

# HIGH STREET 2012





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High Street 2012 is an ambitious project to improve and celebrate one of London's great high streets. This ribbon of London life is both everyday and remarkable. It is historic and modern, and constantly evolving. The project aims to reconnect places and communities, making this high street a place Londoners can share with the world during the Olympics and beyond.

The high street connects the City to Stratford and is part of the Olympic and Paralympic marathon route. While it runs through some of the most disadvantaged neighbourhoods in the capital and is dominated by heavy traffic, it also passes through some of the most culturally diverse and historically rich areas of London, with a wonderful range of existing buildings, streets, markets, waterways and many parks and green routes.

We want to build on the strengths of this street, transform perceptions of the area, encourage positive change and stimulate investment.

## VISION

Our vision is to create a thriving high street of which London can be proud, and which the world will admire; where there is a balance between pedestrians and other road users, where people and places are connected, where locals and visitors want to be, and where there is a sense of history, diversity, community, fun and well being.

## OBJECTIVES

**1\_ To create a thriving high street** by reinforcing the distinctive character of the places along the route, by creating places for people to slow down, stop and socialise as well as pass through and by balancing the needs of road users and pedestrians.

**2\_ To create a connected street** by enhancing natural flows along and across the street,

removing barriers to make it easier for everyone using the street to move around and find their way. To create a safer, cleaner more attractive environment.

**3\_ To create a healthy street** by increasing opportunities for walking and cycling, by forming green oases and active spaces along the way, improving links to sport and leisure facilities and encouraging options for healthy living.

**4\_ To celebrate the street** and reveal its social and cultural richness by enhancing historic buildings and spaces, and supporting active social projects and events to bring the street to life before, during and after the Olympic and Paralympics games.

These objectives will be realised through a combination of overall street actions that can apply to the whole street and eight area based initiatives.



High Street 2012 is part of a continuous spine running through London from Oxford Street to Romford. It passes through two of London's Opportunity Areas. These have been recognised as places where deprivation can be tackled and sustainable development achieved. Between them, they should accommodate up to 130,000 jobs and to at least 35,000 new homes.



## OVERALL STREET ACTIONS

**Repair, improve and reinstate** historic buildings to celebrate the street's heritage and strengthen the character of the place

**Create a 'green thread'** by enhancing clusters of green along the street, from green spaces and tree planting to green walls and roofs. Support community gardening and other local green projects.

**Involve local communities** in delivering a range of projects that will celebrate and promote the high street, helping to change people's perceptions. Some will have tangible physical outcomes, others will have a social focus.

**Light up the High Street** to bring it to life. Work with artists and designers to develop lighting for the street's carriageways and pavements. Create special lighting for key spaces and destinations such as parks, markets and historic buildings.

**Improve surfaces for pedestrians** using materials which complement local character and features. Create a new cycleway with bikes to hire along parts of the route.

**Transform wayfinding** by complementing signage with more subtle and intuitive interventions that use existing features of the streetscape to provide a sense of direction and point to places of interest, both obvious and hidden.

**De-clutter the street** by removing unused signage, railings and street furniture to make it more attractive and easier to navigate.

## AREA BASED INITIATIVES

**Aldgate**  
Improving the gateway to High Street 2012 from the City

**Whitechapel**  
Enriching this historic area of immense diversity and intense activity

**Mile End Waste**  
Creating a green oasis on the edge of a former historic common

**Ocean Green**  
Providing a place where people can pause and rest and play

**Mile End Intersection**  
Improving access to the park and canal

**Bow and the Flyover**  
An improved pedestrian environment and links to waterways

**Greenway**  
Revealing and celebrating the Lea Valley and providing easy access to the waterways

**Stratford DLR**  
Improving connections to the Olympic Park and Stratford town centre, and creating a new crossing to the DLR



## **DELIVERY AND NEXT STEPS**

High Street 2012 is a complex and ambitious project that will deliver improvements in the short, medium and long term. The vision will guide future projects and help attract funding to deliver them.

To find out more please go to [highstreet2012.com](http://highstreet2012.com)

Some things are already happening:

- \_A new park at Braham Street in Aldgate
- \_Enhancements to heritage buildings
- \_Public realm improvements to Stratford High Street

The High Street 2012 partners, which include Tower Hamlets Council, Newham Council, London Development Agency and Design for London, TFL, LTGDC and English Heritage will continue their collaboration to deliver the vision.

Already many local residents, stakeholders and partners have contributed to the development of the vision, and this partnership work will continue as individual projects get worked up in more detail.

***High Street 2012 will significantly improve places along the route for existing communities, and create a sought-after destination for those that want to be close to the action in 2012***

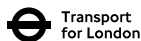
*Luffur Rahman  
Leader of Tower Hamlets Council*

***This is a welcome project to improve an important route through East London***

*Sir Robin Wales  
Newham Council*

***It's fitting that there will be a wonderful, vibrant avenue leading to London's 2012 legacy in the east of the city***

*Boris Johnson  
Mayor of London*



# HIGH STREET 2012

## ALDGATE: A FITTING GATEWAY TO HIGH STREET 2012

A new park at Braham Street. An improved, more accessible, well lit Altab Ali Park. Restored historic buildings opposite the newly refurbished Whitechapel Gallery. Better pedestrian links to Brick Lane.

## WHITECHAPEL: A HISTORIC AREA OF IMMENSE DIVERSITY AND INTENSE ACTIVITY

Refurbished accent lit heritage buildings. Improved pedestrian routes and crossings, including north-south links connecting the Royal London Hospital with the future Crossrail station. Decluttering and removal of railings. Improvements to the market. Encouragement of night time uses.

## OCEAN GREEN: A PLACE WHERE PEOPLE CAN PAUSE, REST AND PLAY

A new linear park. New seating, planting and lighting. A community café building fronting onto the main road. The potential to develop community gardens. Better pedestrian connections.

## BOW AND THE FLY-OVER: IMPROVED PEDESTRIAN ENVIRONMENT AND LINKS TO THE WATERWAYS

Potential major public art commission. Refurbish and accent light buildings. Pedestrian crossings across the roundabout and long term removal of flyover to extend the high street between Bow and Stratford.

## GREENWAY: REVEAL AND CELEBRATE THE LEA VALLEY AND EASY ACCESS TO THE WATERWAYS

Improved access to the canal and waterside development. Enhanced lighting and pedestrian crossing. Restore sense of Lea Valley crossing.

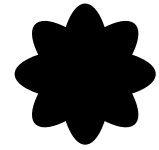
## STRATFORD HIGH STREET AND A NEW CROSSING TO THE STATION

Improve connections between the DLR station, the Olympic Park and new shopping areas. Refurbish and accent light heritage buildings. Explore removal of bus lanes after 2012.

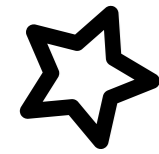
## OVERALL STREET ACTIONS



Repair, improve and reinstate historic buildings to celebrate the street's heritage and create a better sense of place.



Create a 'green thread' by enhancing clusters and clumps of green along the street, from green spaces and tree planting to green walls and roofs. Support community gardening projects to contribute to greening the street.



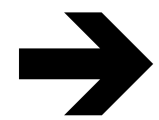
Involve local communities in High Street 2012 through a range of projects, some with physical outcomes and others which have a social focus.



Light up the High Street to bring it to life. Working with artists and designers, develop lighting for the high street's carriageways and pavements, and create special lighting for key spaces and destinations such as parks, markets and historic buildings.



Improve surfaces for pedestrians using materials which complement local character and features. Create a new cycleway with bikes to hire along parts of the route.



Transform wayfinding by complementing signage with more subtle and intuitive interventions that use existing features of the streetscape to provide a sense of direction and point to places of interest — both obvious and hidden.



Declutter the street by removing unused signage, railings and furniture to make it more attractive and easier to navigate.

