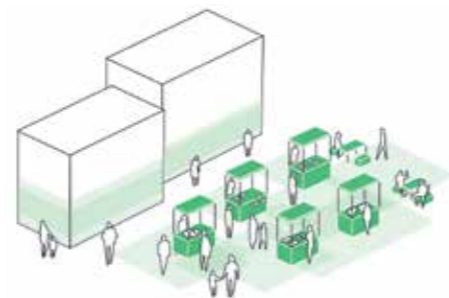
These principles are intended to be an opportunity for discussion, provide transparency to the decision process and help to illustrate to stakeholders the rationale behind design development. These principles will also be used to inform design development and ensure the preferred design responds to these principles.

The five design principles for Middlesex Street South are presented below:



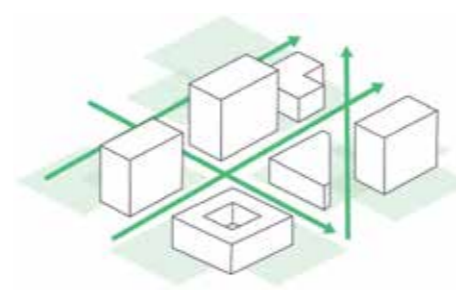
1

Create a public realm and identity



2

Support Petticoat Lane market and businesses



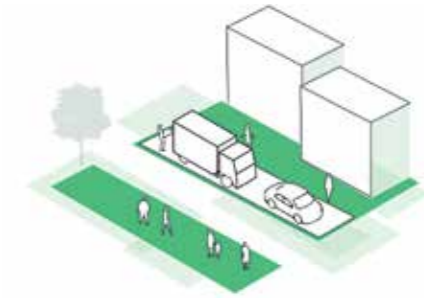
3

Integration and connectivity



4

Promote walking and cycling

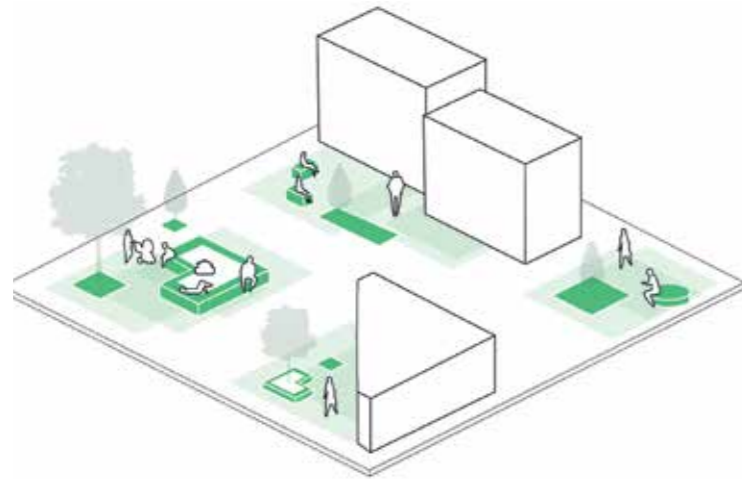


5

Rationalise kerbside management

1

Create a public realm and identity



Street life and Chester's local character informed the redesign of Frodsham Street and its public realm



Outdoor seating area with soft landscaping and tree planting (Barcelona, Spain)

The Study Area currently operates as a functional space with wide carriageways and limited public realm qualities. The first design principle aims to transform the nature of Middlesex Street into a vibrant space where people relax, socialise, eat, shop and spend time in. In order to achieve this, the design stage will focus on the following:

- Establish a public realm as an attractive, safe and inviting place to contain street life
- Identify locations for rationalise surplus carriageway areas to enable public realm enhancements
- Explore opportunities for improved public realm through footway widening and de-cluttering
- Introduce additional spaces to rest, socialise, eat and drink, and expand the cultural offer
- Soften the public realm with on-street shrub and tree planting
- Establish a consistent streetscape style building upon the existing local character, with a careful selection of paving materials, street furniture, public art and lighting



A high-quality public realm design with lighting, and outdoor seating (Orford Road)



Al-fresco seating area bringing vibrancy to the street (Bonnington Square)

2

Support Petticoat Lane market and businesses



Lower Marsh Street provides a setting for multiple street uses including Lower Marsh market



Weekend market stalls located in parking bays on Northcote Road

The EATF scheme illustrated the opportunity to expand the business activity onto Middlesex Street, introducing al-fresco dining spaces and contributing to the vibrancy of the street. However, Petticoat Lane market has recently undergone a slight decline with reduced footfall and no permanent stall holders currently pitched on Middlesex Street South. This principle aims to address these issues by redesigning the street layout and market spaces to adapt to its changing needs and circumstances. The following points are key in order to materialise this:

- Reconfigure the street space to accommodate outdoor dining areas
- Reimagine the market areas to support the continuous growth and sustainability of the market
- Provide a flexible street layout that can respond to the changing users' needs and accommodate temporary street uses
- Involve the local community in the process of consolidating Petticoat Lane market



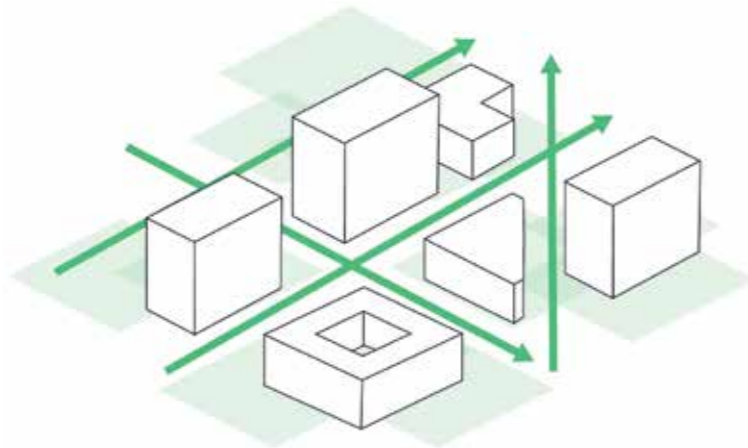
The sharing of street space between restaurant business and market stalls on Broadway Market



Al-fresco outdoor dining with weekend market space on Venn Street

3

Integration and connectivity



Historic barriers to the north of Middlesex Street have been re-designed as a gateway feature



Pedestrian desire lines embedded across carriageway (Mount Street)

This principle looks to strengthen the connections within the neighbourhood, not only its physical connections but also the broader and more intangible relationships with the local area. This requires the combination and coordination of a wide range of aspects, including urban morphology, street design, movement, inclusivity, local character and community involvement. In order to achieve this, the design stage will focus on the following:

- Strengthen strategic walking and cycling routes to and from the study area
- Create streetscapes that build upon the area's character, heritage and culture
- Establish clear gateway points into the study area at different scales
- Expand the wayfinding and local identity strategy for Middlesex Street and Petticoat Lane
- Provide opportunities to maximise street life and encourage community involvement
- Redesign the street space to respond to the needs of different users, including walking, wheeled and cycled trips



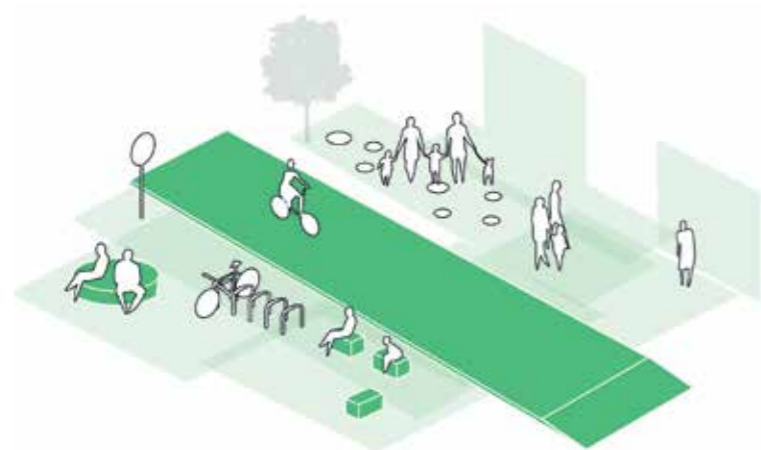
Innovative wayfinding for Brent Cross Town



Street wayfinding (Ewer Street)

4

Promote walking and cycling



Francis Street provides a vibrant high street environment where people walking and cycling can coexist



Street furniture of benches and cycle parking facilities in the pedestrianised areas of Narrows (Mare Street)

The unique location of Middlesex Street and the continuous evolution of its surrounding areas is constantly providing opportunities for walking and cycling in the study area. Currently, large areas of the street have been dedicated to carriageway space. This project creates a chance to improve the walking and cycling experience, putting people and public health at the heart of street design. Below is a list of design elements that will help transform the area and create a more enjoyable active travel experience:

- Provide wide, safe and clutter-free routes for walking, wheeled and cycled in and through Middlesex Street
- Improve connectivity and wayfinding to and from destinations to help navigation
- Minimise potential conflicts between people walking, cycling and other vehicles
- Introduce careful junction treatments to promote pedestrian and cycle priority
- Provide opportunities to rest and for shelter within streetscape



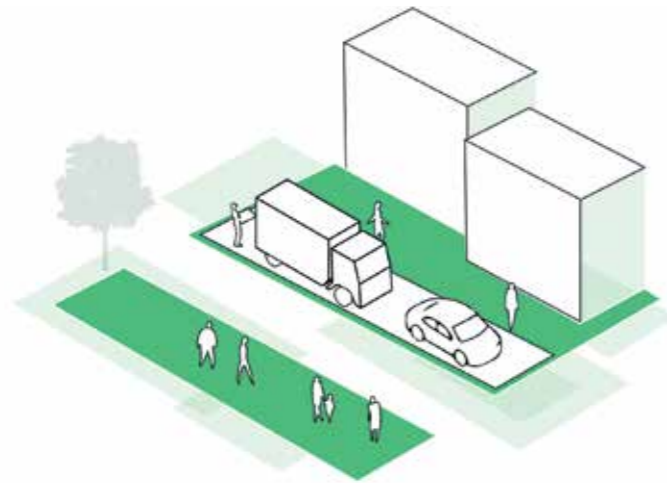
The street layout and street furniture reinforce a low speed environment for vehicles and cycles in Aabenraa (Denmark).



Continuous footway treatment maintains pedestrian priority at junction (Grafton Square).

5

Rationalise kerbside management



Recessed parking bays within high-quality pavement embody the concept of shared space and provides extra space for pedestrian footways (New Bond Street)



A loading and unloading bay design employed the concept of shared space and was paved with high-quality natural stone (Exchange Square, Kidderminster)

The existing kerbside comprises a combination of on-street parking, loading and parking restrictions, with kerbside activity outside of dedicated spaces rarely enforced. In addition, the Al-Fresco scheme highlighted a conflict between different kerbside uses and how the space was co-ordinated. There is now an opportunity to activate the kerbside and establish new flexible uses alongside it, whilst also ensuring all kerbside access requirements are co-ordinated. Below is a list of points that aim to establish a common ground on how the kerbside should be designed, used and managed.

- Identify the needs of different user groups and promote a design conversation
- Devise a kerbside strategy that establishes a hierarchy of uses and prioritises uses that generate activity on the street
- Engage with businesses and Beaufort House management to coordinate deliveries and waste collection
- Explore flexible spaces to be used by local businesses and repurposed as loading bays outside business working hours
- Minimise opportunities for illegal parking and loading



Parklet was built over parking space to create extra floor space for restaurant business (Wilton Way)

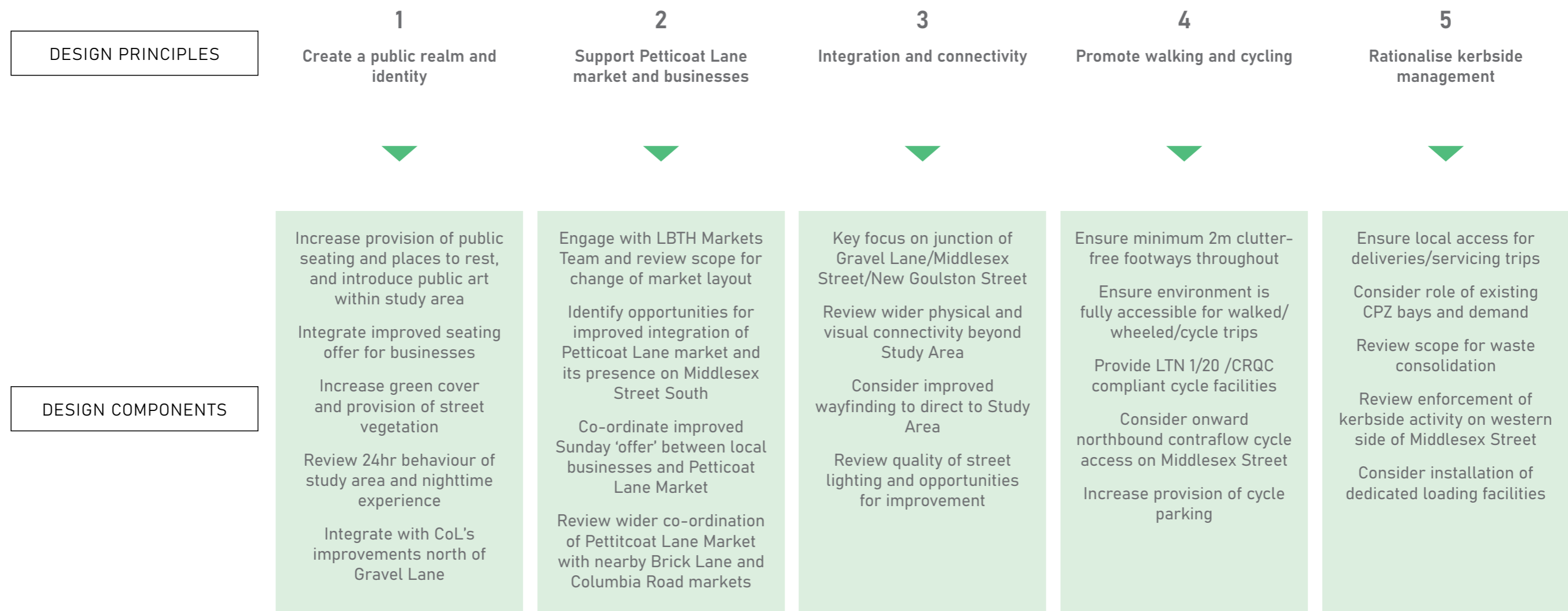


A build-out widens the footway, slows down vehicles and cycles and creates a small public realm with seating and planting (Cheshire Street)

Design Components

Translating the design principles into practice will rely upon co-ordinating a series of discreet design components. The design components are combination of more ambitious point and also functional requirements. Identifying a preferred design for Middlesex Street will require co-ordination and balancing of the different design components to gain consensus. For example, how to widen footways and provide space for outdoor seating whilst maintaining through-access for cyclists, and access vehicles.

These design components are briefly listed below with the next stage of the project expanding on these points in applied design.





Middlesex Street South during the Alfresco arrangement

STAGE 3

DESIGN

DEVELOPMENT

Design development

This chapter summarises the project's design development and illustrates how the design principles were translated into designs. The design process for Middlesex Street followed two stages:

- Establishing a vertical arrangement for the street. This focussed on the development of a standard cross section, that later was applied to the length of the study area to test its feasibility. Different options were tested at this stage, incorporating various street requirements, such as public spaces, market stalls or on-street parking.
- Translating the vertical street components into a horizontal street layout. After the main street ingredients were agreed, a 2D horizontal layout was refined to explore the possibilities that the street can offer, and to apply further the different design principles. This stage enabled the design team to move away from a fixed linear design and start developing additional possibilities such as shifting the carriageway alignment to create different street spaces.

The design methodology included regular workshops with key stakeholders (including Aldgate BID and LB Tower Hamlets Officers) to ensure that the proposals reflected their aspirations and requirements for the study area.



Design considerations

This section introduces a series of key design considerations which underpinned the design development. These considerations emerged from our baseline analysis and from stakeholder engagement feedback. Each of the presented designs has responded to these considerations however further engagement and design development will be required beyond this project to confirm the project's preferred layout.

- Key public spaces
- Location of al-fresco dining areas
- Market reconfiguration
- Surface treatments
- Turning area for vehicles
- Night-time experience
- On-street parking

Key public spaces

Maximising public space allocation has been at the core of the design process. Creating a high quality, well-designed public realm is one of the highest priorities for the study area, and all proposals have been shaped around this concept.

The aim of these public spaces is to provide areas to spend time in and congregate while also creating a more sustainable environment for the study area. The areas will include seating for public use and nature will be retrofitted back into Middlesex Street south. There will also a great opportunity to introduce Sustainable Urban Drainage Systems as part of this scheme. These public spaces, coupled with the existing and additional al-fresco dining areas, will be a key contribution to the vibrancy of the street.

In addition, the selection of street furniture, materiality, planting and tree species will play an essential role in shaping the scheme's identity.

The street space needed to create these public spaces can be only achieved through the reallocation of road space and the reorganisation of the existing market pitch layout.

The examples opposite illustrate different ways of allocating public spaces in street environments with similar characteristics to those found in Middlesex Street South. For instance, the seating areas provided in Cheshire Street are a great example of creative use of space in constrained street conditions.



Streetscape on Venn Street incorporates greening and seating areas, and a weekend farmer's market



Cheshire Street revamp has introduced several new pocket public seating areas.

Location of al-fresco dining areas

The previous EATF scheme highlighted the benefits of outdoor seating areas for the street environment, its activity and for supporting the local economy. Therefore, another objective of the scheme is to increase the street presence of the local businesses in the study area.

Currently, there are permanent al-fresco dining areas along the western street side, placed directly adjacent to the building line. There is an opportunity to expand those areas either side of the street. In order to achieve this, careful consideration has been given to the following design elements:

- outdoor seating provision
- most efficient use of space
- coordination between seating, public realm and market operation
- maintaining access to residential units
- consideration of businesses without desire for outdoor seating.



Hollywood Road - flanked seating arrangement, for local businesses



The Cut - combined seating and informal planting



Bonnington Square - clear footway space provided between businesses and their outdoor seating



Ecclestone Street - seating located on road side of footway

Surface treatments

The street surface treatments will play an essential role in improving the sense of place in Middlesex Street South.

The introduction of a single surface across the study area will transform the streetscape and encourage people to see it and use it as a social space rather than as a movement link. A single surface layout would raise the levels of the carriageway to be flush with the footways. This measure will also improve pedestrian and cycle permeability across the street and contribute to the reduction of cycle speeds. This surface would be introduced from the junction with Gravel Lane / New Goulston Street to create a gateway from this location and to enhance connectivity for people walking and cycling. In the case that footway and carriageway would be required to remain differentiated, a shallow kerb would be recommended.

In addition to this, the selection of materials will also contribute to shift the street environment into a civic public space. The introduction of paving materials across the street will create a more inviting environment for people to enjoy and it will accentuate the pedestrian priority of the street. Hence, high-quality materials will reinforce design recommendations in Middlesex Street South. The neighbouring Aldgate Gyratory scheme, with its careful combination of York Stone and granite, is an important precedent to determining design materials. Smaller paving setts would be selected for sections with general traffic and loading movements to improve their durability.



Herne Hill Station - cycle route demarcated with smaller setts



The carriageway in Devonshire Square has been raised to footway level and repaved to create a sense of square across the space.



Aldgate Gyratory - York stone paving used throughout scheme



Orford Road has been redesigned with a single level surface approach with an asphalt strip on the middle of the street.

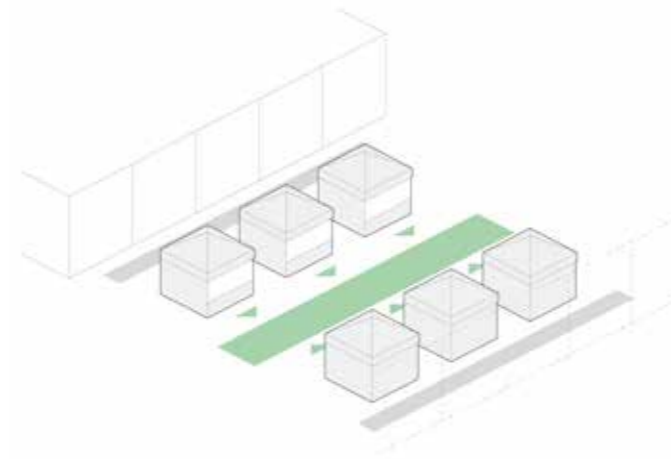
Market reconfiguration

LB Tower Hamlets understands this project as a catalyst to reinvigorate the market, diversify its offer and attract new market traders and customers. All proposals will accommodate Petticoat Lane market on Middlesex Street South. There is an opportunity to reconfigure the market and introduce a more flexible layout which is compatible with other street uses on non-market days.

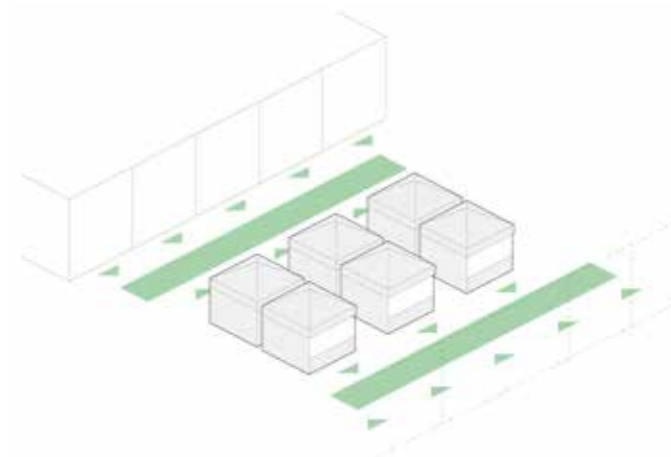
The existing market stall layout is incompatible with the introduction of permanent outdoor seating/public realm due to lack of remaining space within the street. It is essential to provide a compatible arrangement for the market with other street uses i.e. outdoor seating areas both during market operation days, and between Monday and Saturday.

In addition to the above considerations, LBTH has also expressed its desire to increase the standard market pitch dimensions to 3m x 3m market stalls, in line with industry standards. Currently, market pitches measure approximately 1.8m x 2.5m, which means that the new standard market pitch surface area dimensions are approximately twice as large as the existing ones. This would add additional pressure to the constrained urban space currently available at the study area.

An option that will enable additional flexibility for the market is to reorganise the location of market stalls to improve the relationship with the existing street frontage and engage further with the existing active frontage. If market stalls are rotated so that their backs face each other and their front face the street frontage, this will create a 'double high-street' that will also be compatible with outdoor seating areas directly in front of the building lines.



Existing market configuration



Proposed market configuration - 'double high-street'

A phased approach could support a market relaunch during the initial stages of the scheme. The first phase could introduce an initial core market area with a small concentration of market stalls that will revive interest in the market. Following successful completion of Phase One, a second expanded phase could extend the market to the majority of the length of Middlesex Street South. The first phase could be launched as part of a temporary/trial arrangement using temporary street furniture - akin to the EATF style. This would provide an opportunity for a more iterative and organic design process to identify an optimum arrangement which supports the public and private realm recommendations, and accommodates the market.



Market stalls on Lower Marsh neglect the existing street frontage on Lower Marsh Street.



The sharing of street space between restaurant business and market stalls on Broadway Market

Night-time experience

Currently, Middlesex Street South is only used at day-time and street activity does not extend into the evening. There is an opportunity to establish a vibrant street environment not only during working hours but also during the evening. In order to achieve this, the night-time appeal and surveillance of the study area need to be developed further. Lighting will have a strong influence in this, in particular the introduction of feature lighting i.e catenary lighting. This type of lighting will create an intimate atmosphere in the study area, improve the sense of surveillance and attract people from its surroundings. Other factors such as the introduction of additional public and business-operated outdoor seating and the rationalisation of the street license closing times for both sides of the street will also improve the night-time experience in Middlesex Street South.



Ingleton Street

Turning area for vehicles

One of the points revealed during the engagement process is the need to retain access for the Travelodge hotel as part of the scheme. This detail was raised as a deficiency of the previous EATF scheme, that failed to retain vehicular access for the hotel. The proposed traffic management arrangement will ensure that the scheme includes a turning area for vehicles reaching the hotel, delivering goods or parking in the study area.



The existing raised surface at the southern part of Middlesex Street south will be retained as a turning space for vehicles.

On-street parking

There are currently five on-street parking spaces which are permit holders only. The design development explored a range of options from retaining these spaces up to full removal or reallocation of the parking spaces outside of the study area. Currently, there is little data available on the parking bay usage/ demand and it is recommended that this is further explored during the project's future development.

Beyond the controlled five controlled parking bays, the remainder of the street's kerbside is controlled by double yellow road markings only.



Example of recessed parking/loading facilities, New Bond Street.

Optioneering

OPTION 1

This section summarises the two preferred options for Middlesex Street South which were developed based on the findings from the project's previous stages. The rationale behind these is to optimise the use of space between Monday and Saturday, while ensuring compatibility with the market. Proposals are not independent from each other, as they incorporate interchangeable components that could be reviewed and combined at a later design stage, for example, location/provision of parking spaces and location of new public spaces.

For each design option, we have prepared 2D general arrangement plans supplemented by cross-sections and axonometric scheme visuals.

Option 1 presents a scenario which provides scope for public realm improvements whilst retaining the existing five parking spaces.

This option would widen both footways which would create more space for public realm and outdoor seating improvements, and the existing parking bays would be relocated further south on Middlesex Street.

To further enhance the public realm qualities, the carriageway would be raised to footway level to create a single level surface from the Gravel Lane/ New Goulston Street junction south to St. Botolph Street.

A permanent public space has been proposed to the north of the study area with a combination of planting and seating.

This layout introduces new outdoor seating areas directly adjacent to the buildings on the eastern side of Middlesex Street South, which will be compatible with market operation.

The arrangement retains 3.2m access strip to enable access for cyclists and access to the Travelodge.

OPTION 2

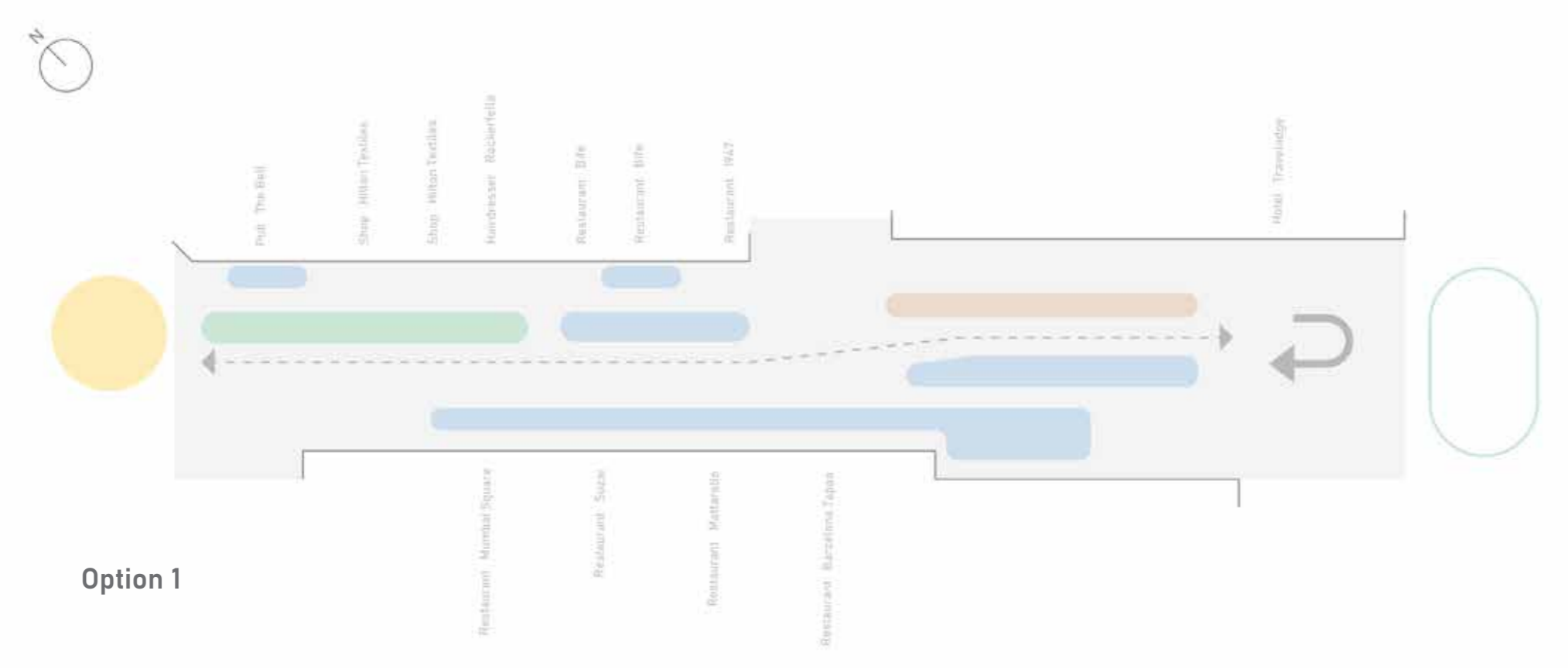
Option 2 presents a scenario which maximises the public realm allocation on the street. This option would remove the existing five parking bays.

Scheme components from Option 1 such as the single level surface or the 3.2m access strip will be retained as part of this option. In addition, components such as the footway widening will be expanded further to general additional space for public realm and outdoor seating improvements.

Two new permanent public spaces bookend the scheme with a combination of planting and seating. Additional shrub planting and five new trees have been allocated to increase biodiversity across the study area.

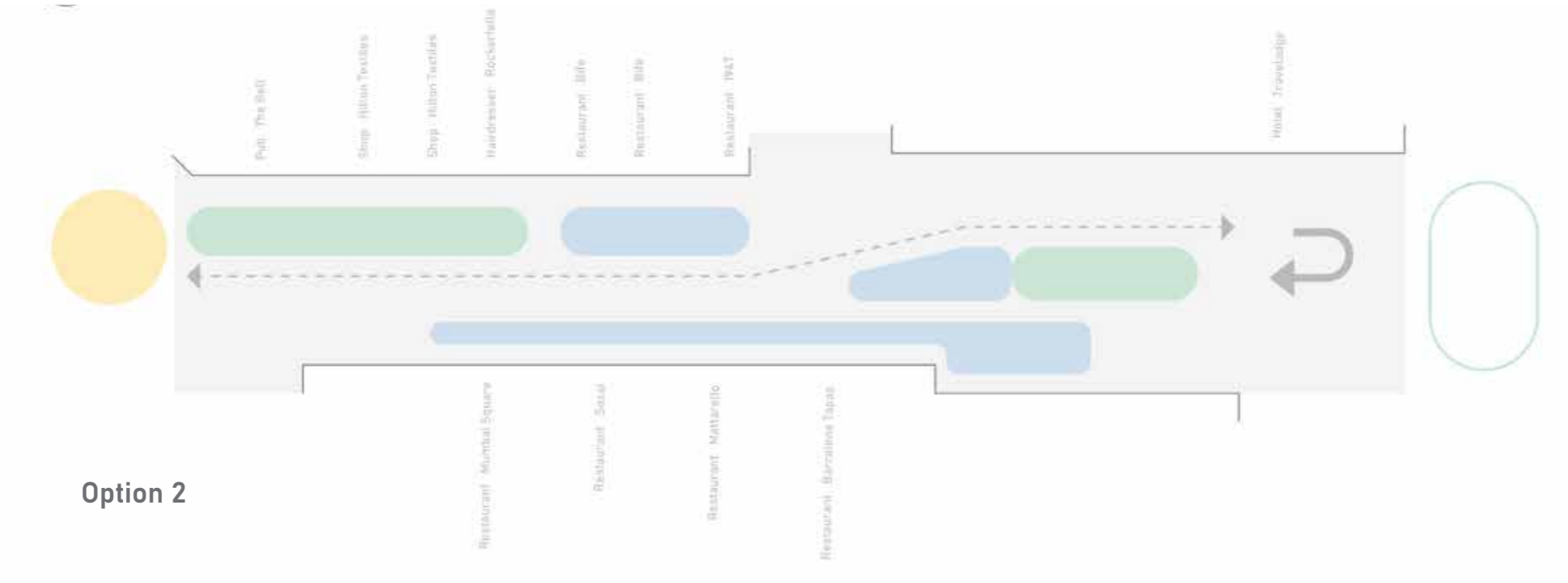
This layout proposes to retain the footway space directly in front of the buildings on the eastern side of Middlesex Street South. This enables a consolidation of the space allocated for public space and al-fresco dining areas east of the carriageway.

Concept diagrams



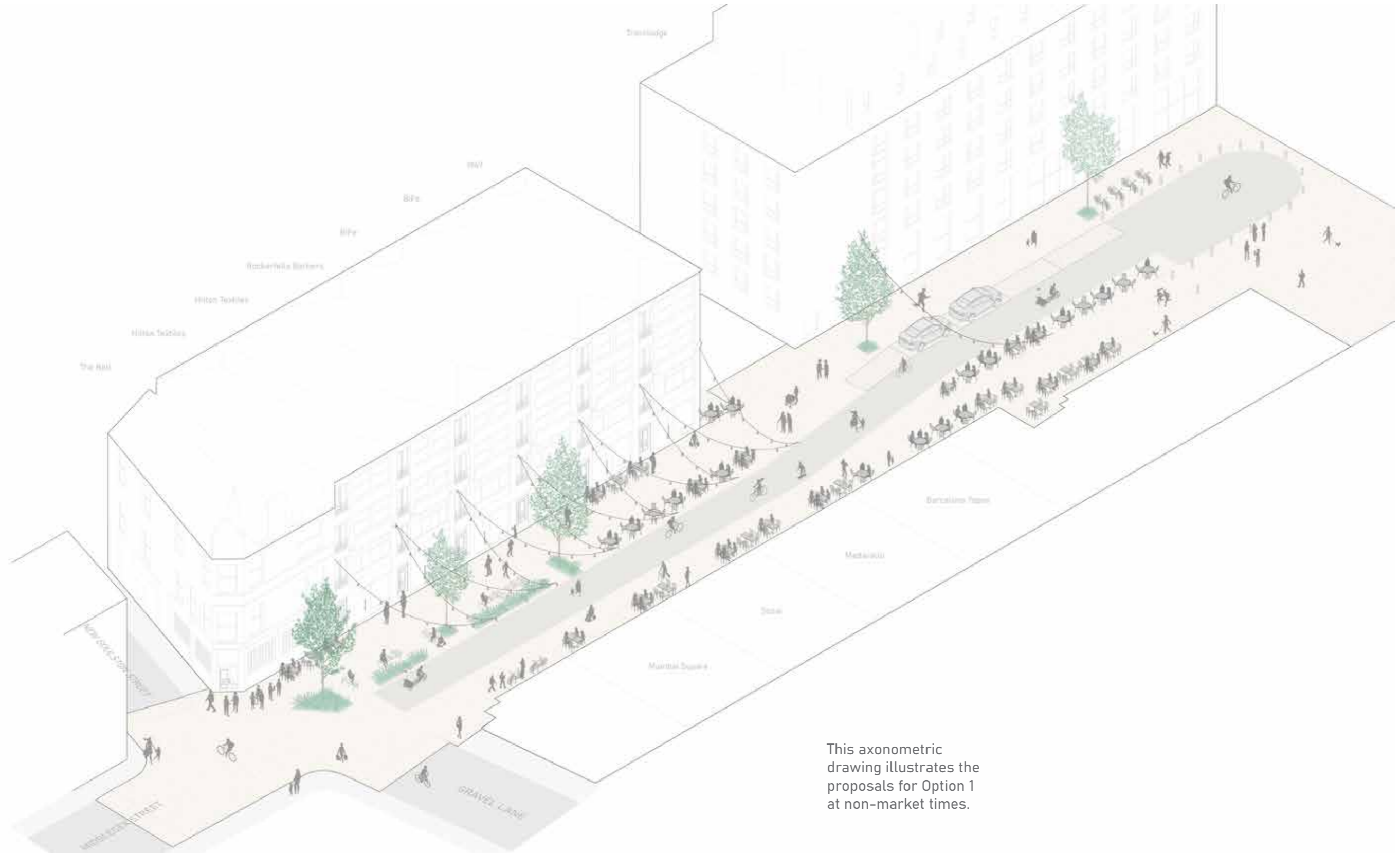
These conceptual diagrams provide an overview of the spatial layout for the two options. They are useful for highlighting how the options would co-ordinate public spaces, outdoor seating areas and parking bays.

Both proposals are based on the principle that all urban space on the study area will operate as a single surface with pedestrian priority.

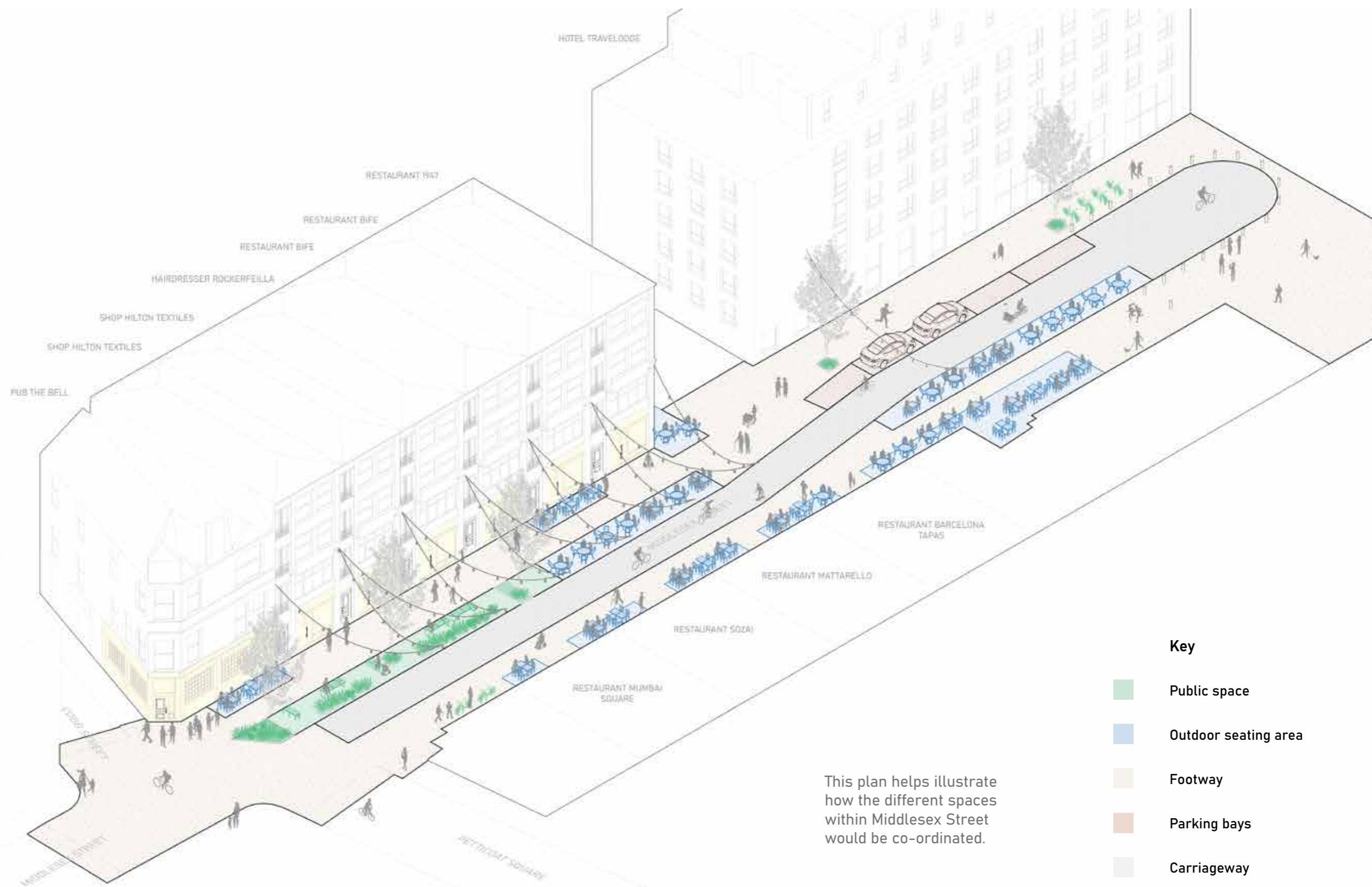


- Key**
- Public space
 - Outdoor seating area
 - Raised junction
 - Parking bays
 - Turning area for vehicles
 - Cycle access + access route
 - Existing public space

Option 1

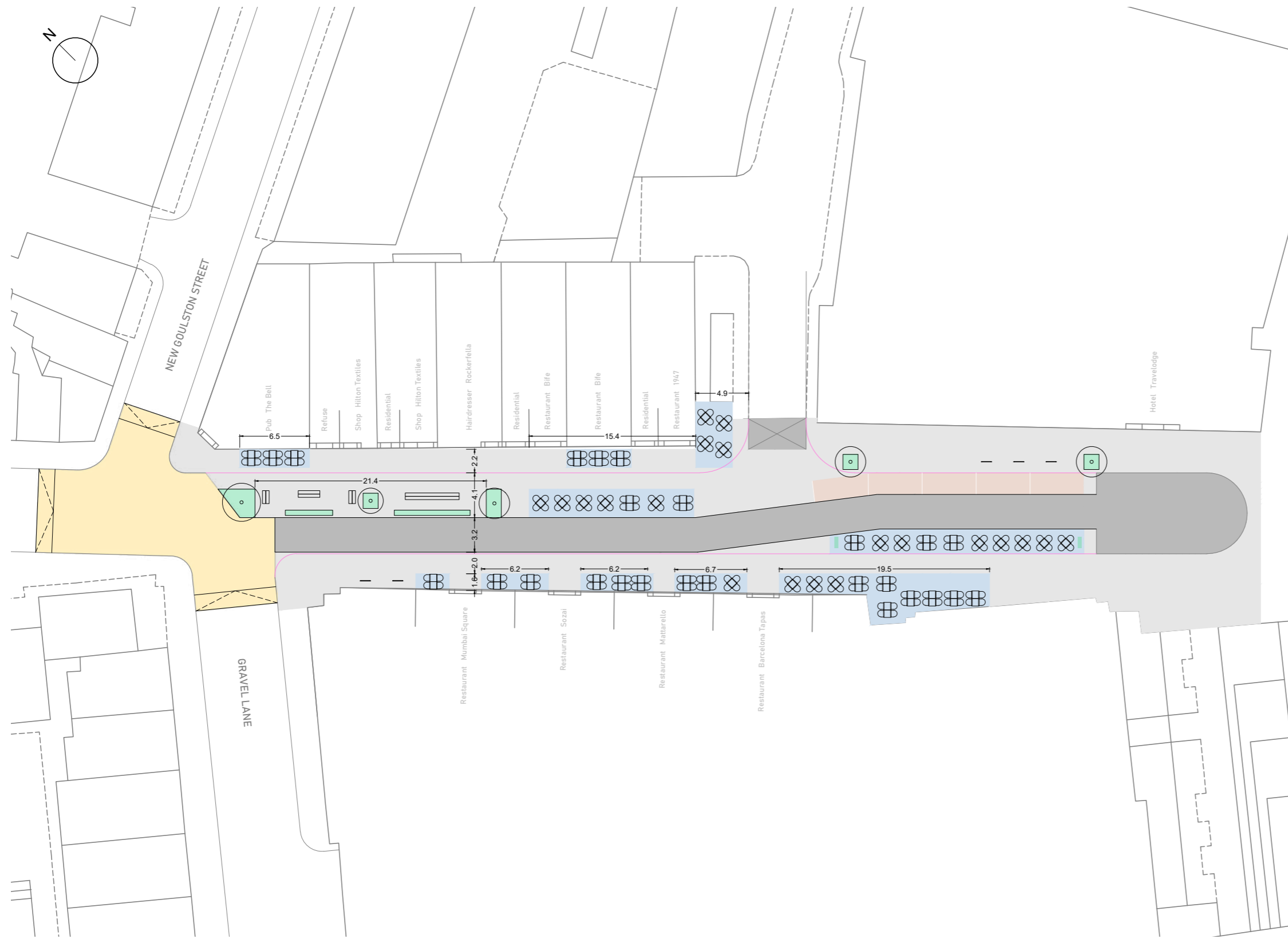


This axonometric drawing illustrates the proposals for Option 1 at non-market times.





This plan helps illustrate how the different spaces within Middlesex Street would be co-ordinated.

- Key**
- Public space
 - Outdoor seating area
 - Footway
 - Parking bays
 - Carriageway



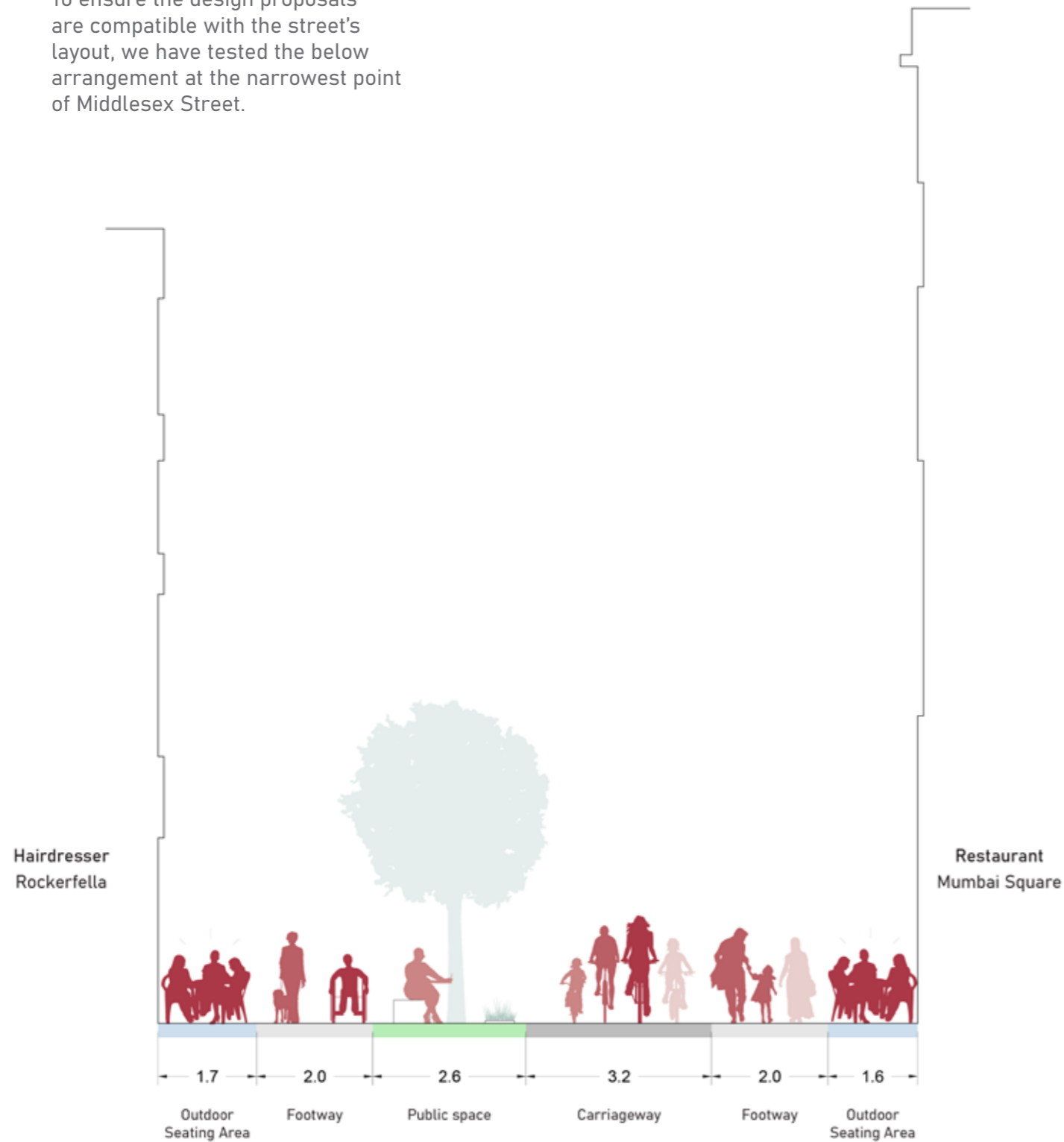
This 2D general arrangement presents the concept design for Option 1 and its different street components. Seating arrangements are indicative only.

	PJA Proposed	Existing
	43	52*
	5	5

*Existing number of market stalls is based on assumption of LBTH increasing standard market stall pitches to 3x3m

- Key**
-  Proposed footway
 -  Proposed carriageway - footway level
 -  Proposed outdoor seating area
 -  Proposed raised table
 -  Proposed parking bay
 -  Proposed landscaping
 -  Proposed tree
 -  Proposed bench
 -  Proposed table and chairs
 -  Proposed kerb
 -  Existing kerb
 -  Existing kerbline removed
 -  Existing vehicle crossover

To ensure the design proposals are compatible with the street's layout, we have tested the below arrangement at the narrowest point of Middlesex Street.



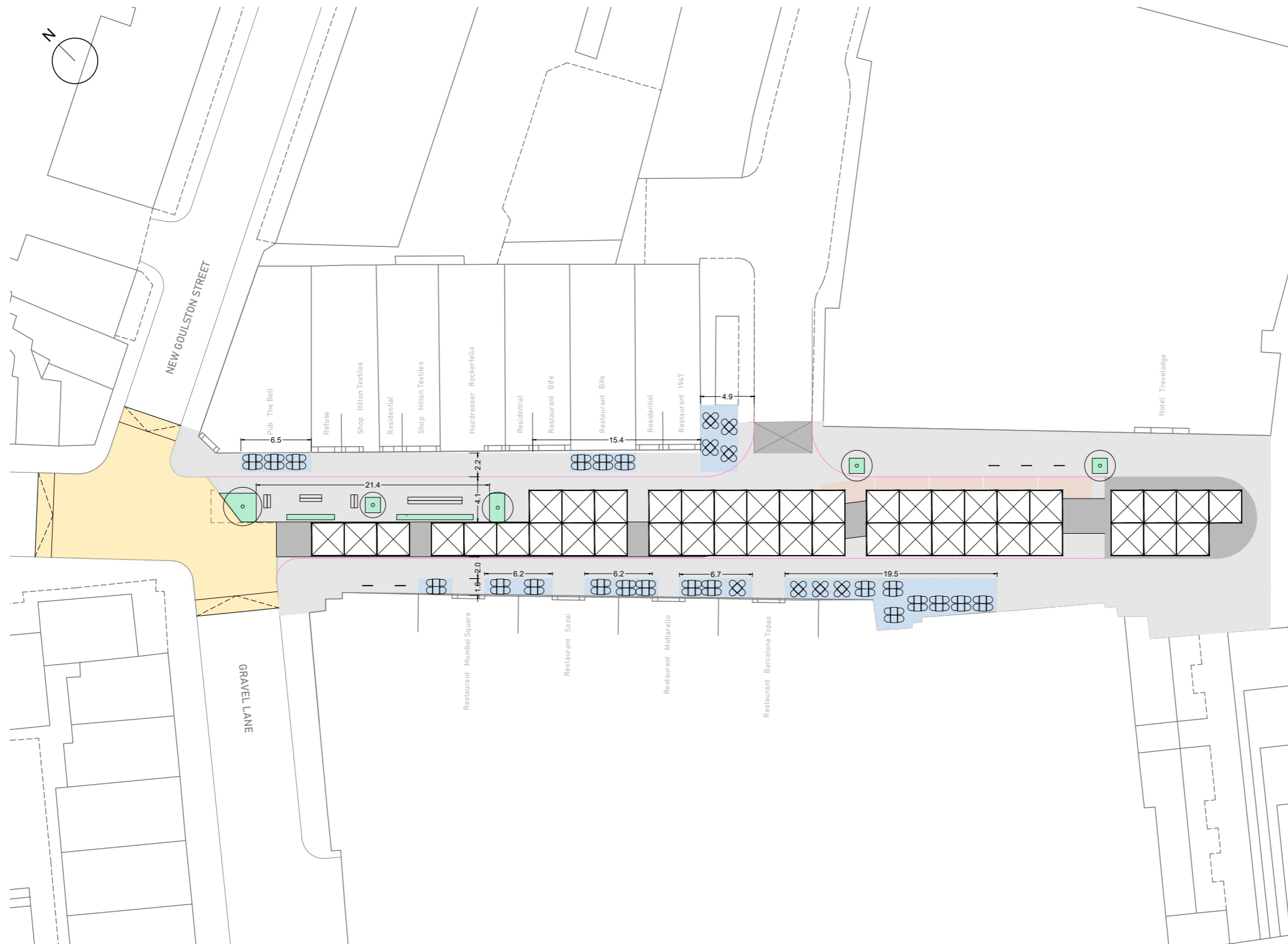
The table below highlights the main pros and cons for Option 1. It presents the key characteristics of the scheme and will help inform future decisions.

⊕ PROS



- 'Gateway' public space close to the junction with New Goulston Street / Gravel Lane
- Outdoor seating at the eastern side of the street compatible with market arrangement on Sundays
- Expanded green infrastructure and opportunities for SuDS
- Retained vehicle access for general traffic / loading / Travelodge with turning head for vehicles
- Pedestrian-friendly environment across the study area with high-quality materials and single surface
- Potential market arrangement with 43 market stalls on Sundays
- Cycle access retained with 'meandering' layout to reduce speeds

⊖ CONS















- 5x Parking bays retained which reduces capacity for new public realm
- Less efficient use of space on the eastern side of the street with the outdoor seating arrangement
- No public space provision on the southern side of the street



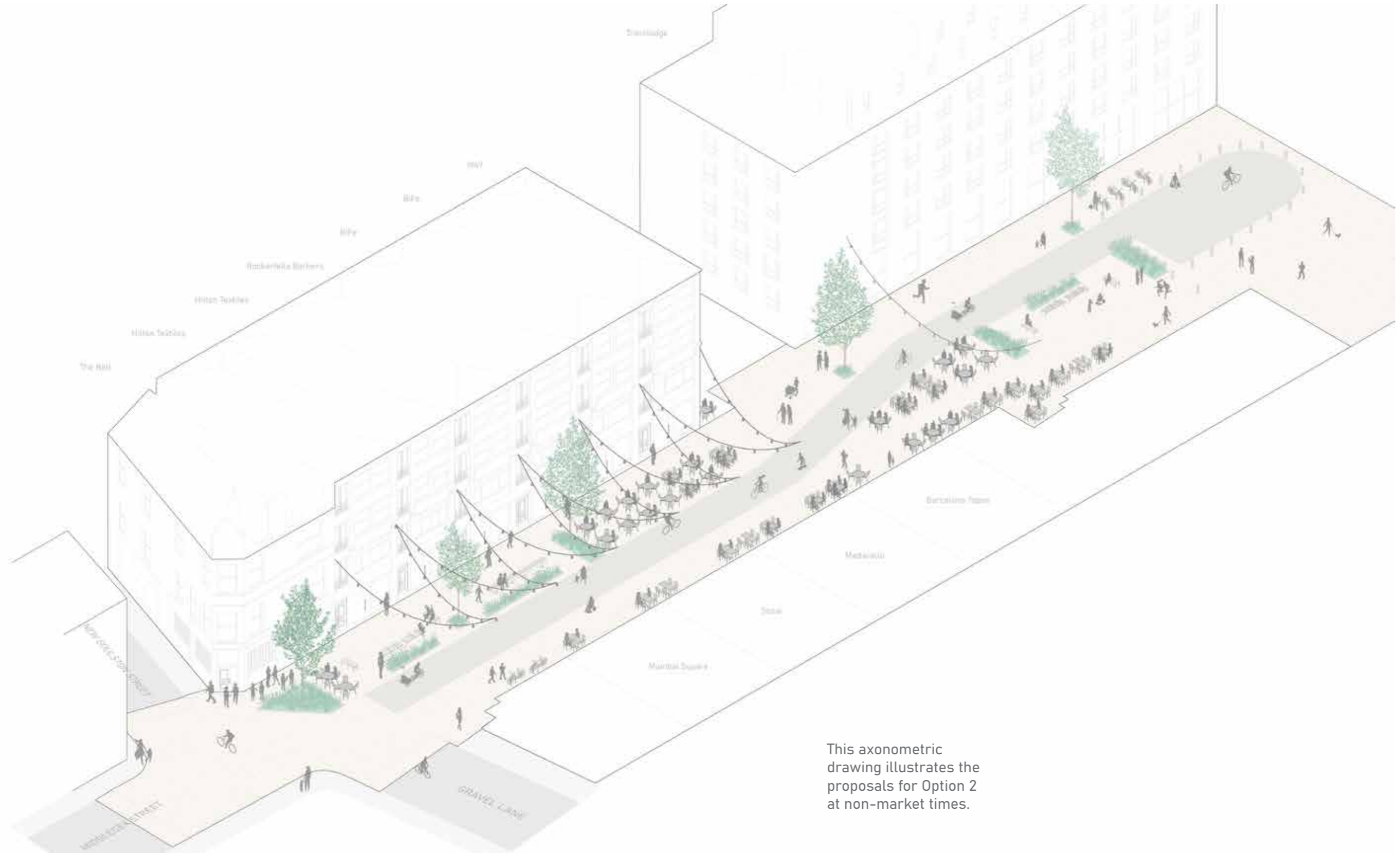
This 2D general arrangement presents the market configuration for Option 1 and its different street components. Outdoor seating arrangements are indicative only.

	PJA Proposed	Existing
	43	52*
	5	5

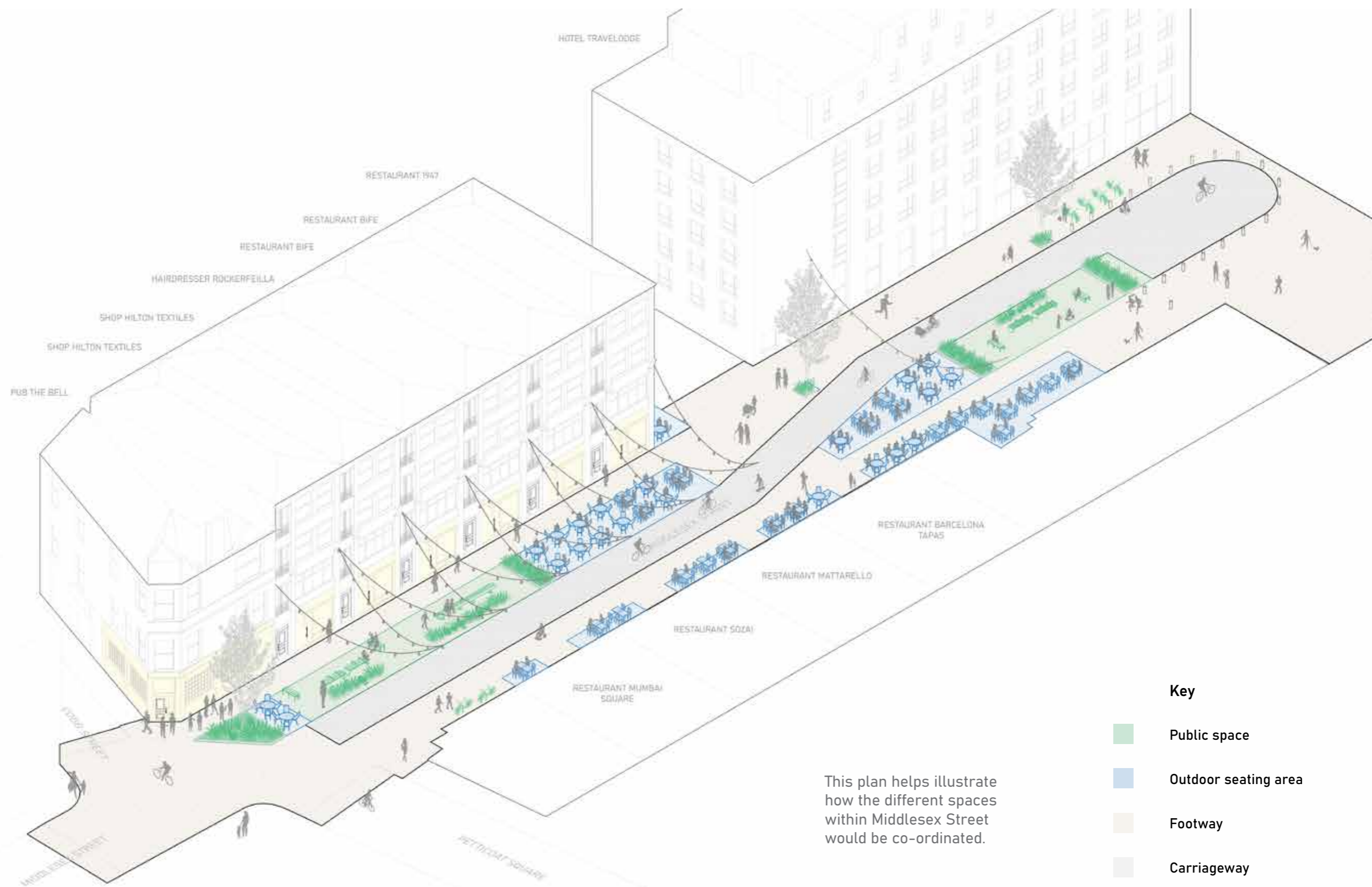
*Existing number of market stalls is based on assumption of LBTH increasing standard market stall pitches to 3x3m

- Key**
-  Proposed footway
 -  Proposed carriageway - footway level
 -  Proposed outdoor seating area
 -  Proposed raised table
 -  Proposed parking bay - suspended
 -  Proposed landscaping
 -  Proposed tree
 -  Proposed bench
 -  Proposed table and chairs
 -  Proposed kerb
 -  Proposed market stall
 -  Existing kerb
 -  Existing kerblines removed
 -  Existing vehicle crossover

Option 2



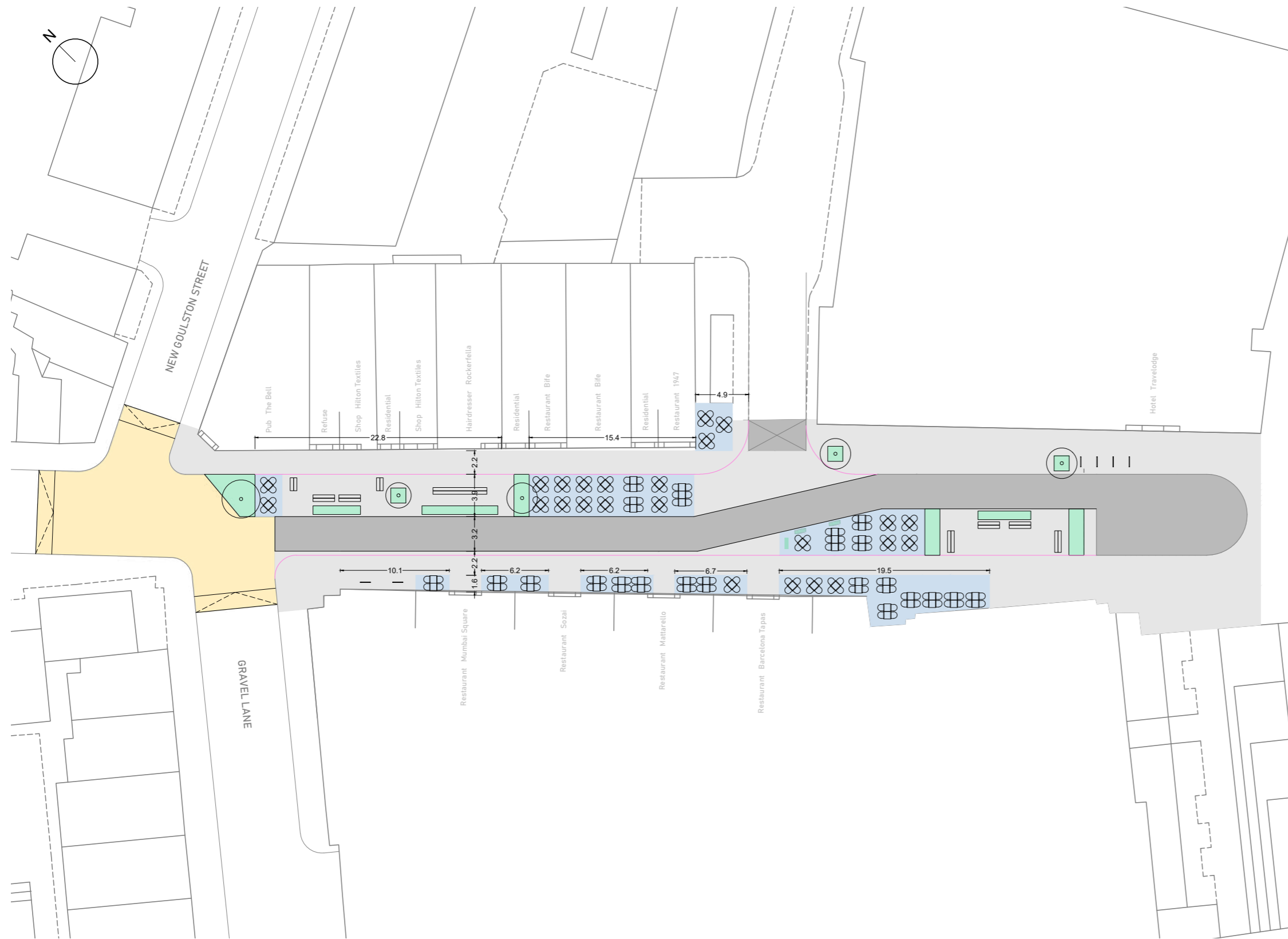
This axonometric drawing illustrates the proposals for Option 2 at non-market times.





This plan helps illustrate how the different spaces within Middlesex Street would be co-ordinated.

Key













- Public space
- Outdoor seating area
- Footway
- Carriageway



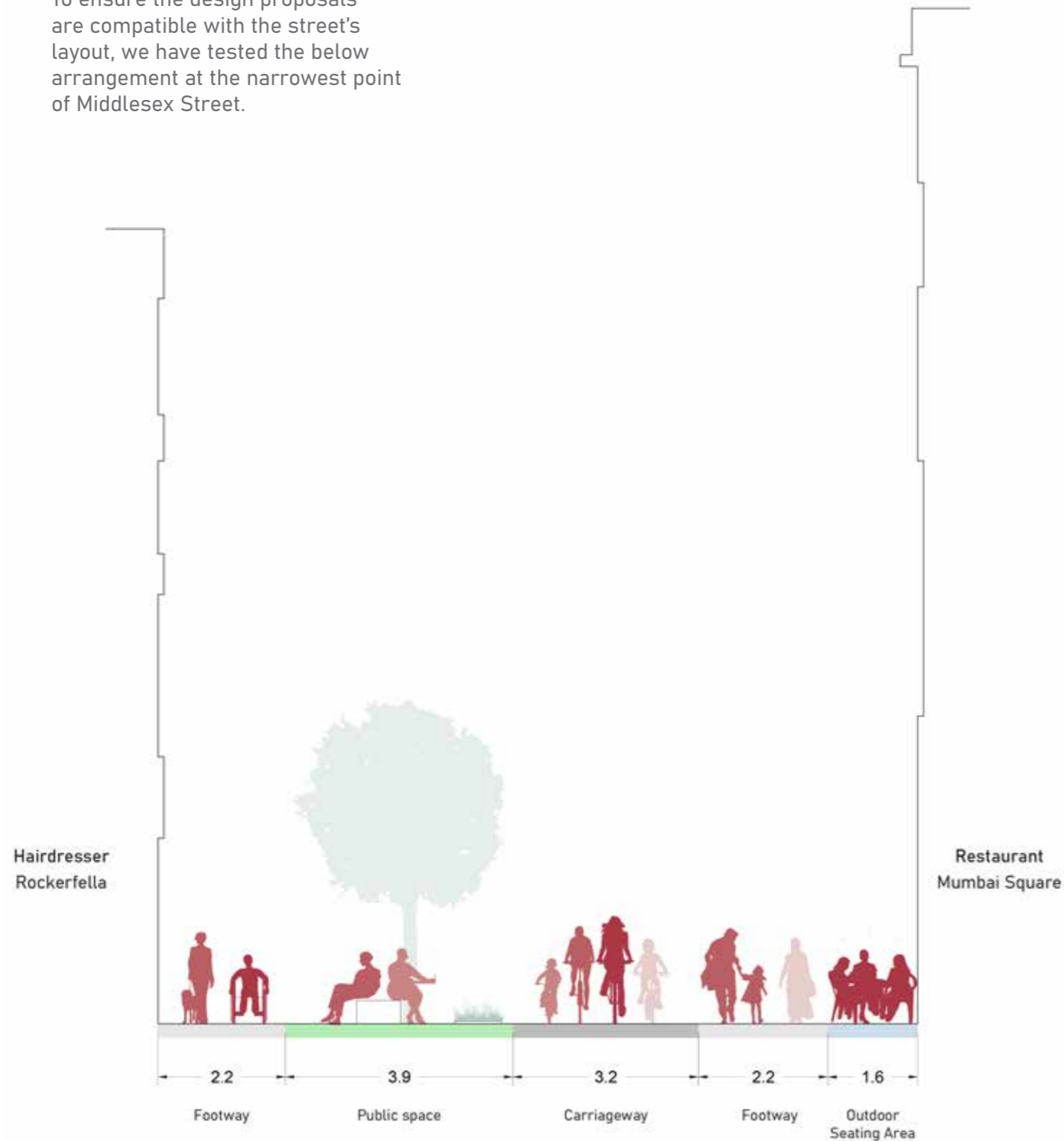
This 2D general arrangement presents the concept design for Option 2 and its different street components. Outdoor seating arrangements are indicative only.

	PJA Proposed	Existing
	38	52*
	0	5

*Existing number of market stalls is based on assumption of LBTH increasing standard market stall pitches to 3x3m

- Key**
-  Proposed footway
 -  Proposed carriageway - footway level
 -  Proposed outdoor seating area
 -  Proposed raised table
 -  Proposed landscaping
 -  Proposed tree
 -  Proposed bench
 -  Proposed table and chairs
 -  Proposed kerb
 -  Existing kerb
 -  Existing kerbline removed
 -  Existing vehicle crossover

To ensure the design proposals are compatible with the street's layout, we have tested the below arrangement at the narrowest point of Middlesex Street.



The table below highlights the main pros and cons for Option 2. It presents the key characteristics of the scheme and will help inform future decisions.

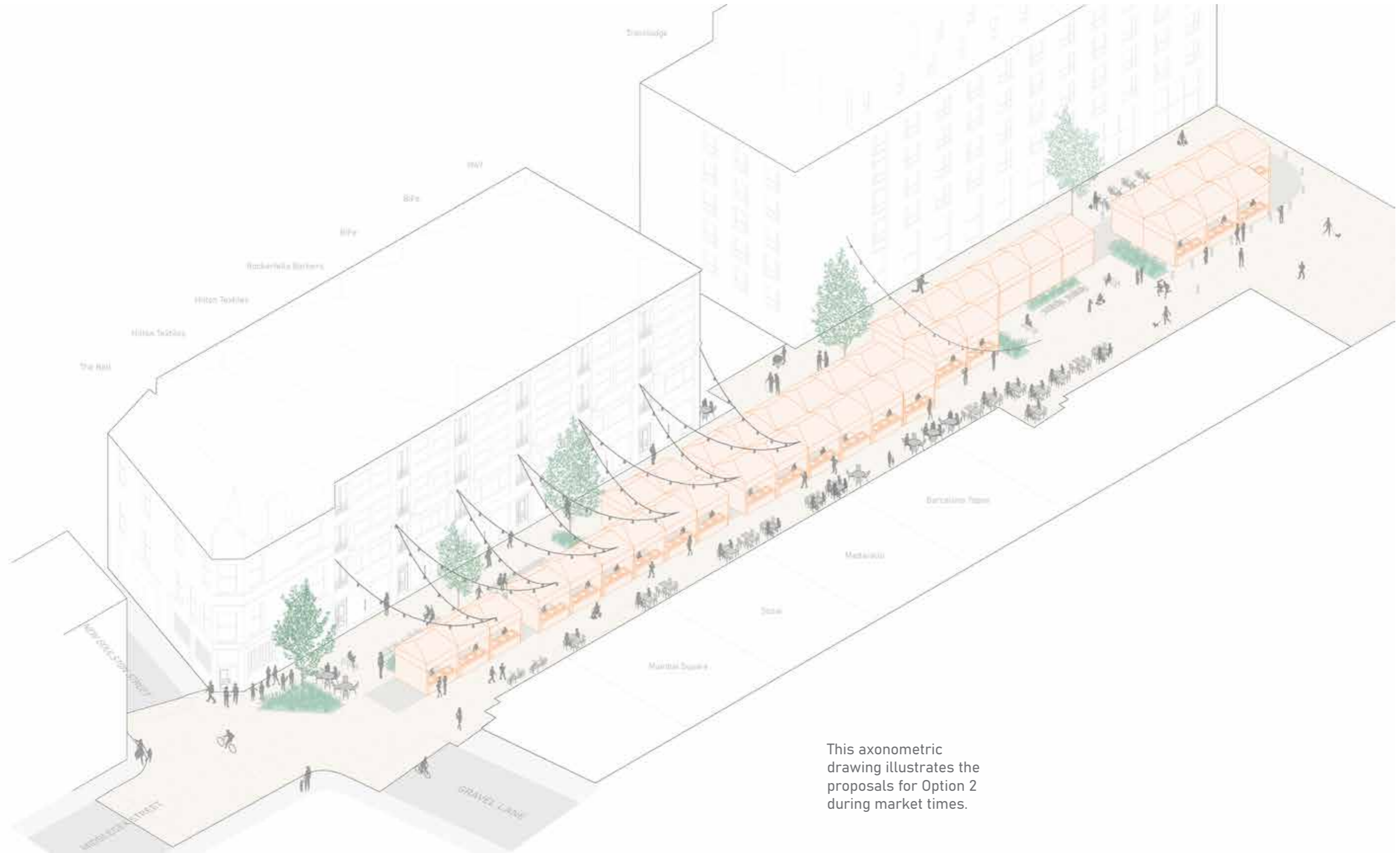
⊕ PROS

- 'Gateway' public spaces either end of Middlesex Street South
- Maximised public realm with no on-street parking bays
- Outdoor seating at the eastern side of the street compatible with market arrangement on Sundays
- Expanded green infrastructure and opportunities for SuDS
- Retained vehicle access for loading / Travelodge with turning head for vehicles
- Pedestrian-friendly environment across the study area with high-quality materials and single surface
- Potential market arrangement with 38 market stalls on Sundays
- Cycle access retained with 'meandering' layout to reduce speeds

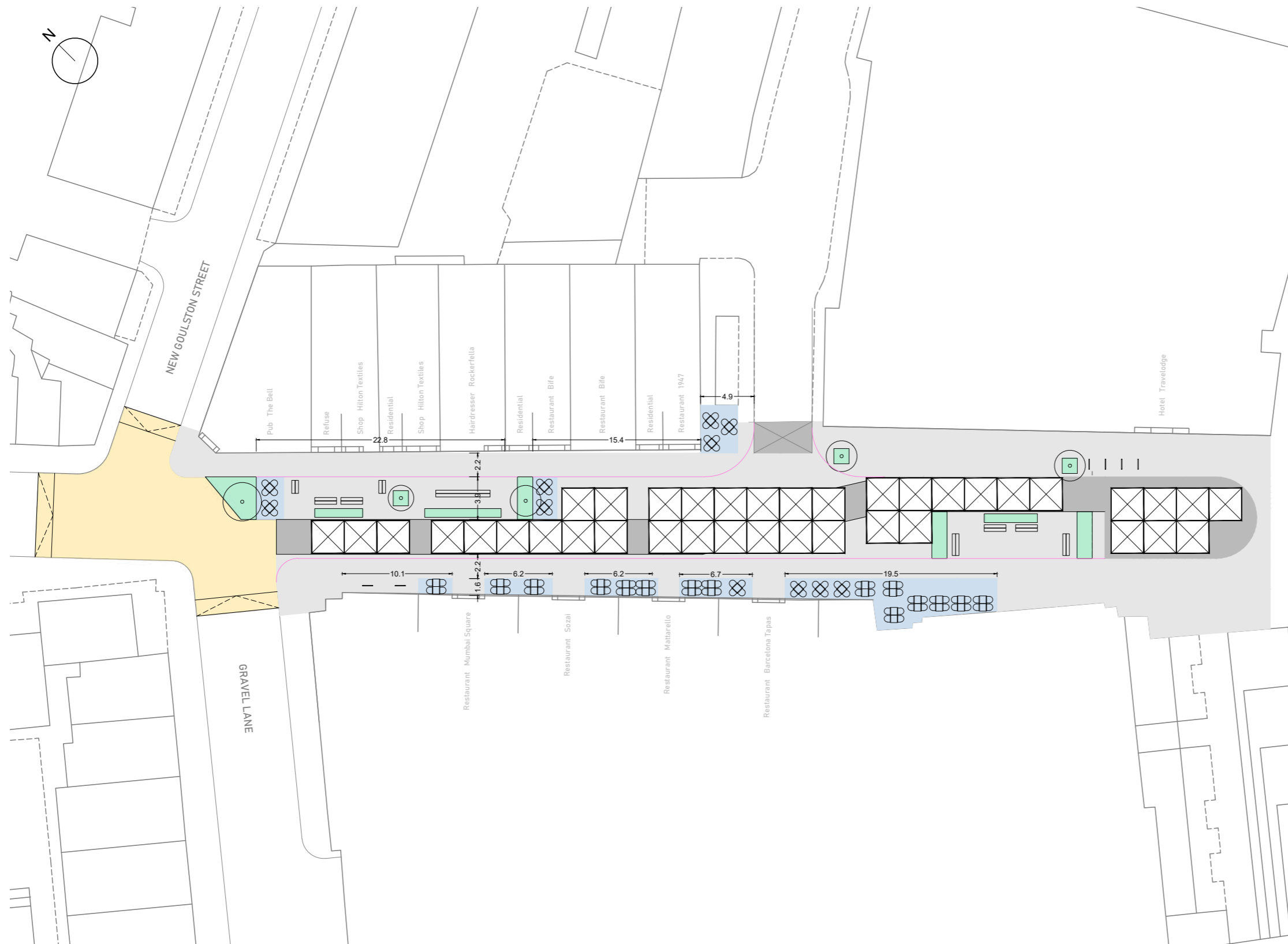
⊖ CONS

- Outdoor seating at the eastern side of the street not compatible with market arrangement on Sundays
- Slight reduction in potential market capacity compared to Option 1



Option 2 - Market operation
















This axonometric drawing illustrates the proposals for Option 2 during market times.



This 2D general arrangement presents the market configuration for Option 2 and its different street components. Outdoor seating arrangements are indicative only.

	PJA Proposed	Existing
	43	52*
	5	5

*Existing number of market stalls is based on assumption of LBTH increasing standard market stall pitches to 3x3m

- Key**
-  Proposed footway
 -  Proposed carriageway - footway level
 -  Proposed outdoor seating area
 -  Proposed raised table
 -  Proposed landscaping
 -  Proposed tree
 -  Proposed bench
 -  Proposed table and chairs
 -  Proposed kerb
 -  Proposed market stall
 -  Existing kerb
 -  Existing kerbline removed
 -  Existing vehicle crossover

Scoring

Design principles	Option 1	Option 2
1 Create a public realm and identity		
Increase provision of public seating and places to rest, and introduce public art within study area	● ● ● ○ ○	● ● ● ● ●
Integrate improved seating offer for businesses	● ● ● ● ●	● ● ● ● ○
Increase green cover and provision of street vegetation	● ● ● ● ○	● ● ● ● ●
Review 24hr behaviour of study area and nighttime experience	● ● ● ● ○	● ● ● ● ○
2 Support Petticoat Lane market and businesses		
Engage with LBTH Markets Team and review scope for change of market layout	● ● ● ● ●	● ● ● ● ●
Identify opportunities for improved integration of Petticoat Lane market and its presence on Middlesex Street South	● ● ● ● ○	● ● ○ ○ ○
Co-ordinate improved Sunday 'offer' between local businesses and Petticoat Lane Market	● ● ● ● ●	● ● ○ ○ ○
3 Integration and connectivity		
Key focus on junction of Gravel Lane/Middlesex Street/New Goulston Street	● ● ● ● ●	● ● ● ● ●
Review quality of street lighting and opportunities for improvement	● ● ● ● ●	● ● ● ● ●
4 Promote walking and cycling		
Ensure minimum 2m clutter-free footways throughout	● ● ● ● ●	● ● ● ● ●
Ensure environment is fully accessible for walked/wheeled/cycle trips	● ● ● ● ●	● ● ● ● ●
Provide LTN 1/20 /CRQC compliant cycle facilities	● ● ● ● ●	● ● ● ● ●
Increase provision of cycle parking	● ● ● ● ○	● ● ● ● ○
5 Rationalise kerbside management		
Ensure local access for deliveries/servicing trips	● ● ● ● ●	● ● ● ● ●
Consider role of existing CPZ bays and demand	● ○ ○ ○ ○	● ● ● ● ●
Review enforcement of kerbside activity on western side of Middlesex Street	● ● ● ● ●	● ● ● ● ●
Consider installation of dedicated loading facilities	● ● ● ○ ○	● ● ● ○ ○

The table opposite provides scores for Options 1 and 2 against the design principles produced in Stages 1 + 2. These scores provide a reference point for comparison between both options for each design component.

They are not intended to be used as a scoring exercise to identify a preferred layout, instead they are intended to illustrate how the options responded to the project's design principles.

Ratings for each component range between 1 (lowest score) and 5 (highest score). In some instances, the score are the same and this is because both options were felt to have satisfied the scoring criteria e.g. providing access for deliveries and servicing trips. This is the case for example for the design components under Design principles 3 - Integration and connectivity and 4 - Promote walking and cycling.





STAGE 4

NEXT
STEPS

Next steps

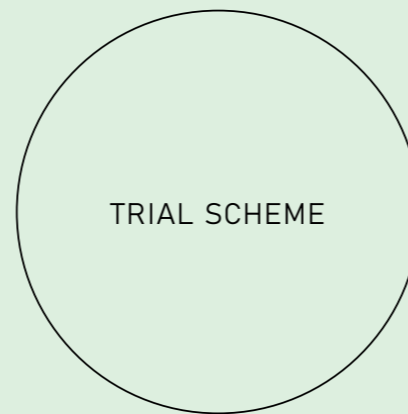
The engagement and design process for Middlesex Street South has led to the development of two concept design options for the study area to be developed further by Aldgate Connect BID, LB Tower Hamlets and City of London. As anticipated in the brief for this project, the design development process for Middlesex Street South has involved a significant amount of stakeholder consultation and negotiation, which will be continued during the next design stages.

The two options incorporate all design components and considerations that followed the design development process, and provide different alternatives to be explored at preliminary / detailed design stages.

Based on the extensive engagement completed during the development of the two options, this reports key recommendation is to consider implementing another trial layout in Middlesex Street. This will ensure that the project maintains its current momentum and will provide an important opportunity to test some of the key design points which still need resolution, including co-ordination with Petticoat Lane Market, location of parking bays, and the balance between public/private seating. This trial layout will be a translation of the report's proposed permanent layouts with temporary, low-cost infrastructure, street furniture and planting.

We acknowledge that a previous trial layout was installed in Middlesex Street and subsequently removed. However, we feel that a second trial layout would be based on more extensive engagement and analysis, and the design itself would be sufficiently different from the previous layout to justify its installation.

The tables opposite present the key steps to be followed in order to achieve a trial and a permanent scheme for Middlesex Street South.

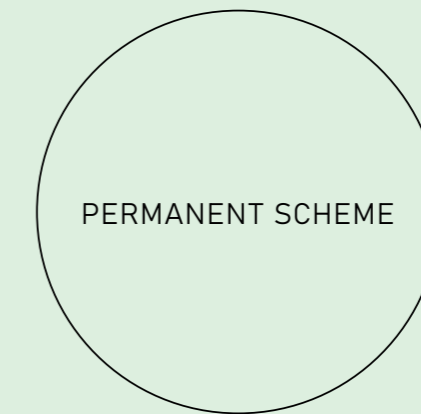


<2 years

Develop preliminary and detailed designs (RIBA Stages 3 + 4) for the temporary scheme, including

- Select a preferred general arrangement
- Establish key elements such as type of street segregation, street furniture or planting
- Determine the balance of al-fresco and public seating
- Confirm layout with LBTH markets team
- Prepare ETRO for relocation / removal of parking bays

Identify and secure funding opportunities for the scheme



>2 years

Commission technical surveys including topographical surveys and stats surveys

Develop preliminary and detailed designs (RIBA Stages 3 + 4) and strategy for the study area and its surroundings, including

- Develop a final layout incorporating feedback from the consultation process / stakeholders
- Establish key elements such as materiality, street furniture, lighting and planting
- Determine the balance of al-fresco and public seating throughout the study area
- Understand parking demand and the potential to partly or fully relocate existing parking bays outside of the study area
- Expand the existing Petticoat Lane identity strategy to incorporate Middlesex Street south including wayfinding and branding
- Update the Petticoat Lane market strategy for the study area to attract new market traders. Broaden the retail offer on the market i.e include food stalls. Introduce new market stalls with standard dimensions

Explore potential meanwhile uses on Middlesex Street South while the final design stages and construction are taking place

Estimate detailed costings for the selected option

Identify and secure funding opportunities for the scheme



The trial scheme in Broad Street, Oxford has introduced temporary planting and seating areas



Footway widening in Tarrif Street, Manchester to allocate additional al-fresco dining areas

To support the report's recommendation for a second trial layout, we have selected a series of 'trial' public realm layouts which we have identified for their relevance to Middlesex Street South. The overarching purpose is to illustrate how these trial layouts have enabled each location to instantly improve the quality of public realm whilst still allowing flexibility in the final design arrangement.

In fact, given the success of these examples, they are all likely to remain in situ beyond the initial trial 24 month layout period. It is because of the scheme's combined popularity and the high quality of the trial designs that it is possible to retain these arrangements beyond 24 months.



The Cut - temporary footway widening created new outdoor seating area for businesses



Temporary street furniture in St. George Drive



ALDGATE
CONNECT

