

Cultural Planning Framework City of London Report

ED-CAV2

Part 1
Cultural Ecosystem Mapping and Focal Areas

JANUARY 2024

Publica

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The Cultural Planning Framework

OVERVIEW

In April 2023, Publica and TJ Culture were appointed by the City of London to develop a Cultural Planning Framework (CPF), a mechanism to define and control the cultural provision of a development. The CPF has been developed as a cross-departmental project to enable the City Corporation to use its planning system to better orchestrate how culture is delivered across the Square Mile by developers of major schemes (>1,000 sqm). The CPF seeks to establish a fair system that is controllable and defensible, with enough flexibility to allow space for developers to develop their approach towards cultural contribution.

The CPF is not a cultural strategy for the City of London but contains elements that might usefully contribute to the development of a cultural strategy in the future. It has not been designed to suggest a City-wide cultural vision or objectives, nor does it propose a timeline for recommended cultural actions. While proactively concerned with putting procedures in place, establishing benchmarks and lifting the quality of practice, the CPF is aimed at developer-led activity on major schemes to deliver the outcomes envisaged.

The CPF creates an evidence base and set of recommendations that can underpin the production of new planning guidance for culture to be introduced to complement the City Plan 2040. Data and content developed by the CPF has the potential to contribute towards any future cultural strategy that the City Corporation may produce in the future. The CPF provides:

- a researched spatial/cultural framework;
- guidance to planning officers about what is required from the process, including Culture and Vibrancy Plans and financial contributions;
- clarity and good practice guidance to developers;
- a system for capturing impact and value.

About the project

THE PROBLEM

While we recognise culture is important in renewing the City's offer as a destination for workers, visitors and residents, **we currently don't know what we want Cultural Plans to contain, and we don't know what kinds of cultural uses and activities we want to encourage, and where.**

THE RISK

The risk is to be **delivering spaces which are not fit for purpose and the missed opportunity of external investment** into something of real value to meet the objectives of the City Corporation taskforce reports, including the Lord Mayor's Culture and Commerce Taskforce.

THE GOAL

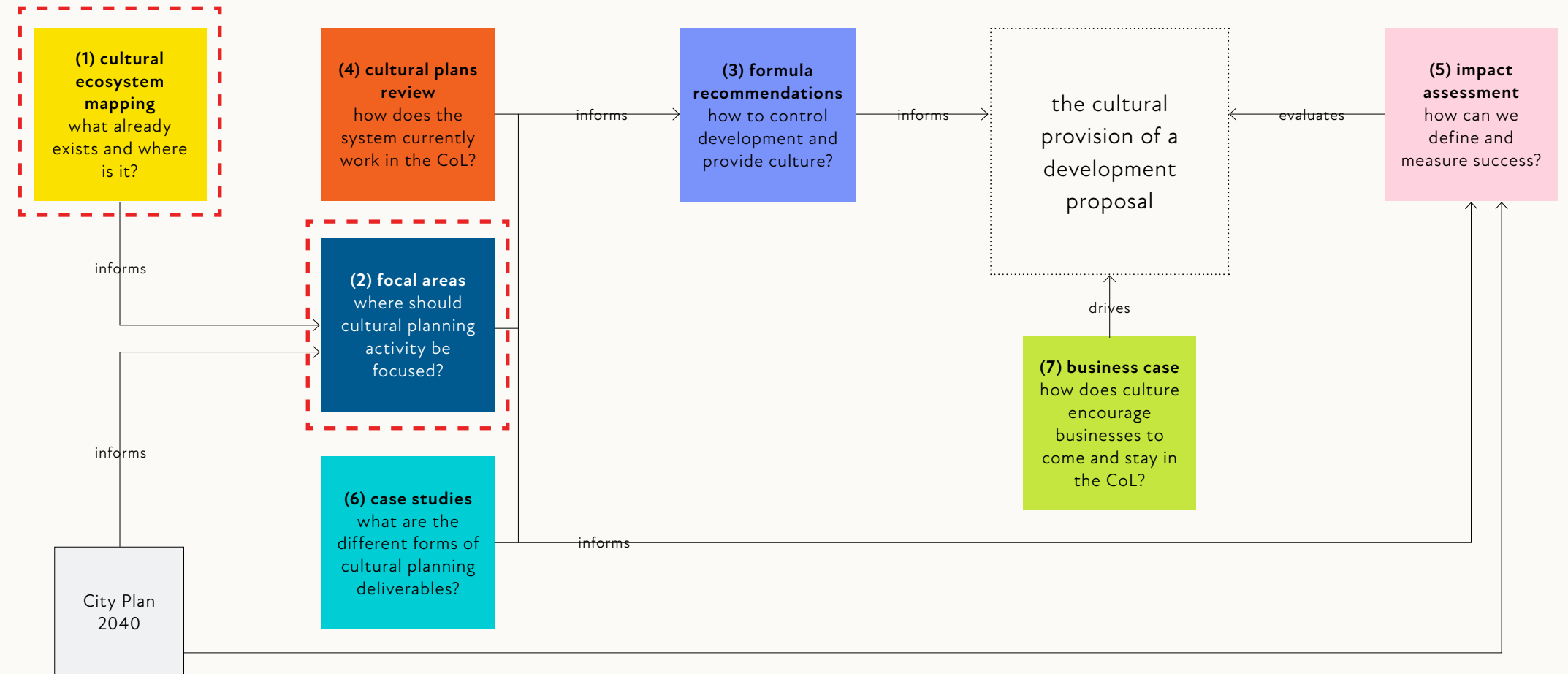
Providing City **planning officers and developers** with **clear details of the cultural deliverables** we expect to secure through our planning system **in support of Destination City.**

The Cultural Planning Framework

WORKSTREAMS

The CPF has been developed based on the following components:

1. Creation of a digital **Cultural Ecosystem Mapping** that locate cultural assets and ‘cultural contributors’.
2. **Focal Areas** and ‘Cultural Character Plans’ for the City’s diverse neighbourhoods identifying how cultural planning can support the cultural development of each area.
3. A recommended **formula** to enable negotiations with developers around cultural contributions to be made within a fair and consistent framework.
4. Recommendations as to the structure and components of **Cultural Plans** that the City Corporation will require in the future.
5. Proposal of a light touch monitoring system to enable measurement and analysis of the **impact** of cultural planning in the City.
6. Provision of **case studies** that demonstrate quality and a directory of links to good practice in cultural planning.
7. Engagement with developers to strengthen the **business case** for cultural planning and to ensure that this approach supports industry perceptions of the need to invest in culture to support commercial interests and ESG agendas.



This report focuses on workstreams 1 and 2. Workstreams 3-7 are discussed in accompanying reports Parts 2 and 3.

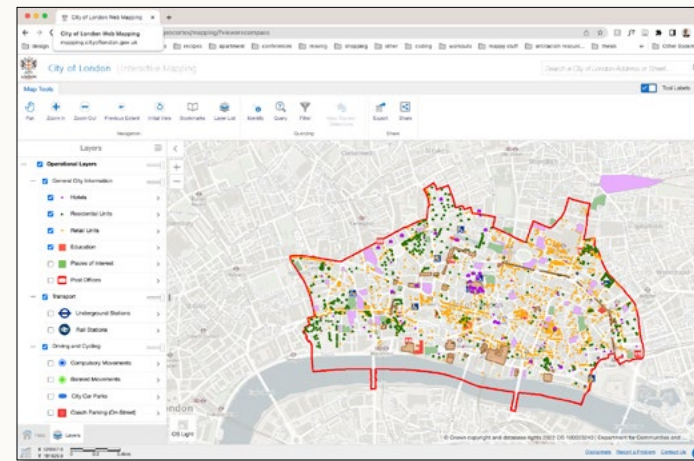
Cultural Planning Framework outputs

TOOLS FOR OFFICERS AND DEVELOPERS

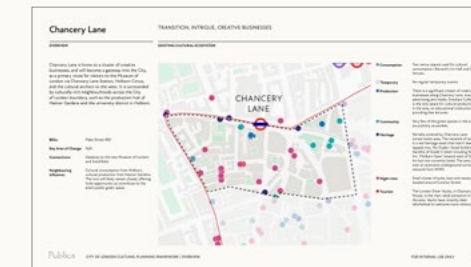
A series of tools has been developed to support both officers and developers in their negotiations of cultural contributions:

1. a thorough and detailed mapping of the Square Mile's assets nearing completion with data amassed for inclusion in the CityMaps online platform and in Compass, the Planning Division's tool used to inform planning application negotiations.
2. Cultural Character Plans for nine areas that cover the entire Square Mile, and include detailed notes on existing cultural offer, forces of change, priorities for future developments, and suggested cultural contributions tailored to each area.
3. research and development of detailed formula intended to guide the scale of cultural contribution and to be applied to developer negotiations within a demonstrably fair and consistent framework.

Cultural mapping



Focal areas and cultural character plans

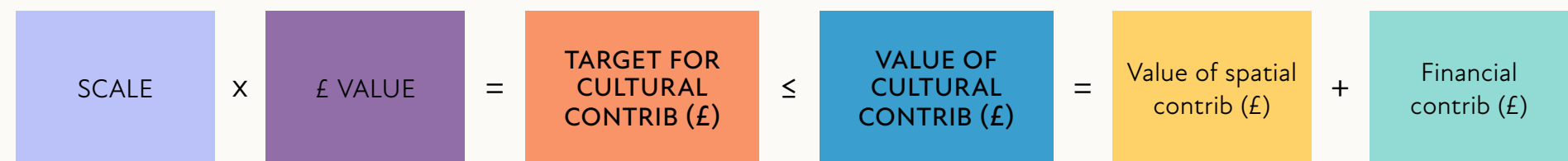


Page 1: overview and existing cultural ecosystem



Page 2: opportunities and priorities

Formula



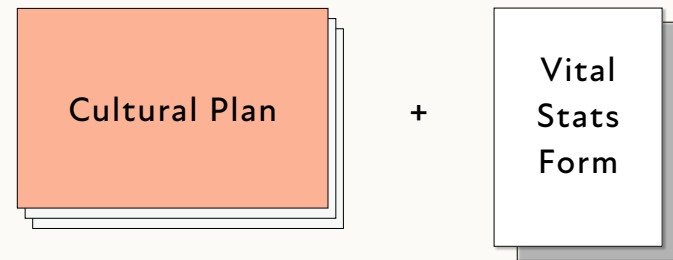
Cultural Planning Framework outputs

TOOLS FOR OFFICERS AND DEVELOPERS

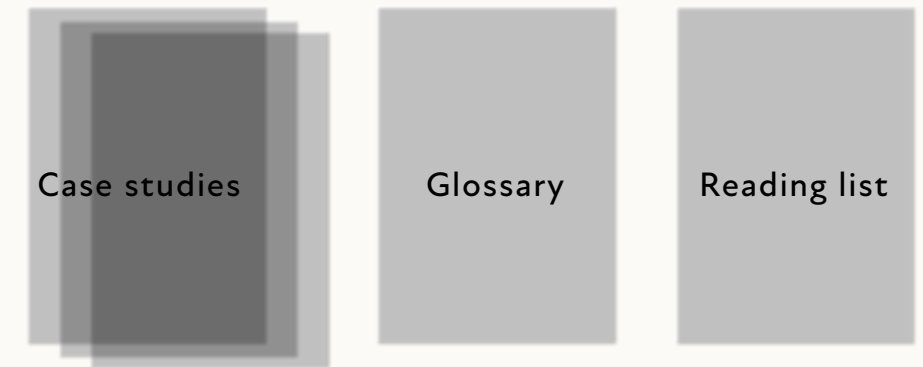
A series of tools has been developed to support both officers and developers in their negotiations of cultural contributions:

4. recommendations regarding structure and components of Cultural Plans based on an analysis of 20 Cultural Plans submitted to the City Corporation by developers since 2020.
5. compelling examples of spatial contributions in commercial development projects from around the world, together with a short glossary and recommended reading list.
6. outline information on the impact measurement model which combines with existing and planned Destination City and City planning data collection procedures.
7. feedback from developers and planning agents that broadly recognises this agenda and provides further steer on how to make any new City Corporation policies and processes clear and helpful.

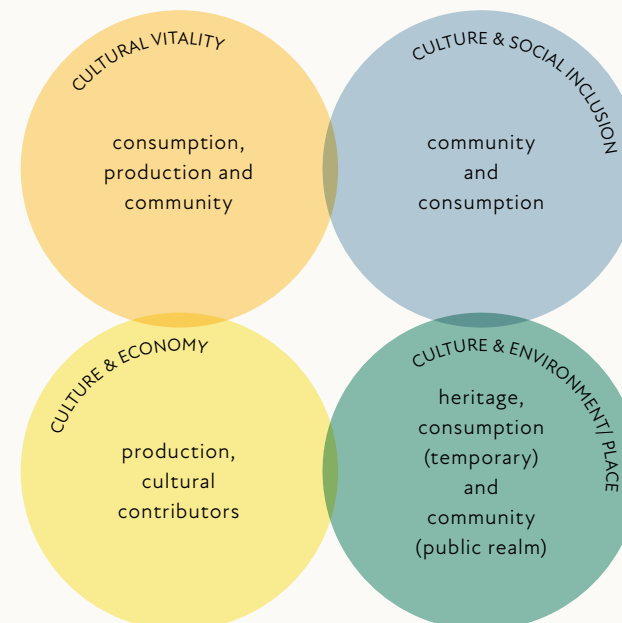
Content and structure of cultural documents for planning submission



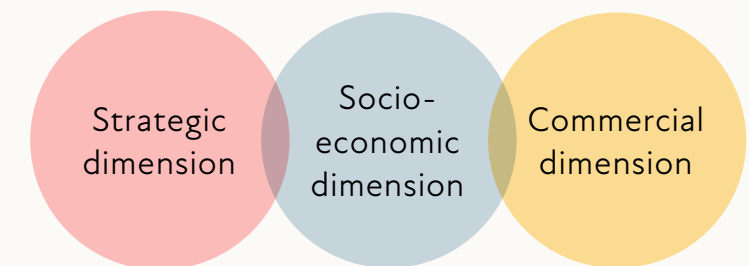
Case studies



Impacts measurement framework

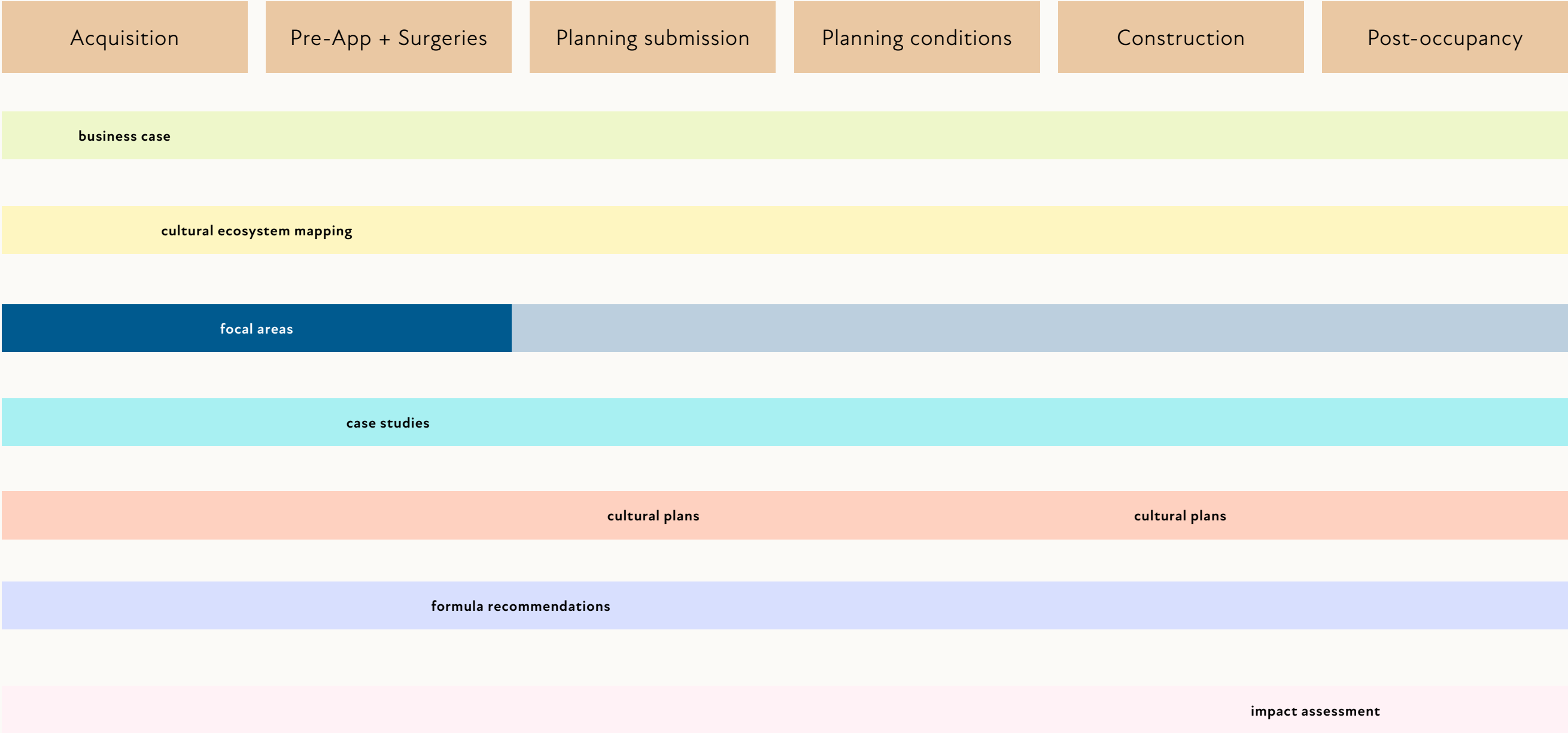


Business case and takeaways from developer conversations



CPF alongside the planning process

TOOLS TO BE USED TO ENSURE A STRUCTURED, PRODUCTIVE, AND DEFENSIBLE PROCESS



01

Cultural Ecosystem Mapping

Mapping cultural infrastructure and contributors

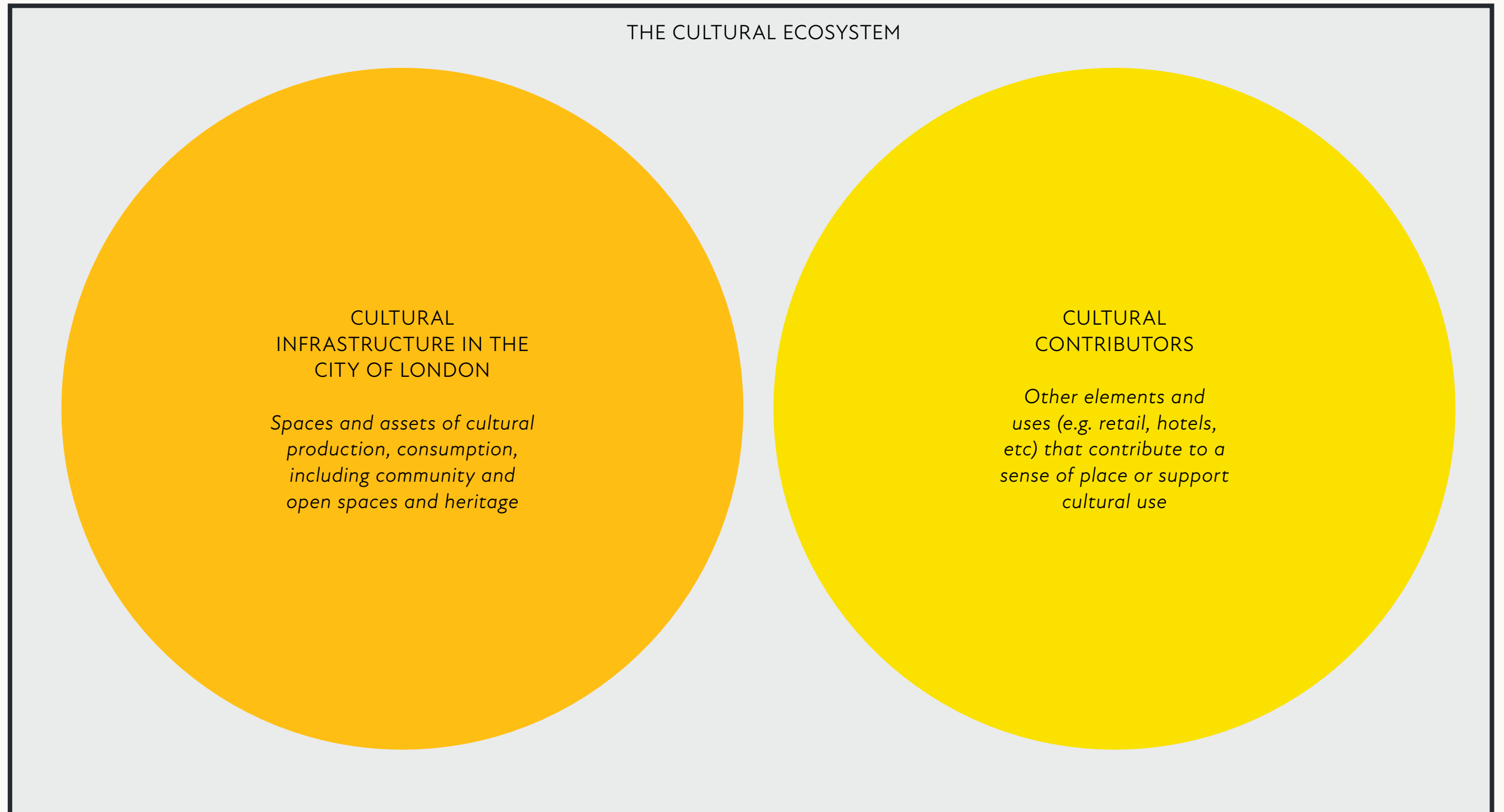
- 1 Final outputs: cultural ecosystem definition and mapping
- 2 Process and methodology
- 3 Recommendations

01 Final outputs

CULTURAL ECOSYSTEM DEFINITION
AND MAPPING

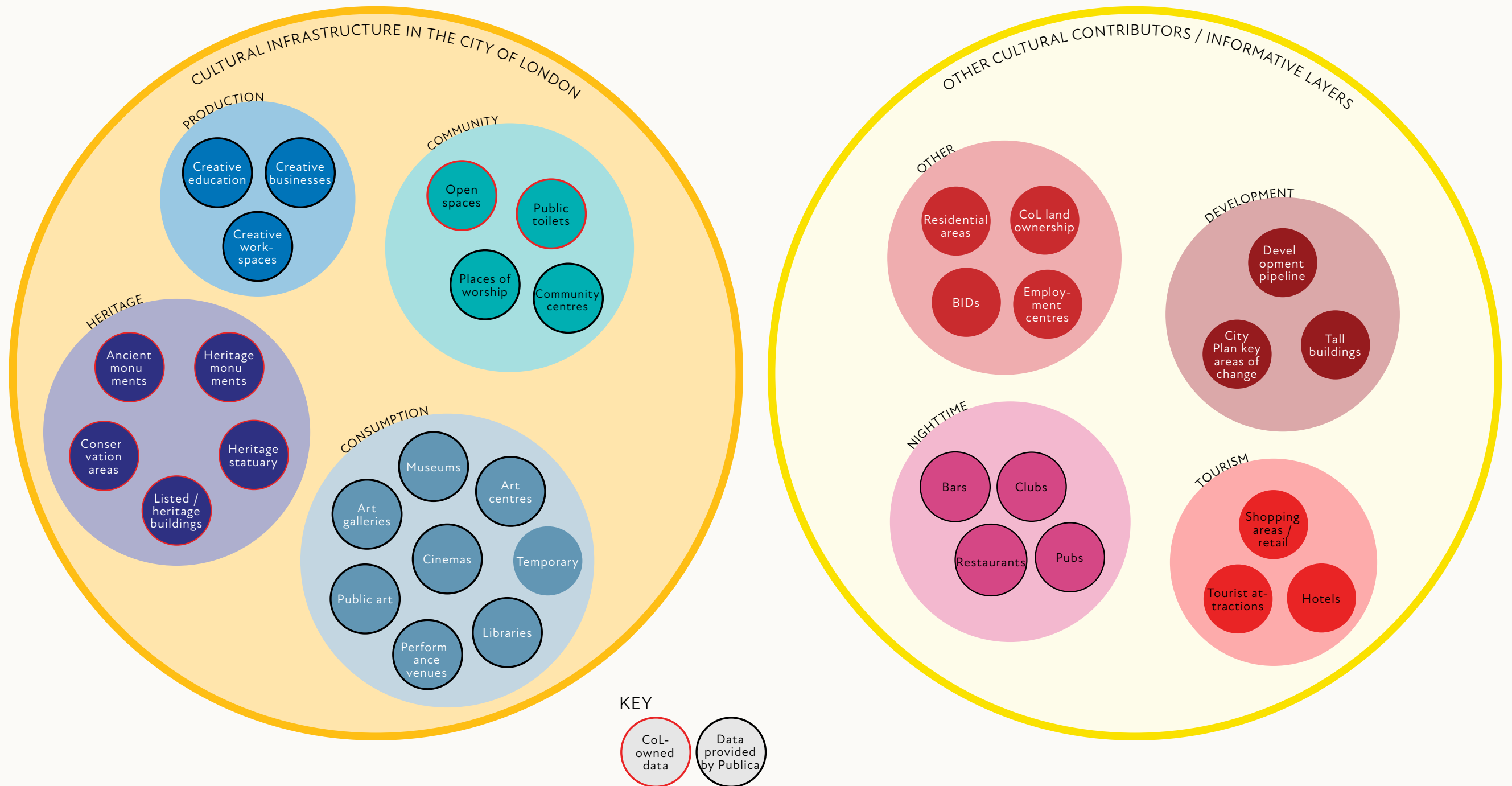
Defining a cultural ecosystem

Culture is infamously difficult to define, and spatial data is infamously and unforgivingly precise; in some ways, it's a fool's errand to attempt to use such a precise instrument to describe something ineffable. Our notion of the "cultural ecosystem" allowed for a broad definition of culture, while retaining the specificity that a mapping exercise requires. The notion of cultural contributors acknowledges that a neighbourhood's cultural character is driven not only by museums and creative workspaces, but also by local shops, its nightlife and restaurants. It also more firmly connects this process to the Destination City effort, which has a broader focus than just culture. These uses, with the Cultural Infrastructure, create the City of London's "Cultural Ecosystem."



Defining a cultural ecosystem

Publica defined cultural infrastructure based on existing frameworks and categorisation methods, while adding some types that could capture the specific conditions of culture in the City of London. Distinguishing between spaces of cultural production and those of consumption is an industry-wide approach to understanding cultural uses. Introducing a higher-level of categorisation (spaces of cultural production, spaces of cultural consumption, heritage features and places, and community uses and spaces) allowed for more general takeaways about the relative location of certain types of culture to each other. It also allowed for some elements that are unique to the City of London (namely its heritage and its public spaces) to be elevated to more prominent positions in the cultural landscape; these types of uses can often get lost amongst more than 20 different cultural categories. Within these four general categories were placed the types that will be familiar from the GLA categorisation.



CULTURAL INFRASTRUCTURE

● Consumption

(Archives, Art Gallery, Cinema, Cultural Centre, Event Venue, Library, Museum, Performance Venue)

● Production

(Creative Business, Education, Creative Workspace)

● Community

(Place of Worship, Charity, Community Centre, City-owned and other public toilets)

■ Open spaces

(Greenspaces, Cemeteries/ churchyards, Parks and Gardens, Provision for Children, Outdoor sports, Primary/ Secondary Civic Spaces, Roofs: Full public access and Partial public access)

● Heritage

(Heritage monuments, Livery halls, Heritage buildings and bridges, Scheduled ancient monuments, Heritage statuary; Listed buildings and Conservation areas not shown here)

CULTURAL CONTRIBUTORS

● Night time

(Restaurants, Bars, Nightclubs)

● Tourism

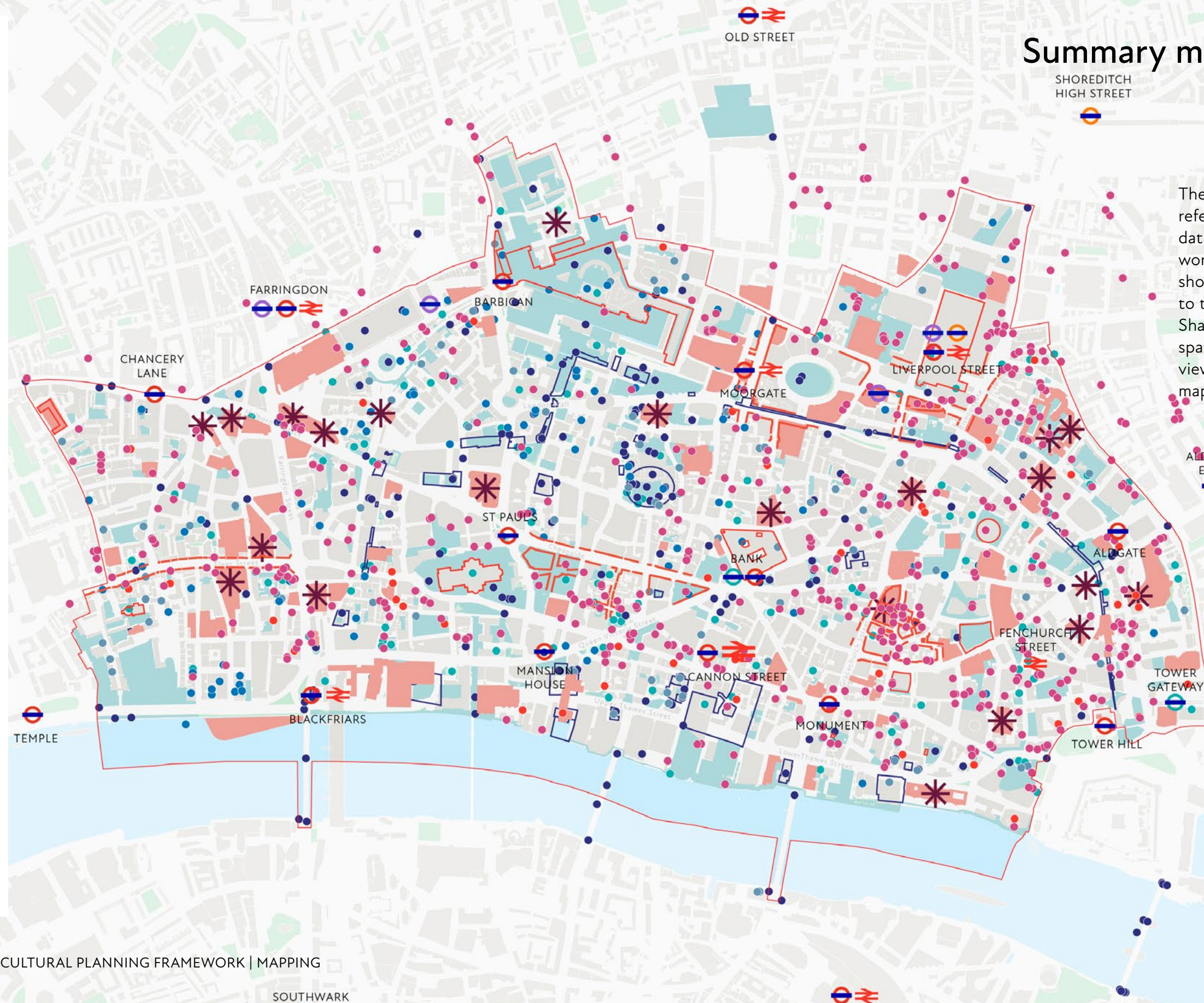
(Top 10 sights, Hotels)

■ Development pipeline

* Cultural Plans

Summary map for reference

The map shown here is for reference only, to show the data we collected as part of this workstream. The shapes and points shown here have all been delivered to the Corporation in the form of Shapefiles, a file type that stores spatial information. The data is viewable on the City's interactive mapping platform.



Summary table of data layers and subcategories

11/08/2023, 17:01 Datasets

#	Type	Deliverable description	Meta-Category	Subtype
Category: (Empty)				
1				
Category: Cultural consumption				
2	Art gallery	Part of .shp from Publica	Cultural Infrastructure	/
3	Performance venue	Part of .shp from Publica	Cultural Infrastructure	Music / Theatre
4	Public art	Part of .shp from Publica	Cultural Infrastructure	/
5	Cinema	Part of .shp from Publica	Cultural Infrastructure	/
6	Archives	Part of .shp from Publica	Cultural Infrastructure	/
7	Cultural centre	Part of .shp from Publica	Cultural Infrastructure	/
8	Museum	Part of .shp from Publica	Cultural Infrastructure	/
9	Library	Part of .shp from Publica	Cultural Infrastructure	/
10	Event venue	Part of .shp from Publica	Cultural Infrastructure	Livery company hall / Other
Category: Cultural production				
11	Education	Part of .shp from Publica	Cultural Infrastructure	/
12	Creative business	Part of .shp from Publica	Cultural Infrastructure	Architecture Studio / Audio Visual Broadcasting / Crafts and Trade / Fashion Design / Graphic Design / Media, Marketing and Advertising / Performing Arts / Professional Support / Publishing / Tourism
13	Creative workspace	Part of .shp from Publica	Cultural Infrastructure	Artist Studio / Coworking / Recording Studio

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11/08/2023, 17:01 Datasets

#	Type	Deliverable description	Meta-Category	Subtype
Category: Community				
14	Community Centre	Part of .shp from Publica	Cultural Infrastructure	/
15	Places of worship	Part of .shp from Publica	Cultural Infrastructure	/
16	Public toilet	CoL owned (group with .shp from P...	Cultural Infrastructure	City of London / Community Toilets (categorised by "Type" attribute)
17	Roofs	CoL owned (group with .shp from P...	Cultural Infrastructure	Full public / None / Occupants and Tenants / Partial Public (categorised by "Public Access" attribute)
18	Open Spaces	CoL owned (group with .shp from P...	Cultural Infrastructure	Amenity Greenspaces / Cemeteries and Churchyards / Green Corridors / Natural and Semi-Natural Green Spaces / Other or Private Under Construction / Outdoor Sports Facilities / Parks and Gardens / Primary Civic Spaces / Provision for Children and Young People / Secondary Civic Spaces (categorised by "Typology" attribute)
19	Charity	Part of .shp from Publica	Cultural Infrastructure	/
Category: Heritage				
20	Conservation area	CoL owned (group with .shp from P...	Cultural Infrastructure	/
21	Listed building	CoL owned (group with .shp from P...	Cultural Infrastructure	Grade I / Grade II* / Grade II
22	Heritage Buildings	CoL owned (group with .shp from P...	Cultural Infrastructure	/
23	Heritage Monuments	CoL owned (group with .shp from P...	Cultural Infrastructure	/
24	Scheduled Ancient Monuments	CoL owned (group with .shp from P...	Cultural Infrastructure	/
25	Heritage Statuary	CoL owned (group with .shp from P...	Cultural Infrastructure	/

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11/08/2023, 17:01 Datasets

#	Type	Deliverable description	Meta-Category	Subtype
Category: Tourism				
26	Principal shopping centre/ high street	CoL owned (group with .shp from P...	Cultural Contributor	/
27	Hotels	CoL owned (group with .shp from P...	Cultural Contributor	/
28	Tourist attractions	CoL owned (group with .shp from P...	Cultural Contributor	/
Category: Night time				
29	Bar	.shp from Publica (TBC)	Cultural Contributor	/
30	Pub	.shp from Publica (TBC)	Cultural Contributor	/
31	Nightclub	.shp from Publica (TBC)	Cultural Contributor	/
32	Restaurant	.shp from Publica (TBC)	Cultural Contributor	/
Category: Other				
33	BID boundary	CoL owned (group with .shp from P...	Cultural Contributor	/
34	Employment population density	.shp from Publica (TBC)	Cultural Contributor	/
35	Residential population density	.shp from Publica (TBC)	Cultural Contributor	/
36	CoL ownership boundary	CoL owned (group with .shp from P...	Cultural Contributor	/
Category: Development				
37	City Plan Key Areas of Change	CoL owned (group with .shp from P...	Cultural Contributor	/
38	Development pipeline	CoL owned (group with .shp from P...	Cultural Contributor	Under construction / Permitted
39	Tall buildings	CoL owned (group with .shp from P...	Cultural Contributor	/

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02 Process and methodology

METHOD STATEMENT

- Defined the Cultural Ecosystem, comprised of Cultural Infrastructure and Cultural Contributors.
- Accessed the three existing cultural infrastructure datasets (two from the City of London, and one from the GLA), as defined by the project brief.
- Accessed additional spatial data via the City's spatial database.
- Converting spatial filetypes (.kmz) into tabular data (.csv).
- Processed these files: combined three CSVs into a single one, removed duplicate entries, added new category information.
- Using data from Open Street Map, from field surveys, and business registries, added a significant number of datapoints to these categories.
- Geocoded each feature in the dataset.
- Loaded into QGIS, and wrote metadata for each of the four files.
- Exported as spatial filetype (.shp)

Process and methodology overview

Overview

Over a three-month period, from May 2023 through July 2023, Publica went through a process of curating, cleaning, and building a spatial dataset that represents the cultural landscape of the City of London, as part of the Cultural Planning Framework project. Publica built this dataset using existing data from the Greater London Authority, the City of London, Open Street Maps, and extensive surveying in the field. While much time and effort went into creating the dataset, it does not pretend to be exhaustive or definitive. Rather, it represents a snapshot of cultural landscape in 2023. Even in its imperfect form, this dataset is intended to be a resource, for both the Corporation's planners and for developers and their teams working in the Square Mile. To remain a resource, and to even grow more useful with time, it must be maintained, added to, and periodically updated. Regular maintenance of the dataset is vital to its ongoing success.

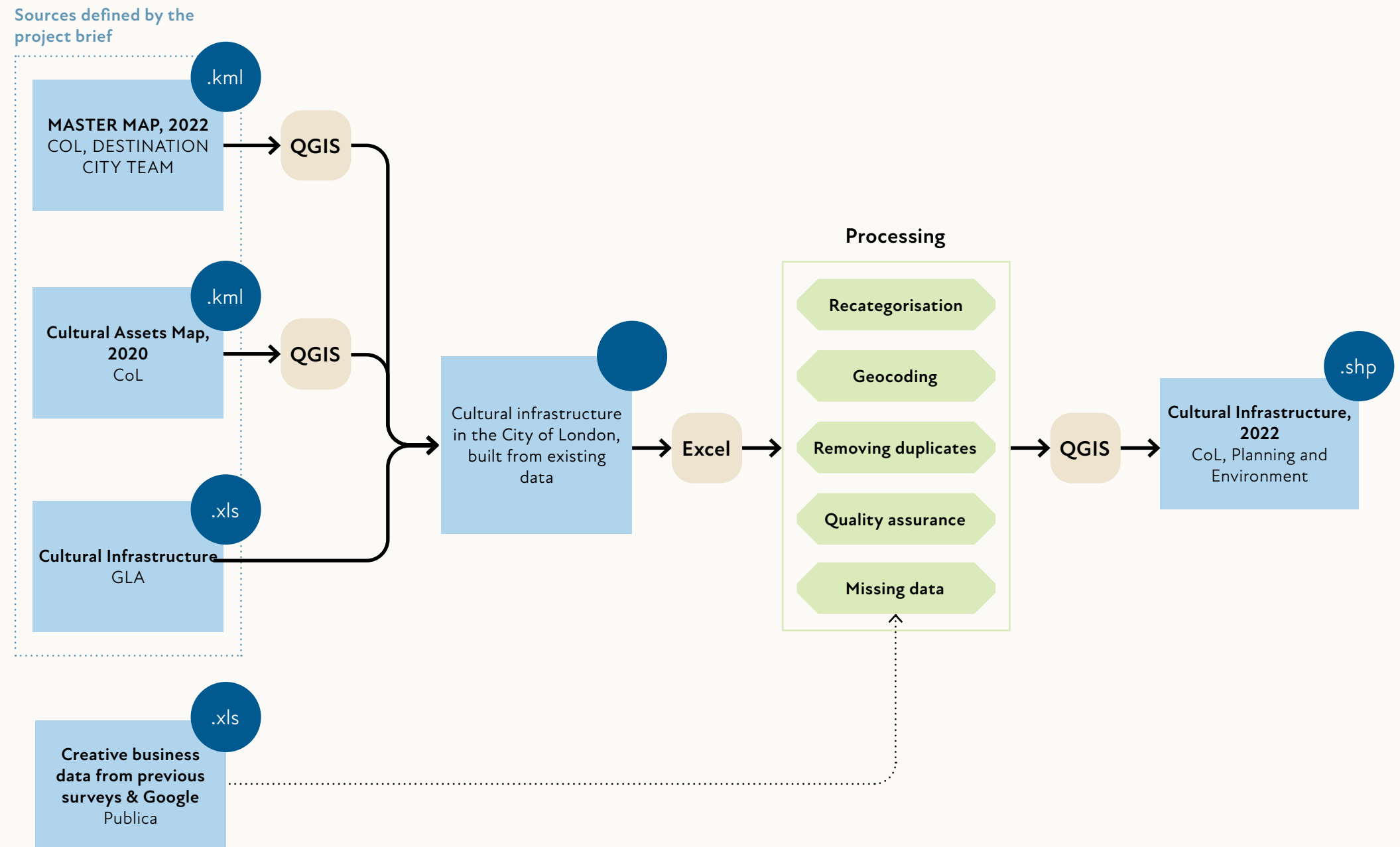
Ongoing maintenance and updates

The dataset should be reviewed and updated every 6 months to ensure continued relevance and accuracy.

Processing overview

PROCESS AND METHODS FOR CREATING THE CULTURAL INFRASTRUCTURE DATASET

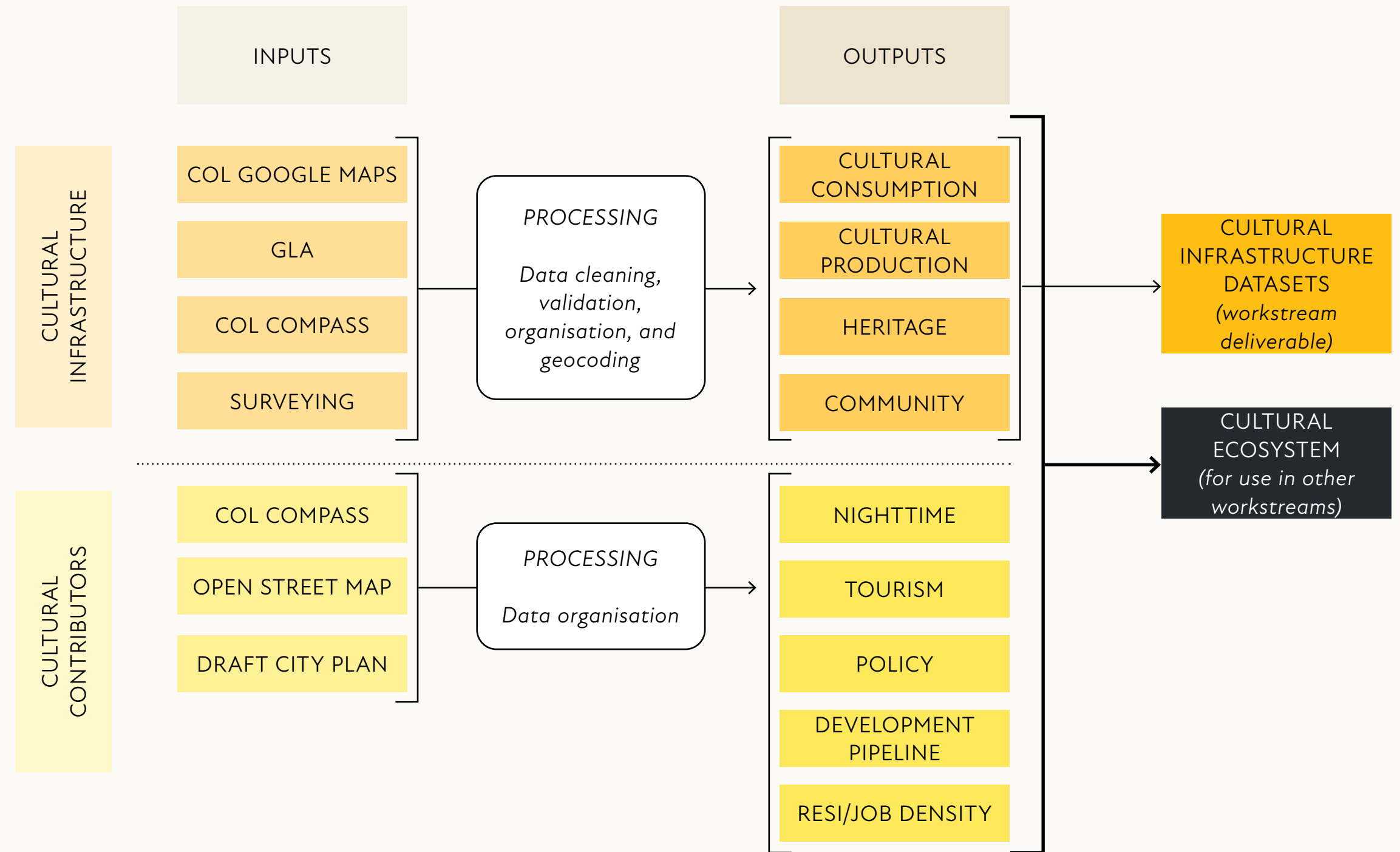
Building a dataset from multiple previous datasets, each with different categorisation methods and definitions of cultural infrastructure, presents a challenge in several areas: aligning categories across different datasets, managing different file types, different coordinate reference systems, and differing levels of specificity of attribute data. Publica began by accessing the three existing cultural infrastructure datasets (two from the City of London, and one from the GLA), as defined by the project brief, and converting spatial filetypes (.kml) into tabular data (.csv). The project team combined these three CSVs into a single one, and began to (1) remove duplicate entries and (2) add new category information. Each point in the final dataset includes information about its original source(s), ensuring a traceable lineage back to the map it came from. After combining the three source datasets in a single file, the first step of processing was to remove duplicates. Following this, the main task of the processing stage was recategorising the data into the categories that were established for this project, using both automated and manual methods. It became clear through this process that many points were missing from these datasets, particularly in the categories of creative businesses, public art, places of worship, and community centres. Using data from Open Street Map, from field surveys, and business registries, the team added a significant number of datapoints to these categories. Finally, each feature in the dataset was geocoded. Where coordinate data was missing, the team used a tool that converts postcodes, address information, and latitude/longitude coordinates into British National Grid coordinates. The maps created by the City of London included some information about time-bound cultural events, festivals, and parades. These have not been included in the Cultural Infrastructure dataset files, as these events often change year to year, happening in different places around the City. For ease of maintenance and updating, Publica recommended that these are tracked and managed in a calendar or list format, rather than in a spatial file. A note about attributes: the majority of the time processing this data was spent cleaning and organising the data, rather than adding attribute information (e.g. location description, website, other information). This information should be added on an ongoing basis as part of the maintenance programme for these datasets.



Process and intended use of outputs

The Cultural Infrastructure Dataset (along with all the data in the Cultural Ecosystem) is intended to be used as a resource throughout the cultural planning process for both planners within the Corporation and developers working in the City boundaries. Many layers that comprise the Cultural Ecosystem are already owned and managed by the City of London, and are housed on Compass for general use. These existing data layers have been indicated on Figures 1 and 5 with a neon outline.

All data layers in the Cultural Ecosystem (represented in the diagram by the smallest bubbles) should be grouped together on Compass. They should be grouped as follows: a group titled “Cultural Infrastructure” with sub-groups: Cultural Consumption, Cultural Production, Heritage, and Community; and a group titled “Cultural Contributors” with sub-groups: Tourism, Development, Night-time and Leisure, Other). There should be an option to style/easily and quickly visualise the data according to the subtypes within each type (i.e. the various types of creative businesses within the creative business type). The table on the following page has more information about this lowest-level of categorisation.



Categories of Cultural Infrastructure in the City of London

Publica defined cultural infrastructure based on existing frameworks and categorisation methods, while adding some types that could capture the specific conditions of culture in the City of London. Introducing a higher-level of categorisation (spaces of cultural production, spaces of cultural consumption, heritage features and places, and community uses and spaces) allowed for more general takeaways about the relative location of certain types of culture to each other. It also allowed for some elements that are unique to the City of London (namely its heritage and its public spaces) to be elevated to more prominent positions in the cultural landscape; these types of uses can often get lost amongst more than 20 different cultural categories. Distinguishing between spaces of cultural production and those of consumption is an industry-wide approach to understanding cultural uses. Within these four general categories were placed the types that will be familiar from the GLA categorisation.

GLA types of cultural infrastructure

Archives	Makerspace
Artists workspaces	Making & manufacturing for creative industries
Arts centres	Museums and public galleries
Cinemas	Music (office based businesses)
Commercial/private galleries	Music recording studios
Community centres	Music rehearsal studios
Creative co-working desk space	Music venues (all)
Creative workspaces	Music venues (grassroots)
Dance performance venues	Nightclubs
Dance rehearsal venues	Outdoor spaces for cultural use
Fashion design and manufacturing	Prop and costume making and hiring
Heritage at risk	Pubs
Jewellery design and manufacturing	Scheduled monuments
Large media production studios	Set and exhibition design and building
Legal street art walls	Skate parks
LGBT+ night time venues	Textile design and finishing services
Libraries	Theatre rehearsal studios
Listed buildings	Theatres
Live in artists' workspace	

Indicates categories of which there are occurrences in the City of London in the GLA dataset

City of London cultural and creative industries categories of cultural use

Arts & culture	Architecture
Archives	Commercial and private galleries
Listed buildings	Theatre
Pub	Heritage buildings
Scheduled monument	Library
Music venue	Museum
Music	Community centre / Service
Place of worship	Education
Dance	Heritage at risk
Jewellery design	Agency / Consultancy
Other	

Indicates categories that overlap with GLA categories

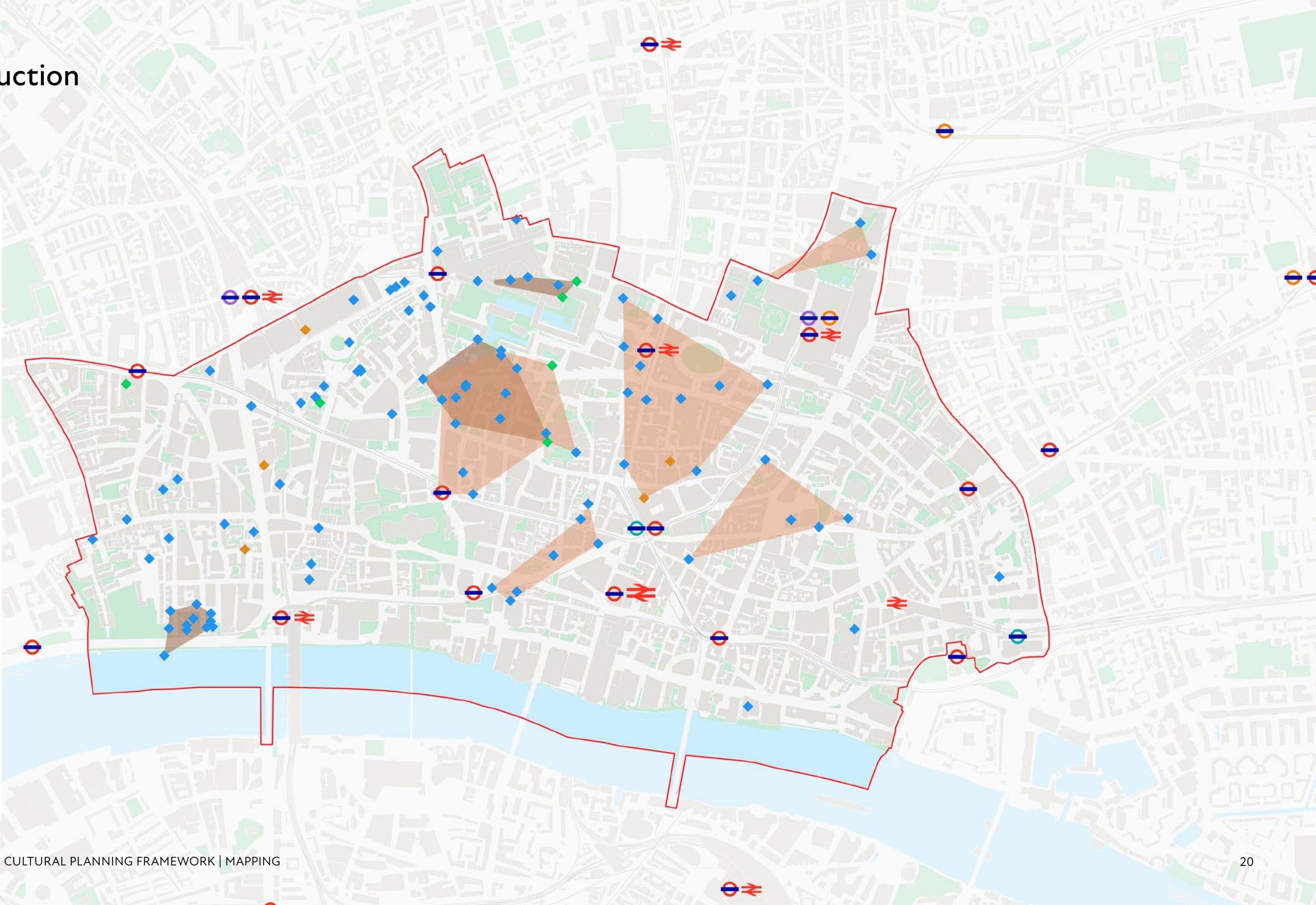
City of London Master Map categories of cultural use

Business
Culture and event spaces
People
Venues and open spaces

Clustering - Production

In the GIS software we used to process the spatial data (QGIS), we ran two different spatial statistic clustering scripts to study what patterns were emerging that may have escaped our own observation. The computer-observed clusters shown here do not take into account urban morphology, which we believe contributes to how any clustering pattern is understood. In other words, how the urban fabric and the sense of a cluster is experienced on the ground is not captured in these spatial analyses.

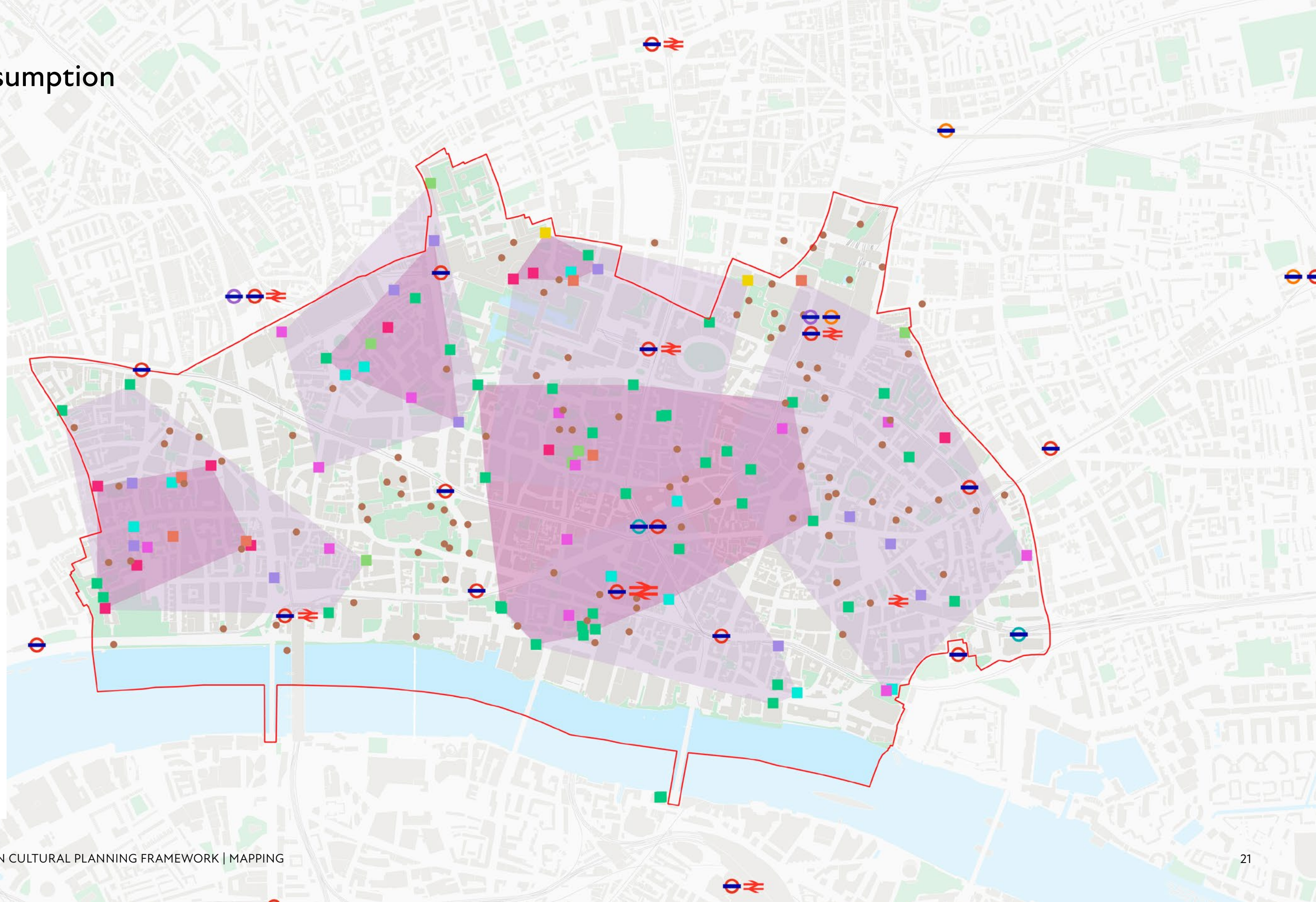
- ◆ Creative Business
- ◆ Education
- ◆ Creative Workspace
- K-Means clusters
- DBSCAN clusters



Clustering - Consumption

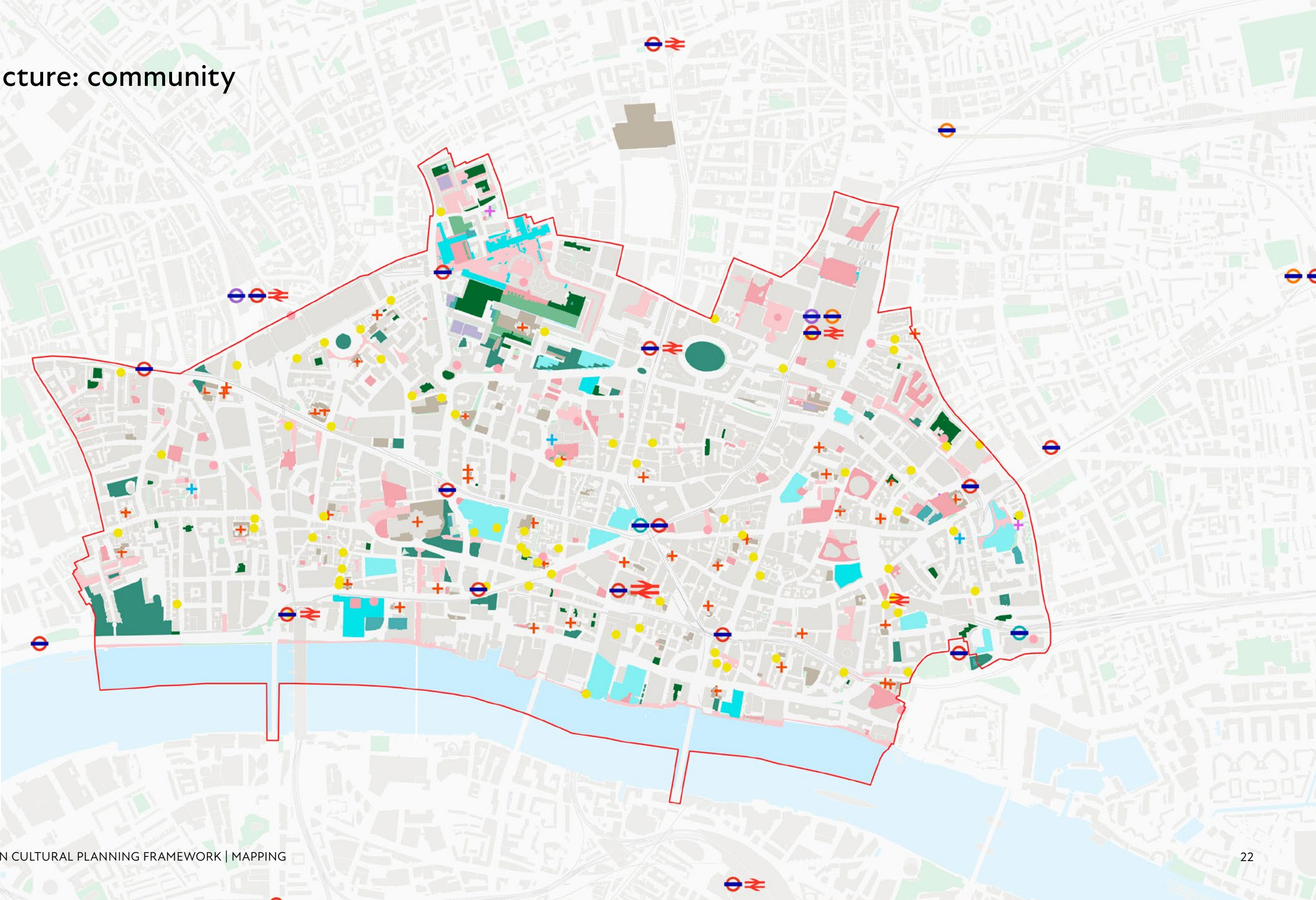
In the GIS software we used to process the spatial data (QGIS), we ran two different spatial statistic clustering scripts to study what patterns were emerging that may have escaped our own observation. The computer-observed clusters shown here do not take into account urban morphology, which we believe contributes to how any clustering pattern is understood. In other words, how the urban fabric and the sense of a cluster is experienced on the ground is not captured in these spatial analyses.

- Archives
- Art Gallery
- Cinema
- Cultural Centre
- Event Venue
- Library
- Museum
- Performance Venue
- K-Means clusters
- DBSCAN clusters



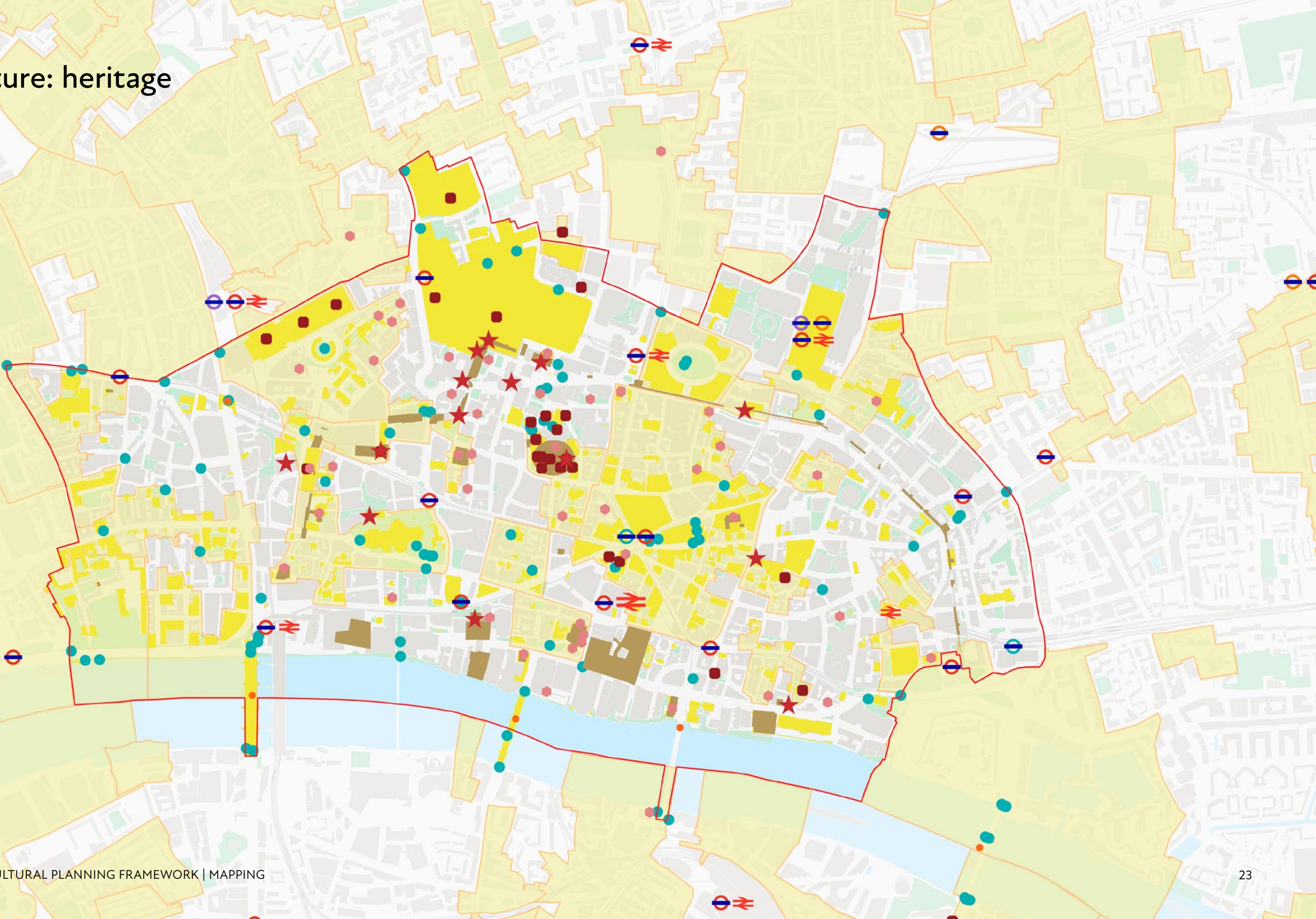
Cultural infrastructure: community

- City-owned public toilet
 - Other public toilet
 - + Charity
 - + Community Centre
 - + Place of Worship
- Open Spaces
- Amenity green spaces
 - Natural green spaces
 - Cemeteries / churchyards
 - Parks and Gardens
 - Provision for Children
 - Outdoor sports
 - Primary Civic Spaces
 - Secondary Civic Spaces
 - Roofs: Full public access
 - Roofs: Partial public access

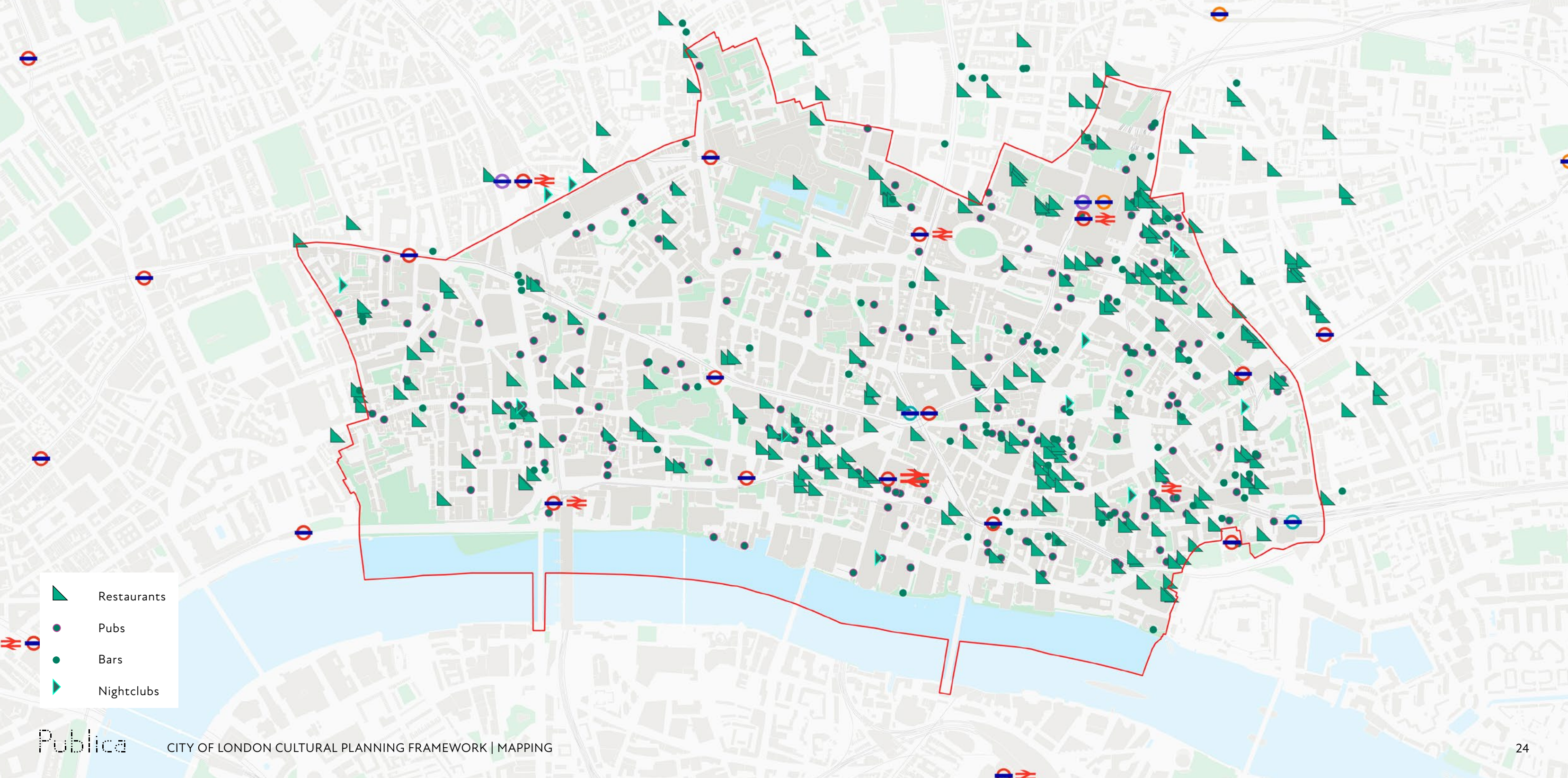


Cultural infrastructure: heritage

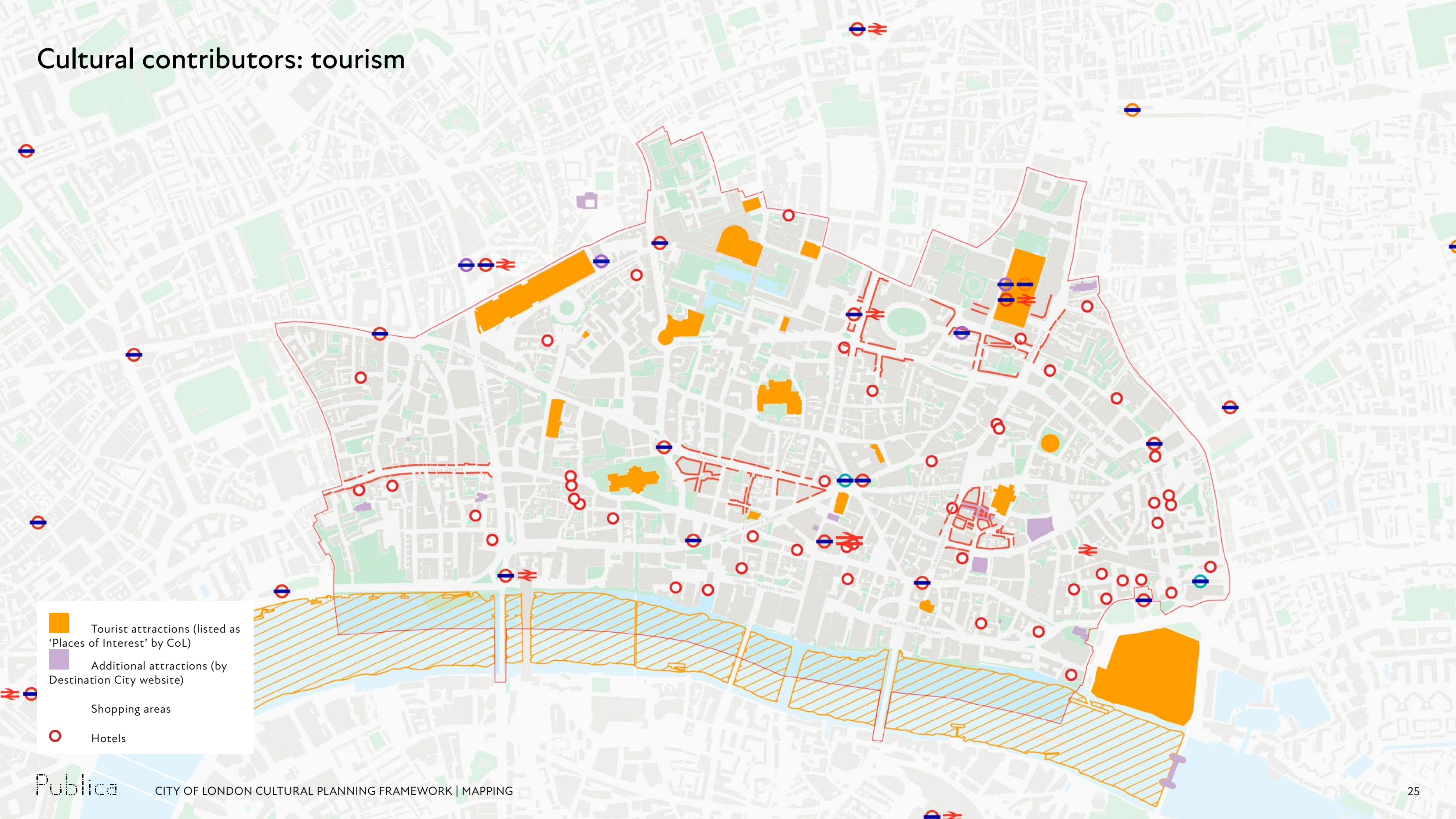
- Heritage Buildings
- Heritage Monuments
- Heritage Bridges/Viaducts
- Scheduled Ancient Monuments
- Livery Halls
- Heritage Statuary
- Listed Buildings
- Conservation Areas







Cultural contributors: leisure and night time

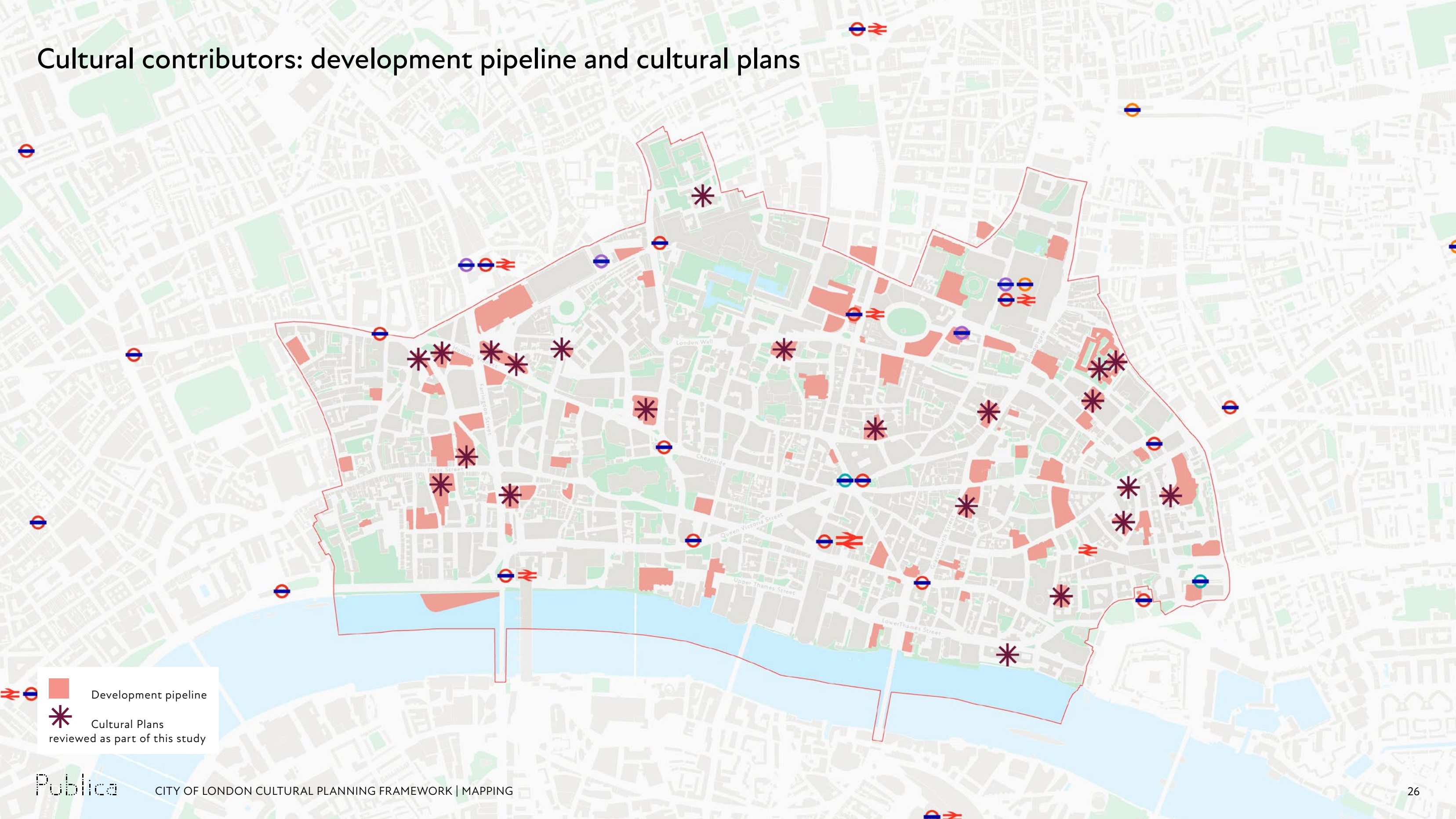


Cultural contributors: tourism



-  Tourist attractions (listed as 'Places of Interest' by CoL)
-  Additional attractions (by Destination City website)
-  Shopping areas
-  Hotels

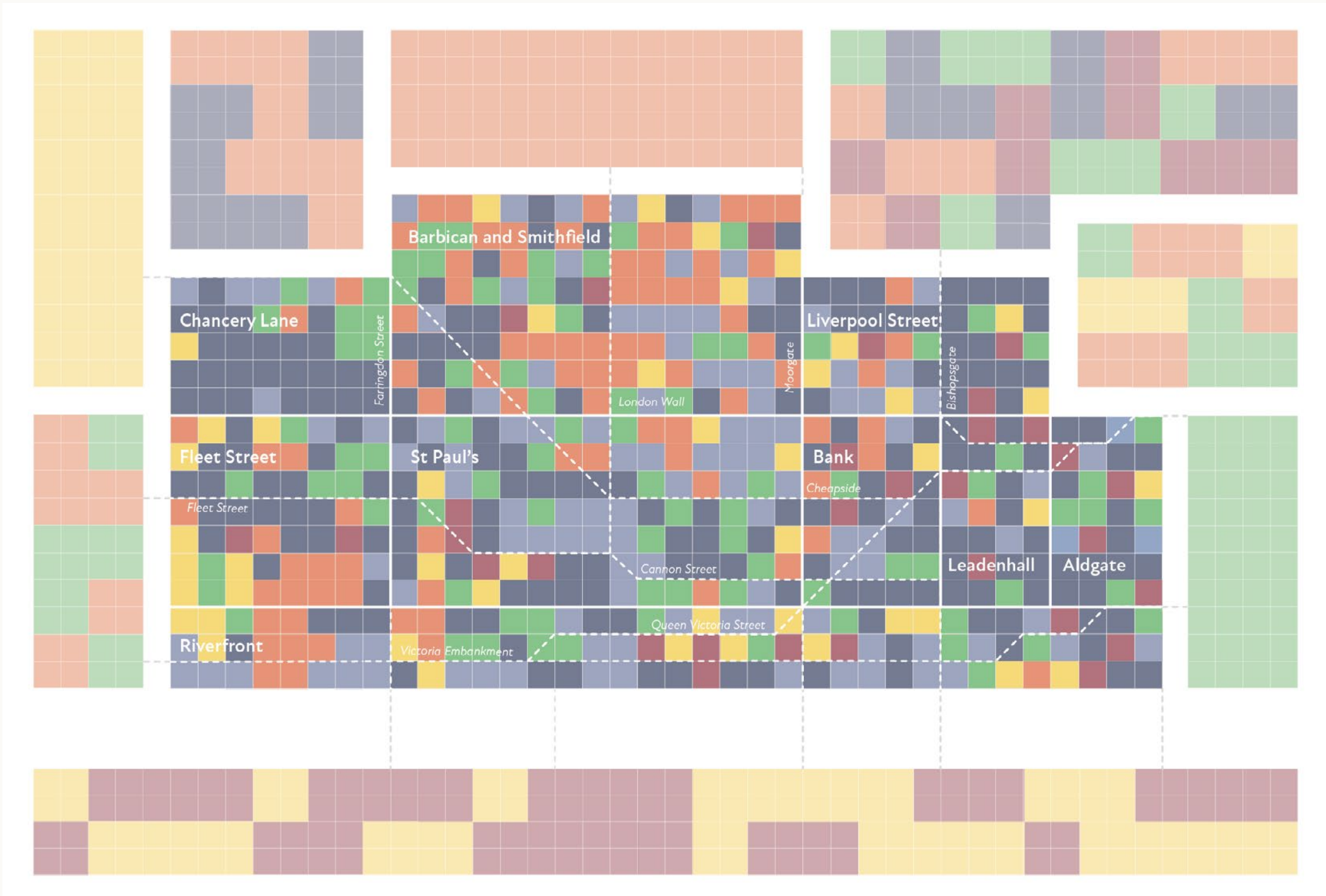
Cultural contributors: development pipeline and cultural plans



-  Development pipeline
-  Cultural Plans reviewed as part of this study

Cultural Ecosystem Mapping

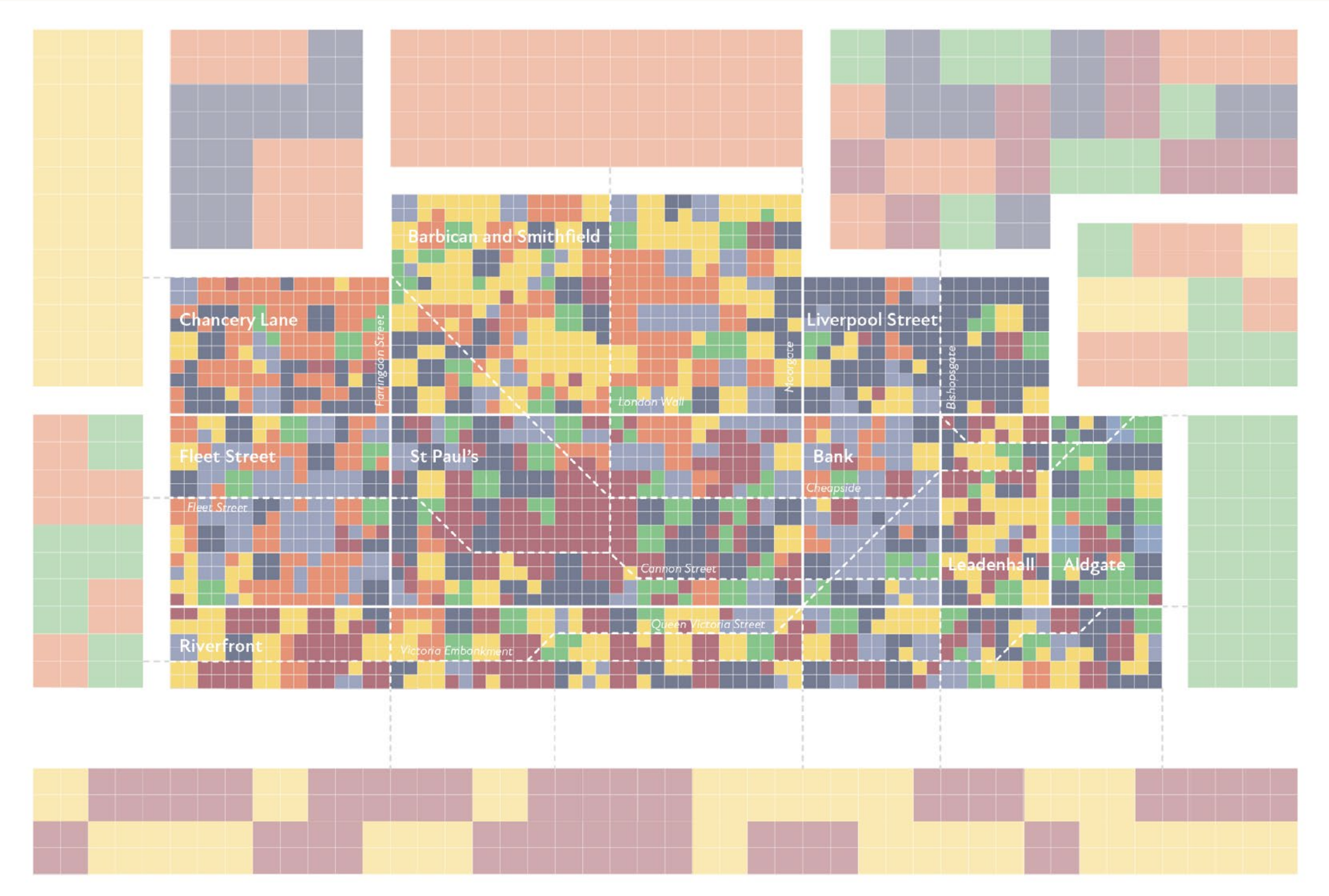
DATA-DRIVEN ILLUSTRATION
EXISTING CULTURAL LANDSCAPE



- KEY
- Cultural consumption
 - Cultural production
 - Community
 - Heritage
 - Nighttime
 - Tourism

Cultural Ecosystem Mapping

DATA-DRIVEN ILLUSTRATION
ENVISIONED CULTURAL LANDSCAPE



- KEY
- Cultural consumption
 - Cultural production
 - Community
 - Heritage
 - Nighttime
 - Tourism

03 Recommendations

- The Cultural Infrastructure Dataset (along with all the data in the Cultural Ecosystem) is intended to be used as a resource throughout the cultural planning process for both planners within the Corporation and developers working in the City boundaries.
- Many layers that comprise the Cultural Ecosystem are already owned and managed by the City of London, and are housed on Compass and the Interactive Mapping site for general use.
- All data layers in the Cultural Ecosystem should be grouped together on Compass and the Interactive Mapping site. They should be grouped as follows: “Cultural Infrastructure” with sub-groups: Cultural Consumption, Cultural Production, Heritage, and Community; and “Cultural Contributors” with sub-groups: Tourism, Development, Night-time and Leisure, Other). There should be an option to style/easily and quickly visualise the data according to the subtypes within each type (i.e. the various types of creative businesses within the creative business type).
- The dataset should be reviewed and updated every 6 months to ensure continued relevance and accuracy.

02

Focal Areas

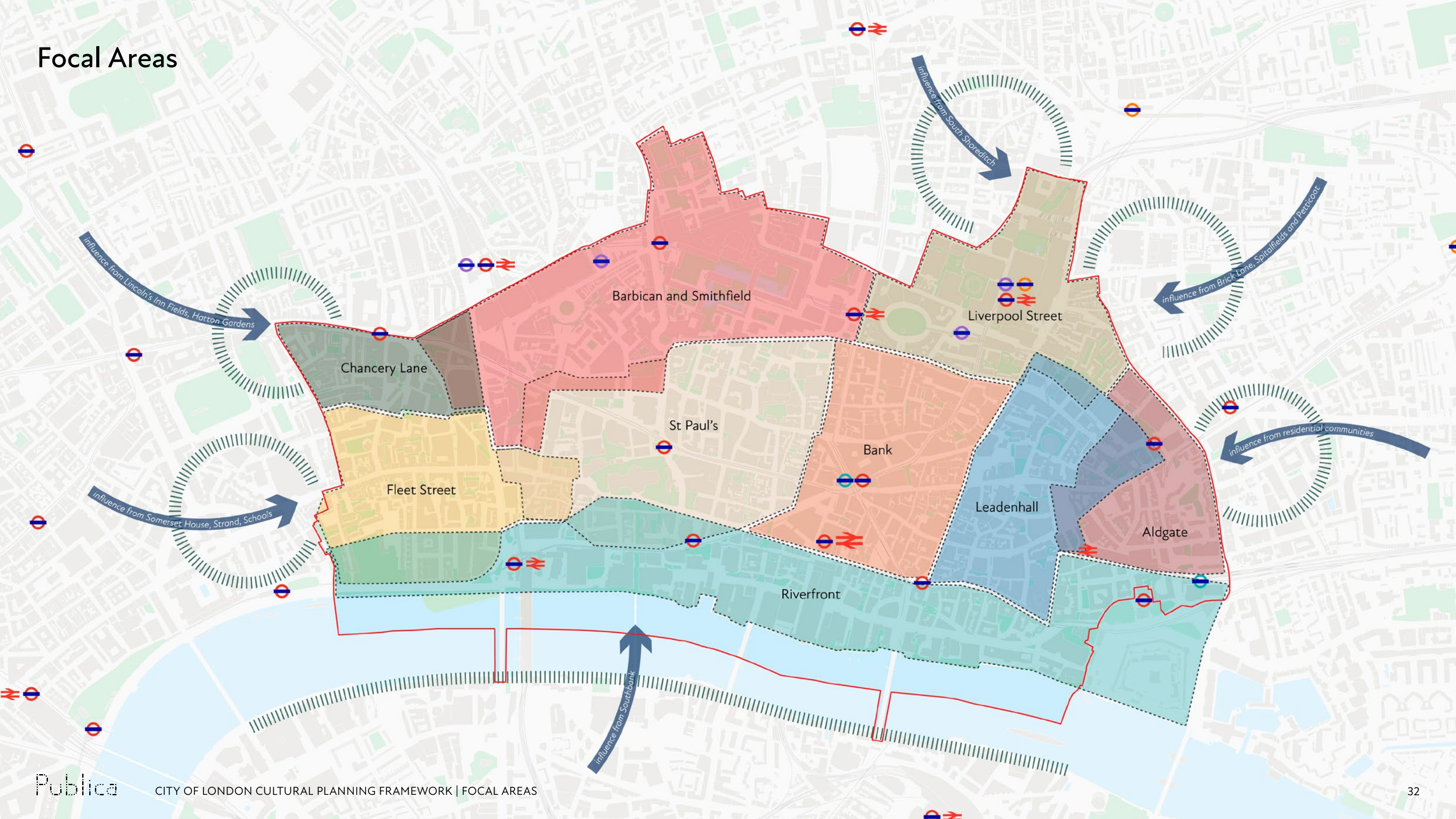
Defining areas based on existing and future cultural ecosystem

- 1 Final outputs: focal areas map and cultural character plans
- 2 Process and methodology
- 3 Recommendations

01 Final outputs

FOCAL AREAS MAP AND
CULTURAL CHARACTER PLANS

Focal Areas



Chancery Lane

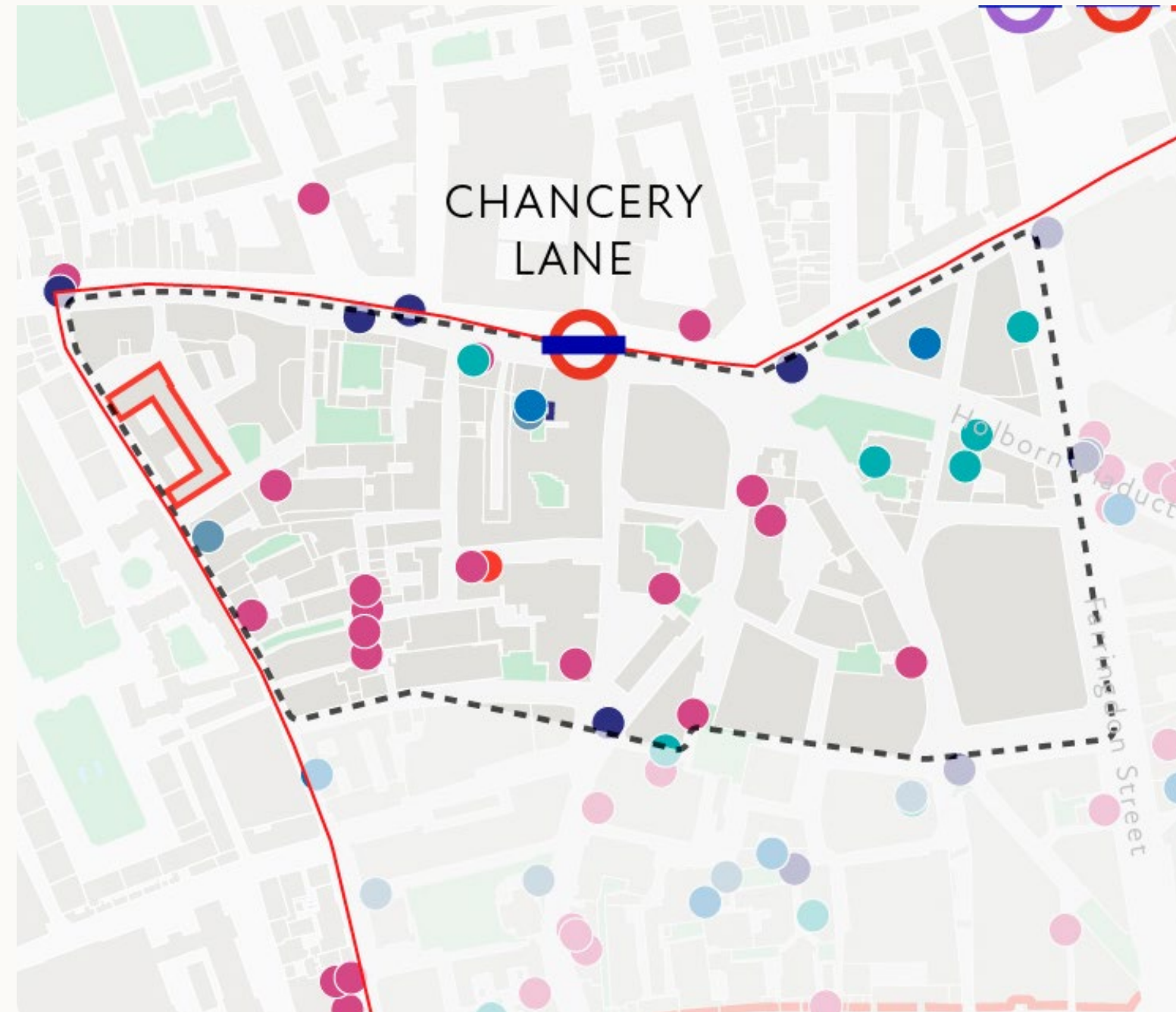
TRANSITION, INTRIGUE, CREATIVE BUSINESSES

OVERVIEW

Chancery Lane is home to a cluster of creative businesses, and will become a gateway into the City, as a primary route for visitors to the Museum of London via Chancery Lane Station, Holborn Circus, and the cultural anchors to the west. It is surrounded by culturally-rich neighbourhoods across the City of London boundary, such as the production hub of Hatton Gardens and the university district in Holborn.

BIDs:	Fleet Street BID
Key Area of Change:	N/A
Connections:	Gateway to the new Museum of London and Smithfield.
Neighbouring influence:	Cultural consumption from Holborn, cultural production from Hatton Gardens. The Inns will likely remain closed, offering little opportunity to contribute to the area's public green space.

EXISTING CULTURAL ECOSYSTEM



- **Consumption** Two venue spaces used for cultural consumption: Barnard's Inn Hall and Etc. Venues.
- **Temporary** No regular temporary events.
- **Production** There is a significant cluster of creative businesses along Chancery Lane, mostly in advertising and media. Gresham College is the only space for cultural production in the area, an educational institution providing free lectures.
- **Community** Very few of the green spaces in the area are publicly-accessible.
- **Heritage** Partially covered by Chancery Lane conservation area. The network of lanes is a real heritage asset that hasn't been tapped into. No Grade I listed buildings. Handful of Grade II listed including Staple Inn. 'Holborn Gate' located west of Staple Inn but not currently listed. The area sits over an extensive underground tunnel network from WWII.
- **Night time** Small cluster of pubs, bars and restaurants located around Cursitor Street.
- **Tourism** The London Silver Vaults, in Chancery House, is the main retail attraction in the area. Vaults have recently been refurbished to welcome more visitors.

Chancery Lane

TRANSITION, INTRIGUE, CREATIVE BUSINESSES

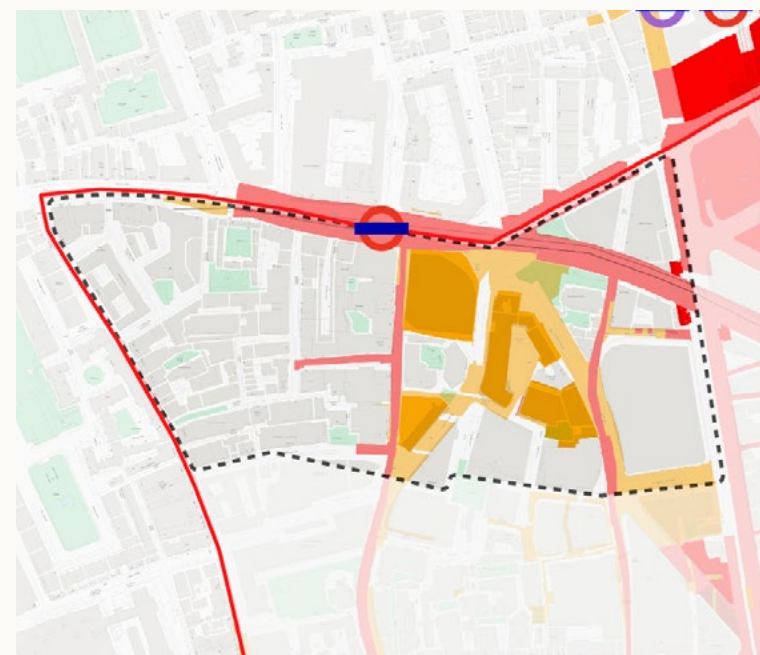
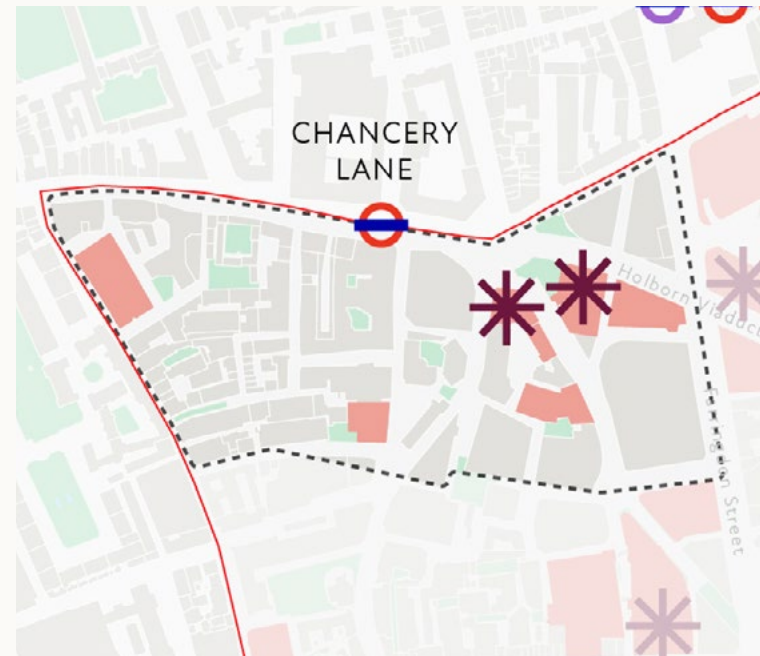
FORTHCOMING CHANGES AND OPPORTUNITIES

Built fabric: A handful of major developments happening at the junction of Holborn and Shoe Lane. The area will likely be heavily influenced by major developments to the East, including the new Museum of London and the Holborn Viaduct projects.

Cultural provision of current major developments: Thavies Inn House will focus on improving public realm connections, but its cultural contribution is limited.

Public realm: The network of alleyways and passages centred around the junction of Chancery Lane and Cursitor Street, and the major corners along New Fetter Lane (including at Thavies Inn House) provide opportunities for activation.

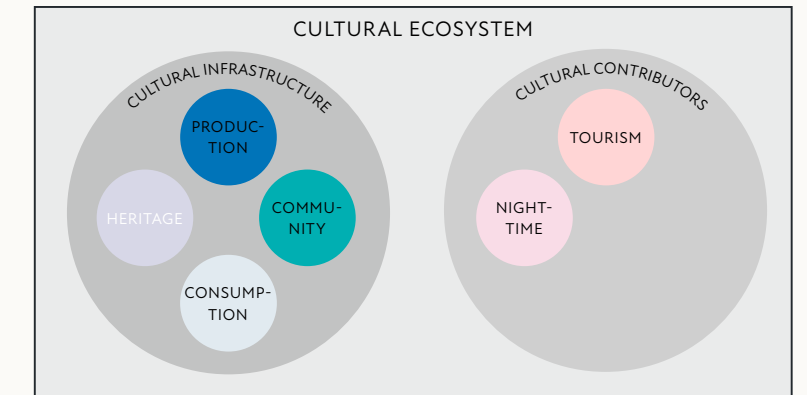
City of London assets: **City Fund:** Cluster of buildings around Thavies Inn including Thavies Inn House, 99 Shoe Lane, 12 New Fetter Lane and 33 Holborn.



PRIORITIES

1. **Support** the eastward arrival experience to the new London Museum site and Smithfield
2. **Recognise, celebrate and complement** the significant creative industries clusters at Chancery Lane (and Hatton Gardens)
3. **Encourage** cross-borough partnership for delivery of meaningful cultural contributions

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Affordable creative production spaces**
- **Public realm enhancement** to encourage east-west movement across the area and connect key cultural institutions
- **Services and provision** that relate directly to creative businesses and workers
- **Public realm improvements** to St Andrew's Church forecourt and gardens

Financial

- Contributions towards **public art** placed at significant corners to aid wayfinding; potential to reflect historic themes of info-sharing, knowledge, community and technology
- Contributions towards **temporary events** that contribute to the vitality of passages and alleyways; potentially in partnership with neighbouring cultural anchors (Museum of London)

Barbican and Smithfield

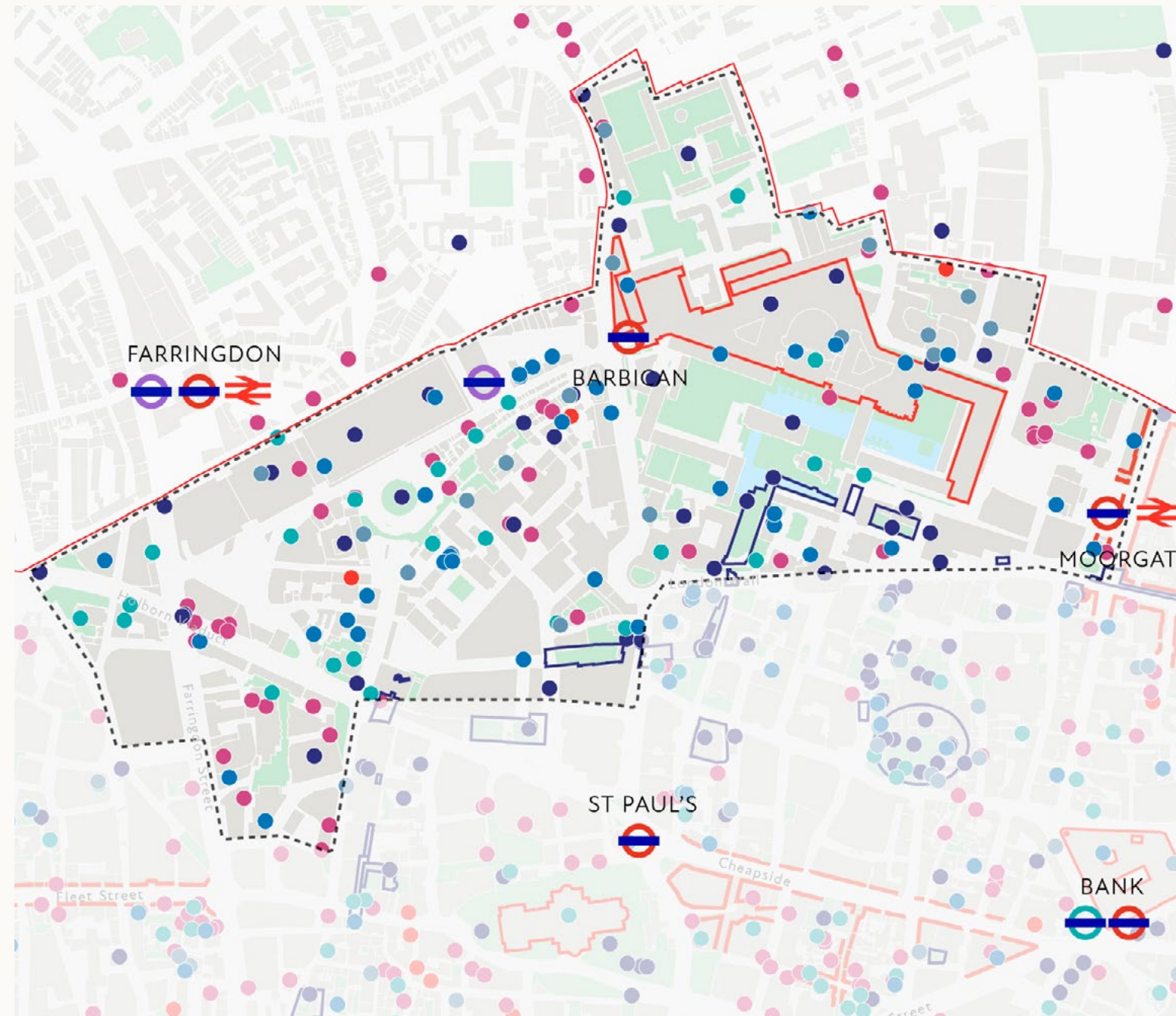
EXPLOSION OF CULTURE

OVERVIEW

Home to the City's major cultural institutions, the Barbican and Smithfield area has a strong, culturally-driven identity that supports a robust cluster of creative businesses. The new Museum of London opening in Smithfield will strengthen the institutional presence of the area, and the redevelopment of Smithfield market will create opportunities for leisure amenities. But this development activity may threaten to displace the smaller-scale cultural clusters. It will be important to maintain the unique cultural and architectural character, especially at its smaller grain, by ensuring plentiful affordable workspace, and to support the existing institutions that may be in need of financial support or additional space.

- BIDs:** Culture Mile BID
- Key Area of Change:** Barbican and Smithfield
- Connections:** Elizabeth Line station at Farringdon provides an important regional connection
- Neighbouring influence:** Cultural production cluster in Clerkenwell and Farringdon

EXISTING CULTURAL ECOSYSTEM



- Consumption** The area is home to multiple significant cultural institutions including the Barbican Centre, the Guildhall School of Music & Drama and the new London Museum relocating to Smithfield. There is an array of smaller museums, libraries, churches, events venues and cinemas that support key cultural attractions.
- Temporary** The Barbican Centre regularly hosts temporary events including film and dance festivals. A few of the churches double up as venues for the Summer Music in City Churches festival. Major events have been hosted in the area's public realm.
- Production** Strong cluster of cultural production supported by key educational institutions including the Guildhall School of Music and Drama.
- Community** Dense residential population located around the Barbican and Golden Lane Estates. A diverse network of open spaces provides a characterful community infrastructure for those who live in the area.
- Heritage** Rich cultural heritage across the area manifested with the impactful presence of Smithfield Market, the Barbican and Golden Lane Estates and St Bartholomew the Great Church. Sites of archaeological importance include: Cripplegate Fort, St Barts, Western and Jewish cemeteries.
- Night time** Clusters of night time activity located around Smithfield Market and Holborn Viaduct.
- Tourism** Major cultural institutions act as the main tourist attractions.

Barbican and Smithfield

EXPLOSION OF CULTURE

FORTHCOMING CHANGES AND OPPORTUNITIES

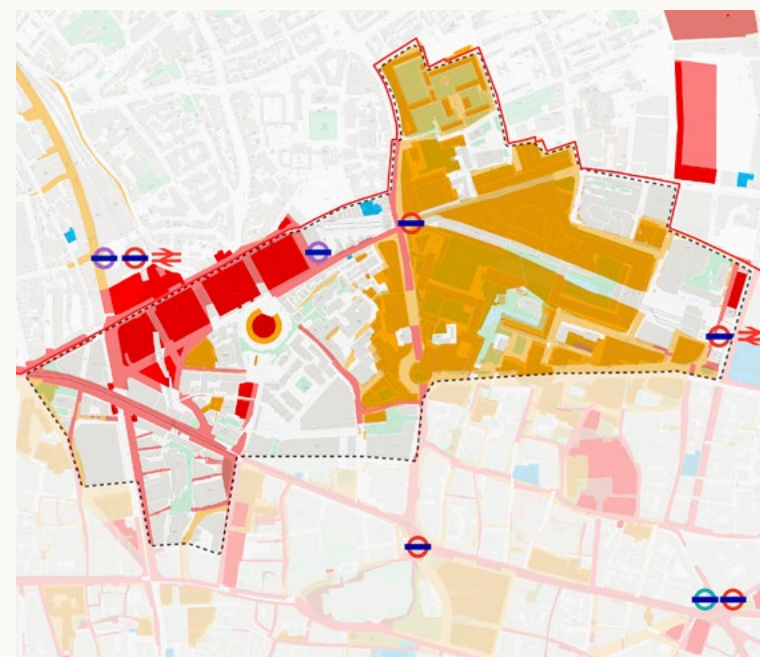
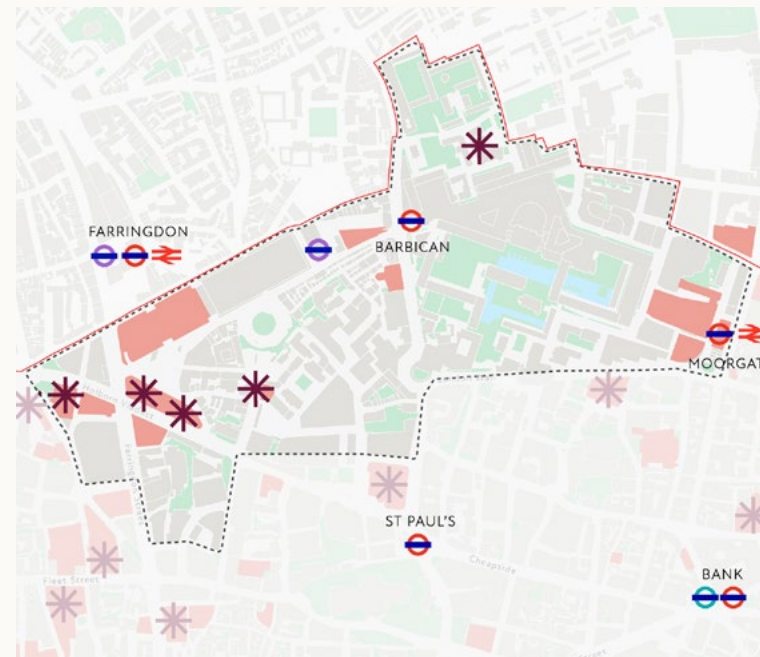
● Built fabric: Major redevelopment of the Museum of London drives opportunities for future collaborations with and contributions from upcoming commercial developments.

*** Cultural provision of current major developments:** Proposals at Holborn Viaduct will provide multiple instances of cultural offer, including affordable (tbc) creative workspace, enhance wayfinding and financially contribute to artists-in-residence programme and digital archivist FT employment. Development at 1 Golden Lane will support community infrastructure with a flexible room at ground floor for community uses.

Public realm: There is an opportunity to build out the east-west route connecting Smithfield, the Barbican Centre and Finsbury Circus

City of London assets:

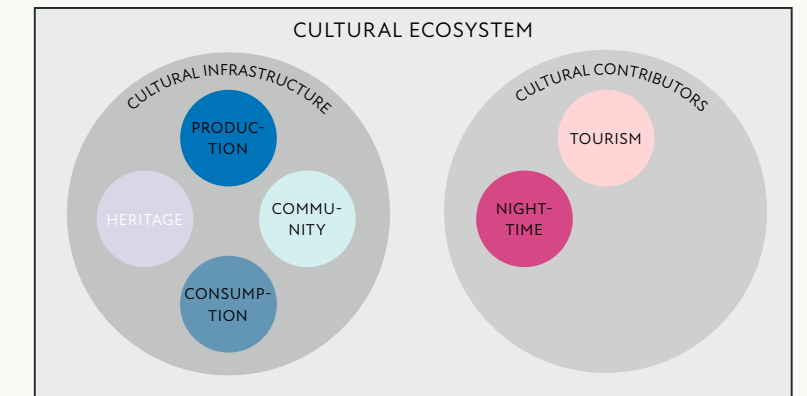
- City's Estate: Smithfield Market and Rotunda Garden.
- City Fund: Barbican Estate, (previous) Museum of London and Bastion House, western frontages of Aldersgate Street, northern frontages of London Wall.



PRIORITIES

1. **Connect** the new Museum of London to the existing local culture and evening activity and ensure it is supported with a robust ecosystem of services, shops, and restaurants.
2. **Expand** the existing clusters of creative industries in Clerkenwell and Farringdon.
3. **Provide** a significant cultural & heritage emphasis throughout scheme design aspects (e.g. facades and public realm spaces design to host temporary or permanent public art/live programmes)
4. **Unveil** archaeological assets to strengthen the cultural heritage across the area.
5. **Establish** stronger connection to St Barts' rich heritage and welcome educational organisations that complement and foster learning and innovation, and thematically echo health and wellbeing emphasis.

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Affordable creative workspace** for creative industries (prioritising businesses and small-scale organisations with a focus on visual and performing arts)
- **Meanwhile uses** for vacant building sites to act as testbeds and reinforce/reinvigorate creative clusters (through partnership with the GLA Space Register programme)
- **Open spaces** with necessary infrastructure to support rich programme of events, including network of highwalks
- **Public realm improvements** to Beech Street

Financial

- Contributions towards **transformation of the Rotunda Garden** (City's Estate) as a space to host public events
- **Partnership with and support for** anchor institutions – accelerating community-run programmes and initiatives

Liverpool Street

CONTRAST, EXCHANGE, ENERGY, BUSTLE

OVERVIEW

Liverpool Street spans smaller areas of distinct characters, from the large-scale offices of Broadgate to the transitional area east of Bishopsgate that leads into Spitalfields and Shoreditch. Liverpool Street Station is the civic anchor of the area, and is a hub for commuters, visitors, and weekend revellers, emphasising the need for wayfinding and an enhanced arrival experience to this important nighttime hub and leisure destination. The Bishopsgate Institute is the significant cultural anchor in the area, and should be supported with contributions from the area's developers and established as a hub for community-centred cultural activity.

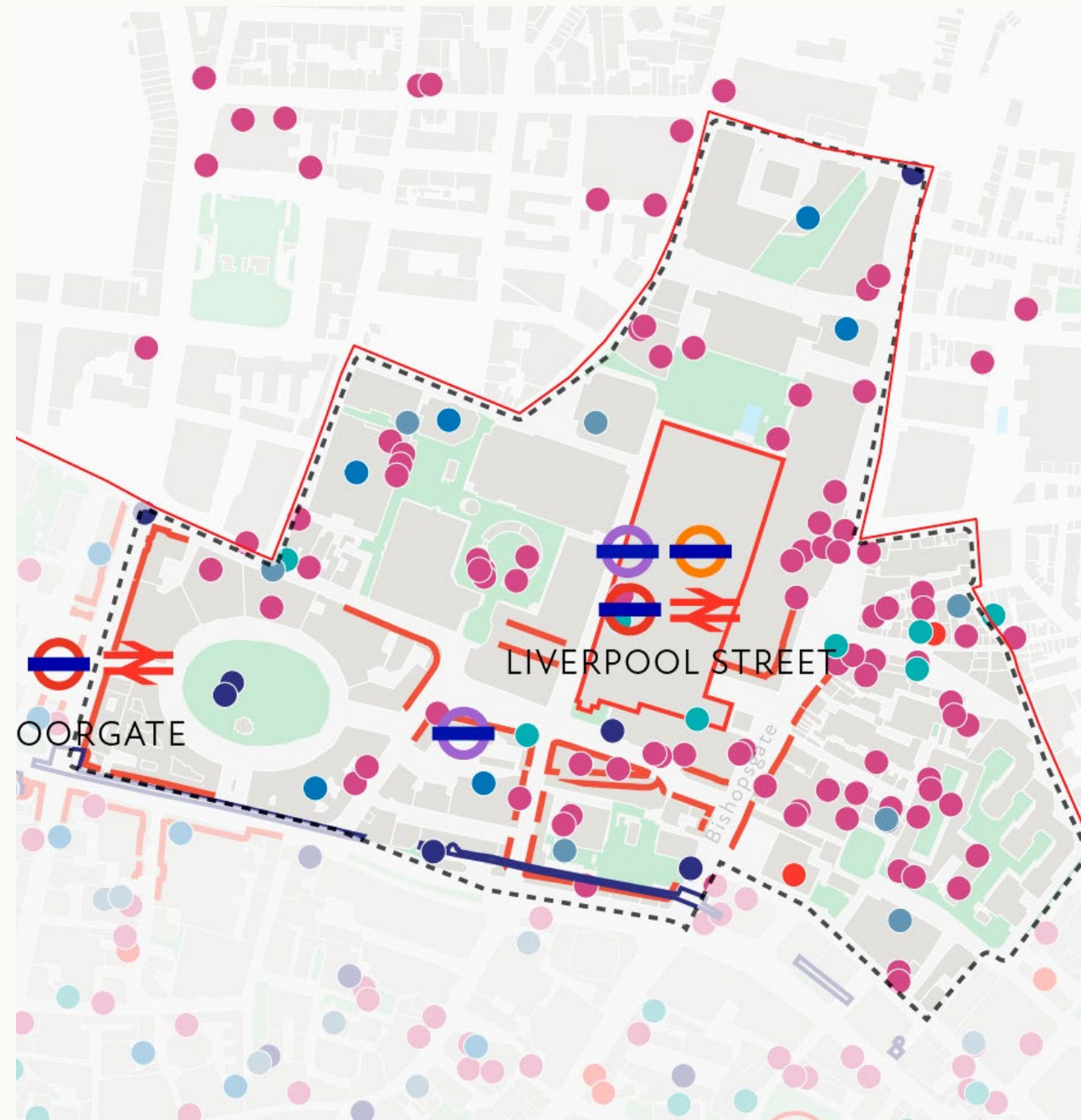
BIDs: Southern corners covered by Culture Mile BID (west), Eastern Cluster (east), Aldgate Connect (eastern edge),

Key Area of Change: Liverpool Street; Aldgate, Tower and Portsoken (eastern edge)

Connections: Finsbury Circus connects the Barbican&Smithfield and Broadgate areas

Neighbouring influence: The area's closest neighbours, South Shoreditch and the Barbican&Smithfield area, do not extend significant influence eastward and southward. The area east of Bishopsgate is a transitional zone between the City Cluster, Broadgate Shoreditch, and Spitalfields, with dynamic night time and tourism activity driven by heritage markets.

EXISTING CULTURAL ECOSYSTEM



- **Consumption** There is a concentration of public art throughout Broadgate, specifically around the Circle and Finsbury Square. The area has a couple of events venue and one cinema. Bishopsgate Institute is the main destination for cultural consumption, supported by a few independent galleries, specialised archives, and community libraries. Successful public art programme with Richard Serra piece at Broadgate.
- **Temporary** Spitalfields Music Festival, bringing an array of musical performances and walking tours across East London.
- **Production** There is a cluster of creative businesses whose work vary between performing arts, architectural design and advertising. Bishopsgate Institute is a space for creative learning, offering classes, archives, and walking tours of the neighbourhood.
- **Community** The area comprises a network of open spaces of varied characters. Finsbury Circus Gardens is the largest open green space, supported by St Botolph's Church Gardens. Recent public realm interventions at Broadgate have strengthened the series of hardspaces west of Liverpool Street Station. Devonshire Square provides open space amenity for local workers.
- **Heritage** Part of Finsbury Circus, New Broad Street, and Bishopsgate conservation areas. Liverpool Street Station and the edges of Finsbury Circus, alongside New Street and Cutlers Street warehouses (now 9 and 10 Devonshire Square) are the most notable listed buildings in the area. Range of archaeological sites including Bedlam's Asylum and Graveyard and St Mary Spital priory.
- **Night time** There are a dense clusters of night time activity in and around Broadgate Circle, Liverpool Street Station, along Bishopsgate, Devonshire Square, and Middlesex Street as part of Petticoat Lane dining quarter.
- **Tourism** Liverpool Street Station is a gateway into the City for UK visitors travelling from the east of England. Liverpool Street and Old Broad Street form a principal shopping destination, complemented by retail frontages along Bishopsgate, London Wall and Moorgate. The area connects the City with three main tourist attractions just across the borough boundary: Spitalfields Market, Petticoat Lane Market and Brick Lane.

Liverpool Street

CONTRAST, EXCHANGE, ENERGY, BUSTLE

FORTHCOMING CHANGES AND OPPORTUNITIES

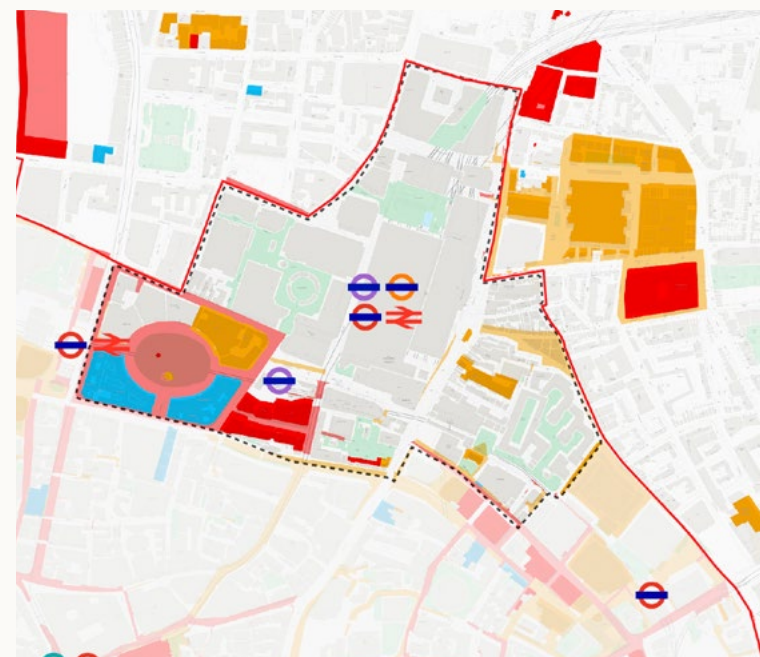
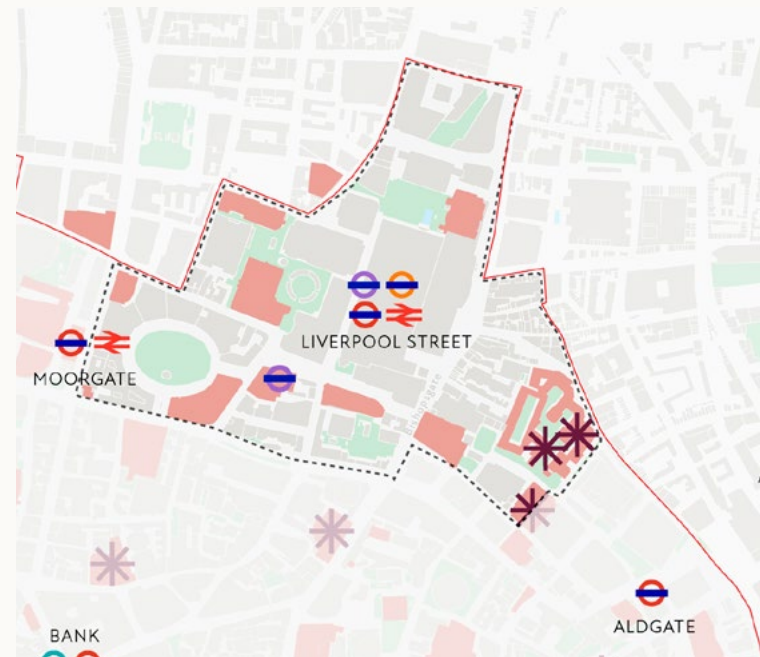
Built fabric: Broadgate has been characterised by its development activity for several years, including commercial upgrades around Broadgate Circus and infrastructural upgrades around Moorgate and Liverpool Street stations. Devonshire Quarter redevelopment is driving change in the area.

Cultural provision of current major developments: Cultural plans have been submitted for three developments as part of Devonshire Quarter, prioritising improvements to the public realm and community cultural infrastructure. At 7 Devonshire Square there is a stipulation that there will be public programming in the open spaces, and a meanwhile strategy that activates vacant units. Community space delivered as part of cultural plan at 115-123 Houndsditch. The success of community-focused proposals will rest on space operators. Across the borough boundary, The Stage will unveil remnants of Shakespeare’s Curtain Theatre and provide a new outdoor auditorium and the Bishopsgate Goodyard development will become a major leisure destination.

Public realm: Opening of Elizabeth Line and public realm improvements at Broadgate have strengthened the area as a gateway to neighbouring cultural destinations around the Cultural Mile, Shoreditch and Spitalfields. The area could provide better east-west connection between Barbican&Smithfield and Spitalfields. Open spaces at Broadgate and Middlesex Street are earmarked as programmable open spaces to support temporary activation.

City of London assets:

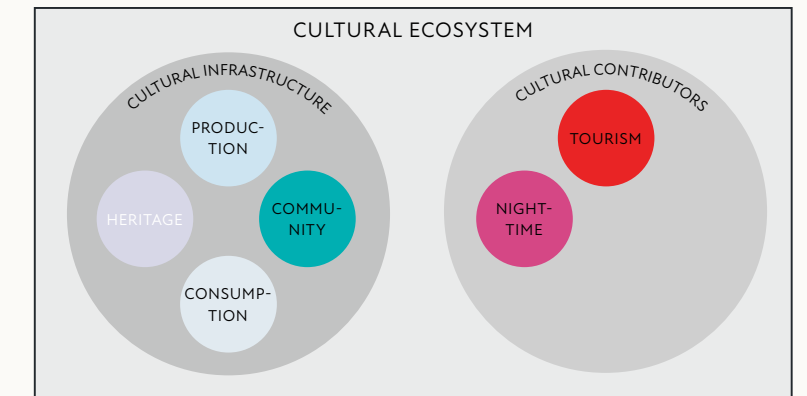
- City’s Estate: Finsbury Circus Gardens and frontages along New Broad Street.
- City Fund: Bishopsgate Police Station and Middlesex Street/ Widegate Street triangle.



PRIORITIES

1. **Improve** the arrival experience at Liverpool Street Station
2. **Support** the existing nighttime economy and nearby leisure destinations
3. **Strengthen** the connection with surrounding local destinations across the boundary including markets in the Brick Lane area and evening and night time uses in Shoreditch
4. **Establish** Finsbury Circus as a destination in its own right through a curated programme of events that is sensitive towards neighbouring residents
5. **Develop** the connection with Tech City by creating spaces that support cultural organisations working with arts & technology

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Diverse mix of shops, bars, restaurants** and pubs that builds on existing nighttime ecosystem
- **Publicly-accessible toilets** to support nighttime uses
- **Independent galleries** that expands on the network of across Brick Lane/ Shoreditch area
- **Public realm upgrades** to improve east-west movement across Liverpool Street
- **Activation of empty commercial and retail units** with meanwhile uses
- **‘Culture on the fly’** experiences

Financial

- **Support for Bishopsgate Institute** and their events programme
- Contributions towards **infrastructure upgrade at Finsbury Circus**
- Contributions towards **programming and public events**
- Support successful existing programme of **public art**

Fleet Street

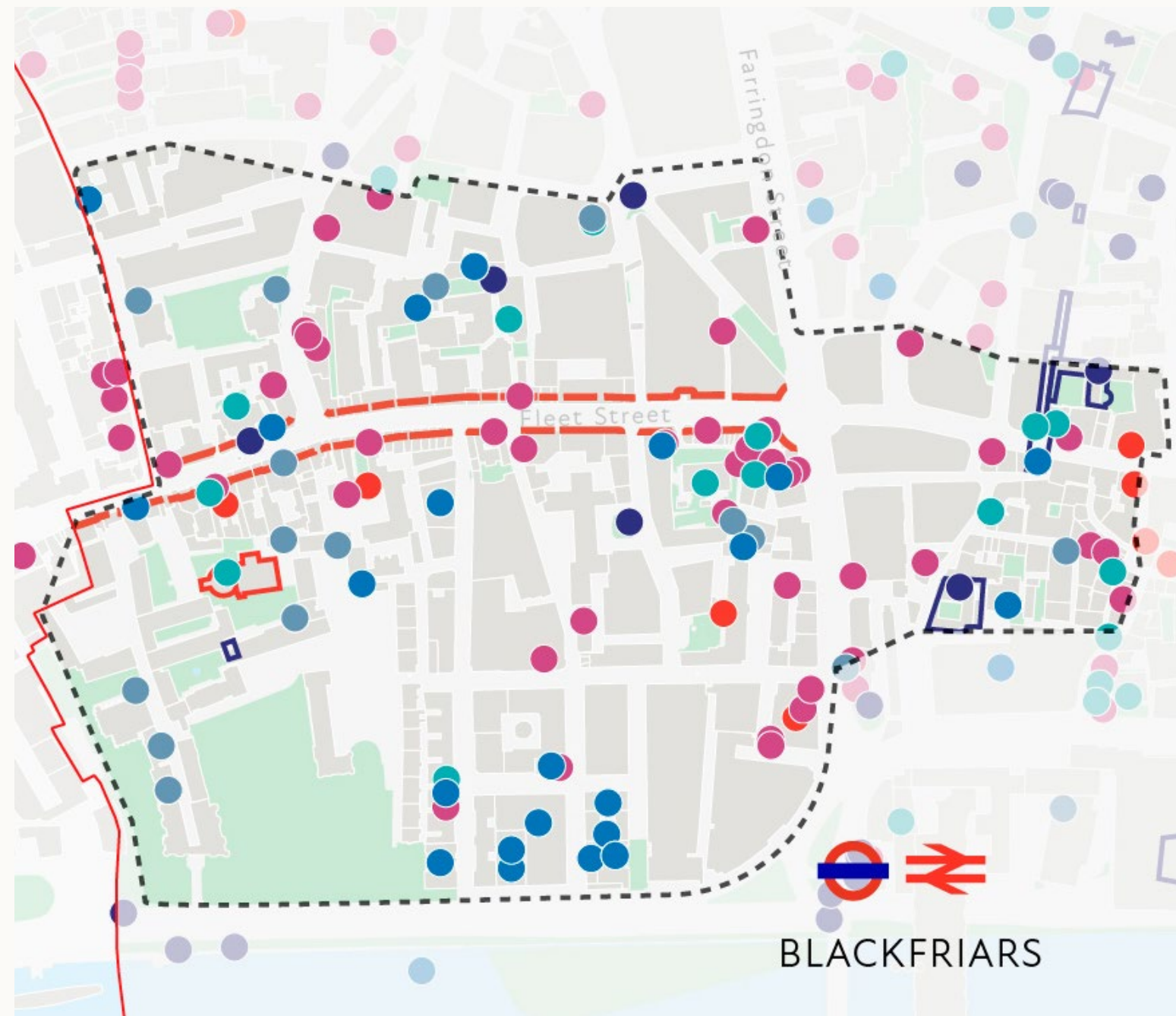
IDEAS EXCHANGE

OVERVIEW

Fleet Street lacks an identity—a surprise for an area that is so steeped in the vital history of documenting and publishing, news, debate, broadcast, and ideas, and a street ingrained as a processional route to St Paul’s. This heritage is matched in the area’s distinct historic pubs, some of which have closed in recent years. Despite the lack of “sense of place,” there are prominent clusters of creative businesses and small-scale cultural production spaces. Its dynamic development pipeline should support these clusters with more affordable workspace for creative businesses, contribution to lighting improvements throughout the area, and uses that celebrate the area’s unique heritage.

- BIDs:** Fleet Street Quarter
- Key Area of Change:** Fleet Street and Ludgate
- Connections:** Continuous east-west City High Street spine bridges across the Strand and St Paul’s and reinforces the processional route.
- Neighbouring influence:** Influence from the Strand Cultural Quarter based around Somerset House, KCL, LSE, Strand Aldwych

EXISTING CULTURAL ECOSYSTEM



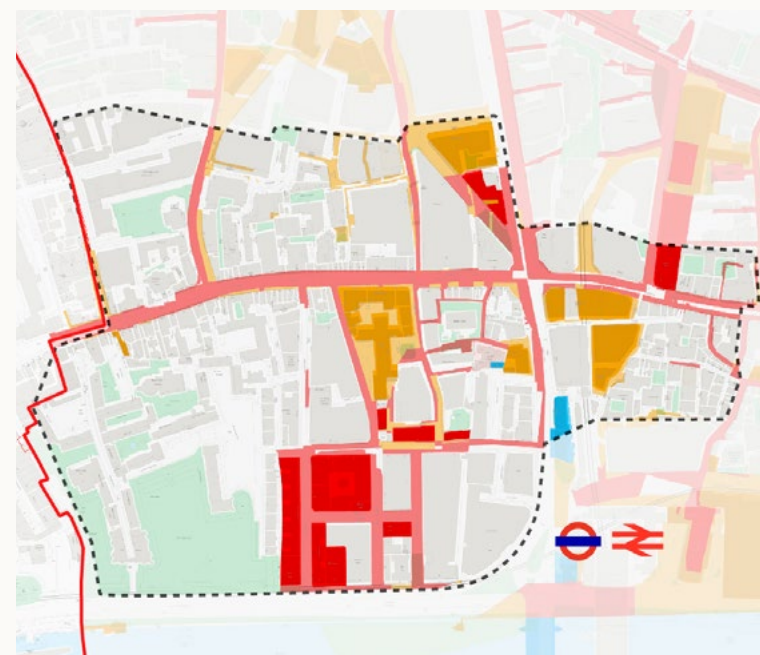
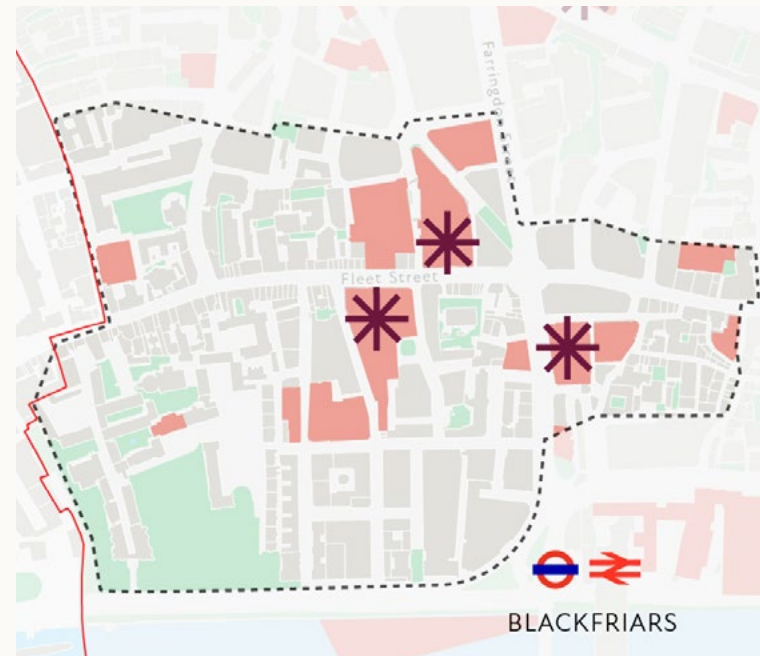
- Consumption** Diverse array of small-scale cultural consumption spaces including the Bridewell Theatre, Dr Johnson’s House, St Bride Foundation, Shoe Lane Library and the Maughan Library, part of King’s College. Public art located within various green open spaces and at key corners. Small cluster of performance venues around Temple.
- Temporary** London Open Gardens, Summer Music in City Churches
- Production** Creative businesses scattered along Fleet Street. Concentrated cluster of creative businesses south of Tudor Street.
- Community** Three main places of worship (Temple Church, St Dunstan-in-the-West Church and St Bride’s Church). Large open spaces associated to the different churches, complemented by network of alleyways off Fleet Street.
- Heritage** Part of Fleet Street, Chancery Lane (western corner), Temples, and Whitefriars (southern edge) conservation areas. The area is architecturally rich, with Fleet Street is lined with listed buildings celebrating this historically processional route. Urban pattern of historic lanes, alleyways and churchyards are testament to rich local heritage.
- Night time** Cluster of historic pubs and bars located on and off Fleet Street highlight potential to encourage night time activity.
- Tourism** Fleet Street is categorised as a principal shopping area by the City of London, but is likely not a draw for tourists given the type and scale of retail. The retail is complemented by a small number of hotels in the area. Dr Johnson’s House potentially a draw.

Fleet Street

IDEAS EXCHANGE

FORTHCOMING CHANGES AND OPPORTUNITIES

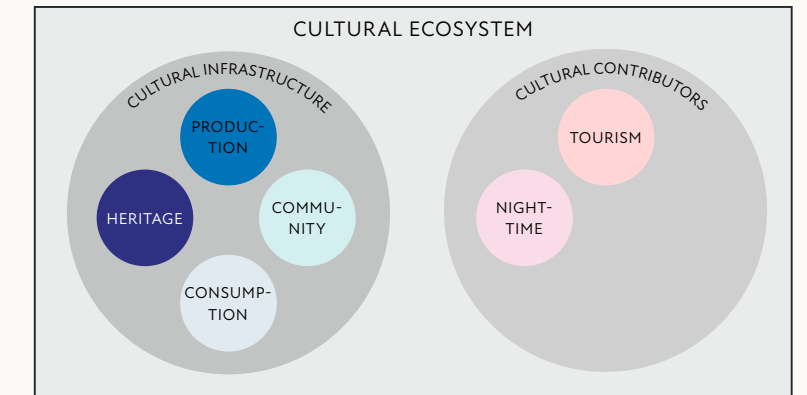
- **Built fabric:** Significant development along Fleet Street, particularly near the junction with New Bridge Street.
- * **Cultural provision of current major developments:** Cultural plan for the Daily Express Building (120 Fleet Street) seeks to reveal cultural publishing heritage of the area through small galleries, events and flexible spaces. 100 New Bridge Street and Salisbury Square's cultural contributions will be limited, with enhanced public realm, proposed public art and heritage interpretation.
- Public realm:** Fleet Street links the Strand with St Paul's. The distinctive character of lanes and passages around Temple and north of Fleet Street can be reinforced through appropriate lighting and wayfinding. Large-scale developments represent opportunities to improve and enhance the public realm and create an environment suited for temporary events.
- City of London assets:**
 - City's Estate: Cluster of buildings along Temple Avenue and Tallis Street.
 - City Fund: Salisbury Square and surrounding buildings. Cluster of buildings along Pilgrim Street.



PRIORITIES

1. **Connect** to the Strand and support the welcome to the City, celebrating Fleet Street's past as a processional route
2. **Celebrate** the history of publishing, broadcast, news, debate, and journalism in this part of the City
3. **Activate** and **enliven** the area, especially the heritage laneways
4. **Address** the issue of ground floor vacant units with affordable, meanwhile uses
5. **Nourish** the existing (but small) cluster of creative industries
6. **Support** the modernisation of the Shoe Lane Library site (Hill House)

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Meanwhile uses and creative occupants** at ground floor that can act as testbeds for creative industries
- **Affordable workspace for creative businesses** with a focus on publishing and printmaking
- **Public realm improvements** associated with the Maughan Library
- **Spaces for learning** that can be let at affordable rates

Financial

- Contribution to **lighting scheme** across the area (Fleet Street and alleyways) to aid wayfinding and celebrate the area's rich architectural heritage
- Support for **existing cultural organisations** (e.g. St Bride's Institute and St Bride's Church, Shoe Lane library, etc.) to reveal and promote untapped attractions
- Support for **an app and/or wayfinding programme** that would invite people to tour the laneways

St Paul's

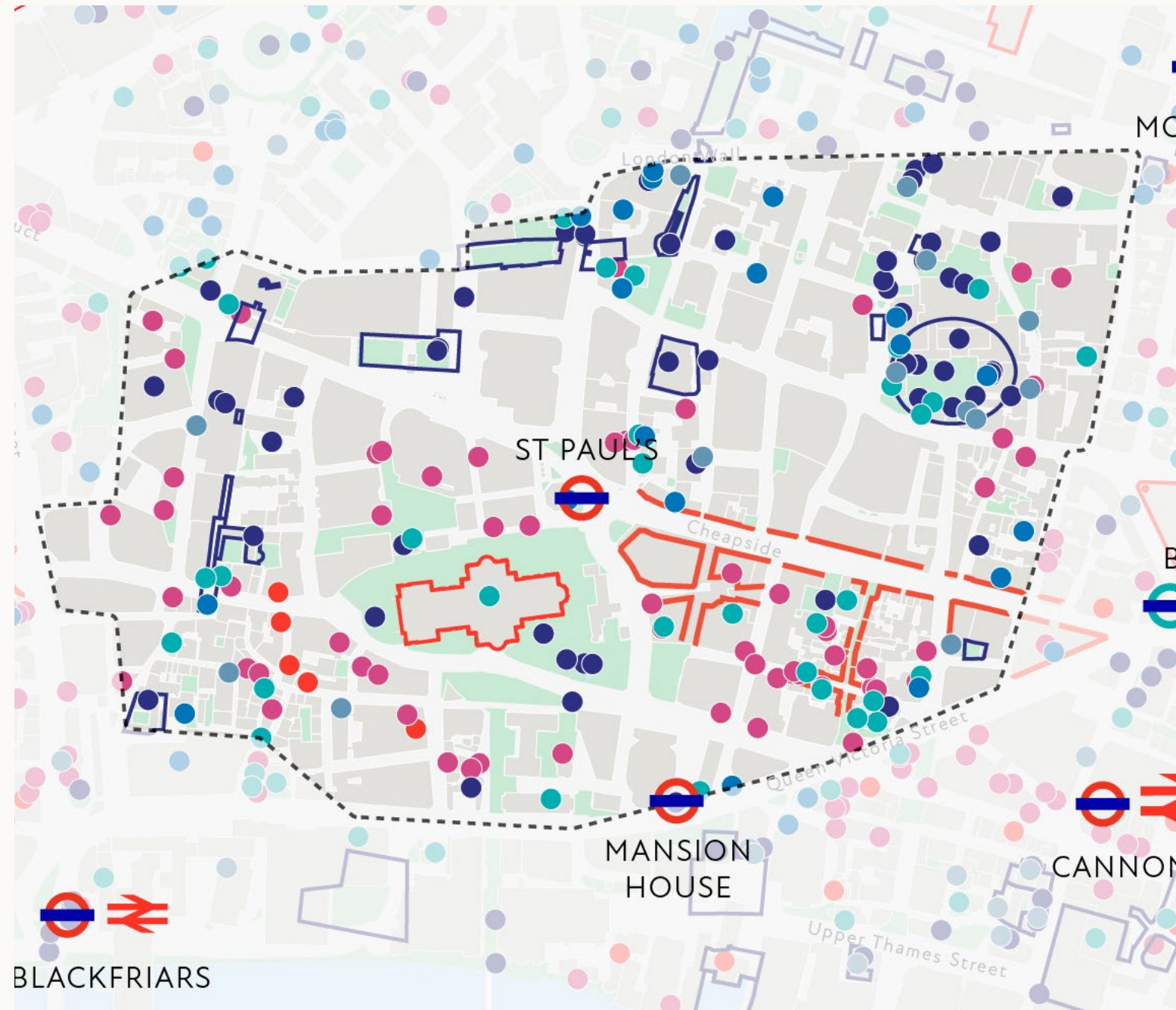
CIVIC CENTRE

OVERVIEW

St Paul's is the "town centre" of the City of London, with its largest church (which also is one of the nation's most significant tourist attractions) and its city hall. The Cathedral and the retail areas around it draw workers and tourists, creating a robust cultural ecosystem. It can be strengthened by enhancing public realm in the streets around the Cathedral (e.g. Carter Lane and the route up from the Riverfront), heritage-led temporary events, and supporting Guildhall as an emerging cultural anchor that would complement the Cathedral and create a true "town centre."

- BIDs:** Cheapside Business Alliance
- Key Area of Change:** Fleet Street and Ludgate (to the west)
- Connections:** Two strong routes traverse the area. One acting as a connecting spine (Ludgate Hill/ Cannon St), one as a physical barrier (Holborn Viaduct/ A40). Major tourist route from Tate Modern up to St Paul's via the Millennium Bridge.
- Neighbouring influence:** —

EXISTING CULTURAL ECOSYSTEM



- Consumption** The cultural consumption offer in the area is centred around St Paul's with a large number of public art distributed across the cathedral's gardens. The area is home to many of the archives of the Square Mile. The Guildhall is a place for cultural consumption with its library and archives, art gallery, and via the London Centre that hosts temporary exhibitions and events.
- Temporary** Lord Mayor's Show, London Open Gardens, Summer Music in City Churches
- Production** A small number of creative businesses (mainly specialising in Crafts and Trade) are located in the area but do not form any apparent cluster.
- Community** Community cultural infrastructure is mostly composed of places of worship. Open spaces in the area are concentrated around St Paul's, linked to the riverfront by Peter's Hill, a key and well-used pedestrian route, and to the north via Paternoster Square, and interrupted by Newgate Street. Publicly-accessible rooftop at One New Change has become a destination, offering spectacular views of St Paul's.
- Heritage** Part of St Paul's Cathedral, Newgate Street and Bow Lane conservation areas. Pockets of heritage are omnipresent in the area, often around local churches – or remnants of.
- Night time** There is a concentration of historic pubs around Carter Lane, St Andrew's Hill and Watling Street, complemented by local and high-street restaurants around St Paul's.
- Tourism** St Paul's is the City's most popular cultural destination with 1.7m visitors/year. A cluster of hotels and retail centre, focused around One New Change and Bow Lane, have developed around St Paul's.

St Paul's

CIVIC CENTRE

FORTHCOMING CHANGES AND OPPORTUNITIES

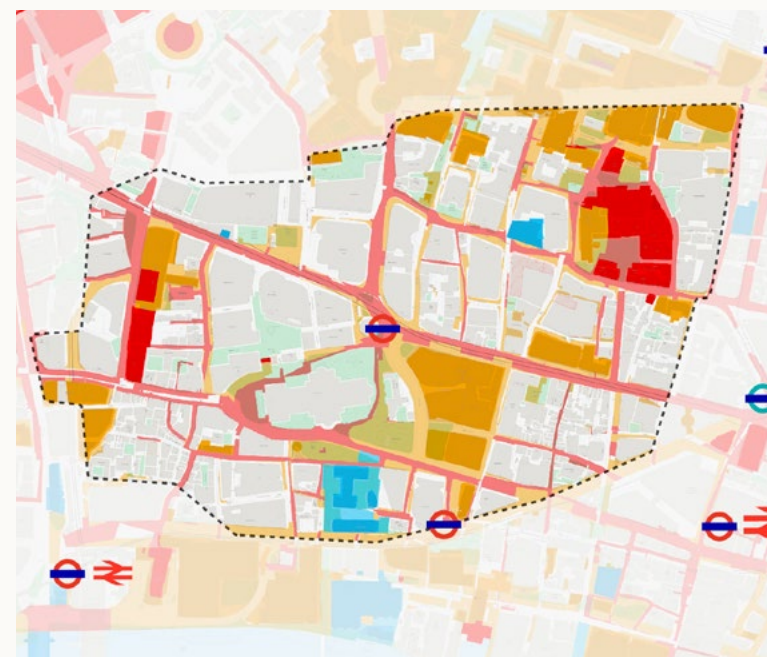
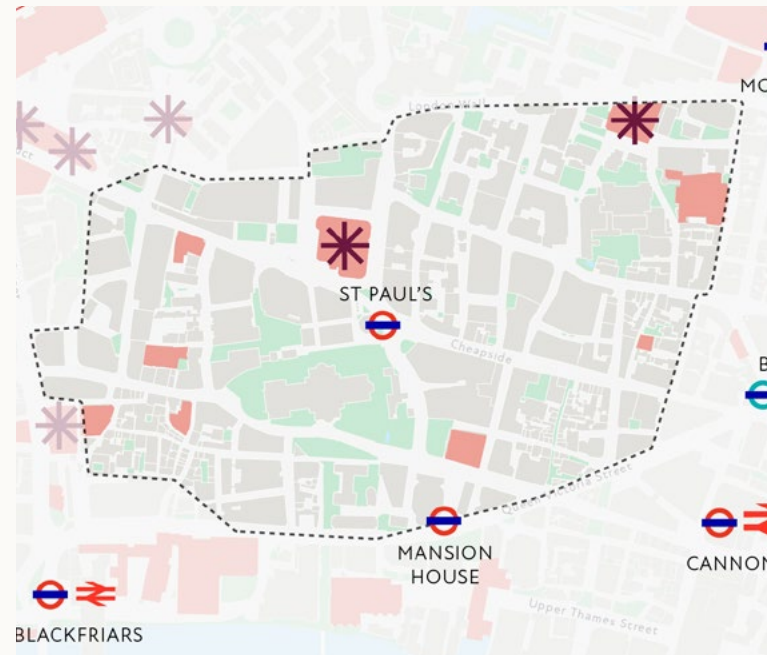
Built fabric: Several major developments are under construction in the area, including 81 Newgate Street, and City Place House on London Wall.

Cultural provision of current major developments: 81 Newgate Street offers a new public route lined with screens displaying digital art. City Place House includes affordable workspace in its Section 106 agreement, as well as three units with potential community focus.

Public realm: North-south route from Tate Modern to St Paul's and beyond should be reinforced to invite visitors towards the northern half of the Square Mile. New public route at 81 Newgate Street could play a vital role to break the physical barrier formed by Newgate Street. Knightrider Court, St Andrew's Hill and Ludgate Broadgate are laneways with potential for activation.

City of London assets:

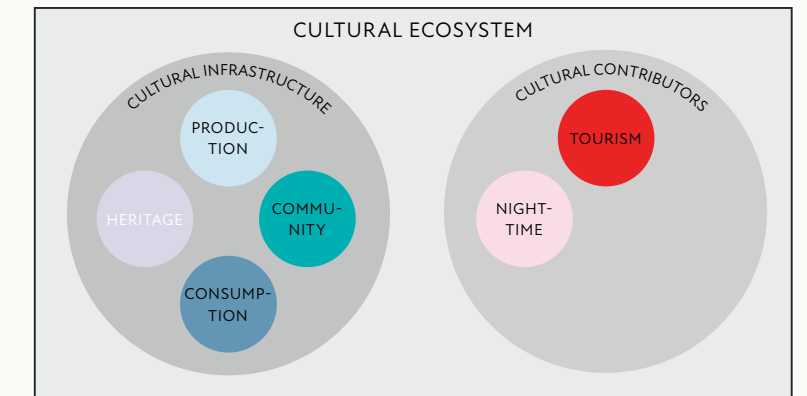
- City's Estate: Guildhall and associated public realm.
- City Fund: Cluster of buildings south of London Wall and east of St Paul's.
- Bridge House: Old Change Court and associated buildings.



PRIORITIES

1. **Celebrate** St Paul's as one of the City's most important heritage and tourist attractions, and support the ecosystem that surrounds it.
2. **Establish** the 'Guildhall Centre' as a secondary cultural anchor of the area with a more joined up and expanded offer of consumption and production spaces.
3. **Improve** physical connections between St Paul's and Barbican & Smithfield area

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- Enhance and uncover heritage assets through **lighting enhancement** schemes
- **Public realm infrastructure** to host temporary events
- **Active ground floor** uses that support visitors economy

Financial

- Support for **guided tours** (in-person or via app) that unveil the area's rich history for tourists
- **Creative wayfinding** to connect St Paul's to key cultural institutions to the north
- Support **heritage-led public events programme**, especially in Paternoster Square and potentially around the Guildhall
- Contributions towards **public realm improvements**, especially on Carter Lane, Bow Lane, Gresham Street

Bank

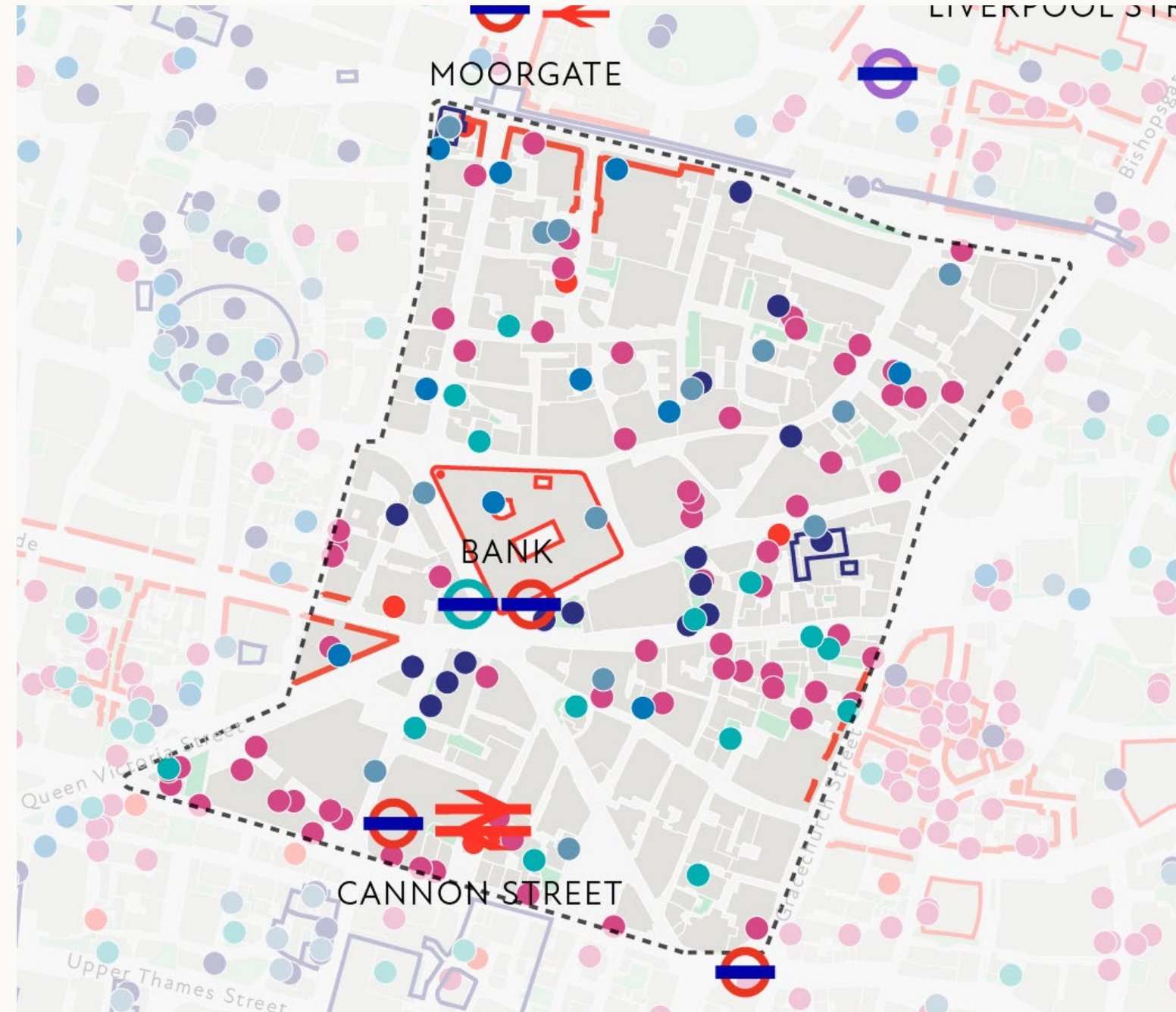
ANCIENT, HISTORIC, MODERN, CONTEMPORARY

OVERVIEW

Bank's architectural character represents the unique contributions of a previous era of financial services to the City. The heritage story at Bank goes back further than this, to the Tudors and the early printing press and mysterious Roman rituals. Recent developments have celebrated this history and this trend should continue. Developments in Bank should be of the highest quality of design and materials, enhancing the existing character, and joining up the area through lighting schemes. The opening up of bank interiors for semi-public use as hotels, bars, restaurants and cafes should be continued. In recent years, Bank Station has established itself as a key interchange and arrival point.

BIDs:	Cheapside Business Alliance and EC Partnership
Key Area of Change:	N/A
Connections:	Continuous east-west City High Street spine connects Bank to Leadenhall and St Paul's.
Neighbouring influence:	—

EXISTING CULTURAL ECOSYSTEM



- **Consumption** The Bank of England Museum and the London Mithraeum are the two main cultural attractions in the area. Cultural consumption is also supported by a cluster of livery halls being used as events venues.
- **Temporary** Part of the Lord Mayor's Show route, Sculpture in the City programme, Summer Music in City Churches and London Open Gardens.
- **Production** The Koppel Project is one of the few spaces providing creative workspace/artists studios but is listed as a meanwhile use prior to redevelopment.
- **Community** Existing network of churches is the most present community asset in the area.
- **Heritage** The cultural heritage across the area is still extremely evocative through the quality of its preserved, fine grain network of alleyways.
- **Night time** Expansive clusters of restaurants and pubs across the entire area.
- **Tourism** Bank of England acts as the main tourist attraction. Cheapside/Poultry is outlined as a retail activity centre.

Bank

ANCIENT, HISTORIC, MODERN, CONTEMPORARY

FORTHCOMING CHANGES AND OPPORTUNITIES

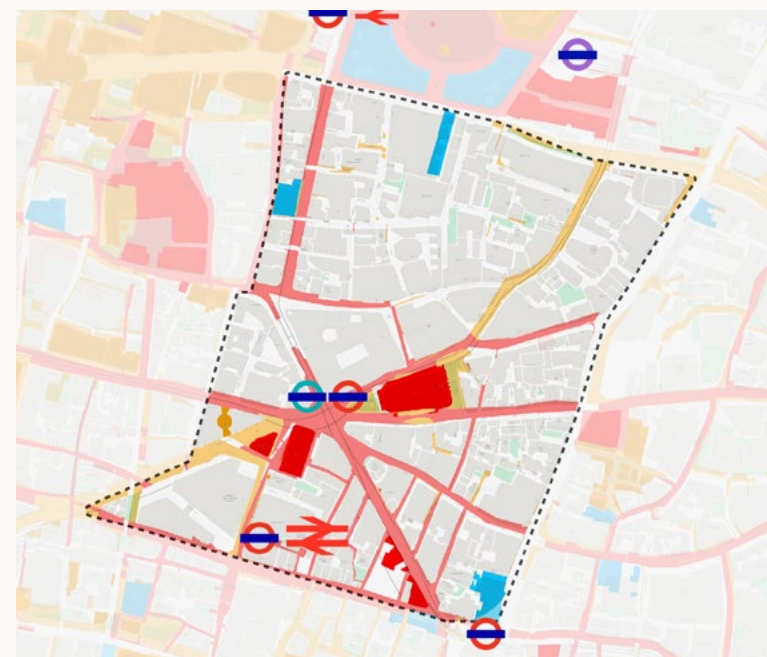
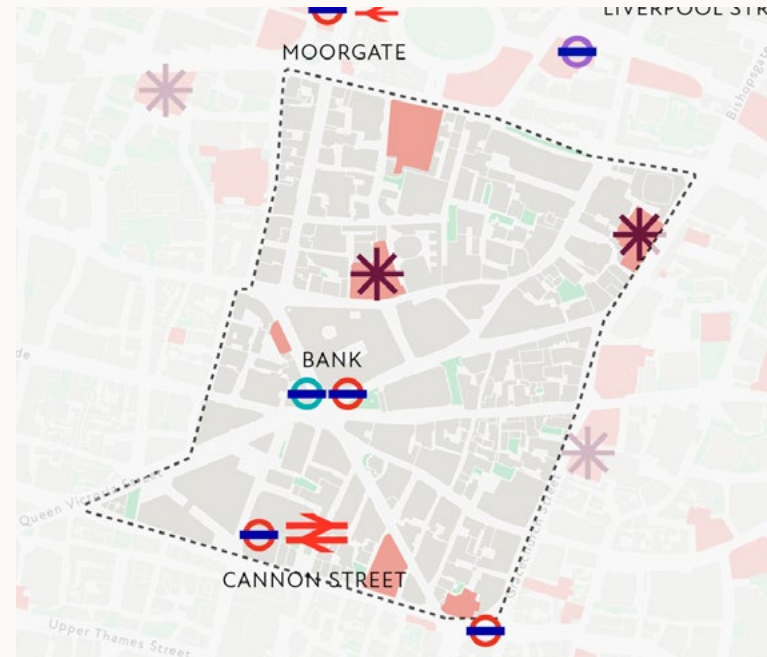
Built fabric: Redevelopments in the area include the refurbishment of 9-11 Angel Court, a 63-storey and 22-storey mixed-use buildings at 55 Bishopsgate and a roof extension at 10 King William Street, above the new entrance to Bank Station.

Cultural provision of current major developments: Proposals at 55 Bishopsgate will provide flexible/ affordable workspace/ community space at lower level, and a publicly-accessible conservatory at roof level.

Public realm: Existing network of courts and alleyways should be preserved and enhanced to strengthen the area's character.

City of London assets:

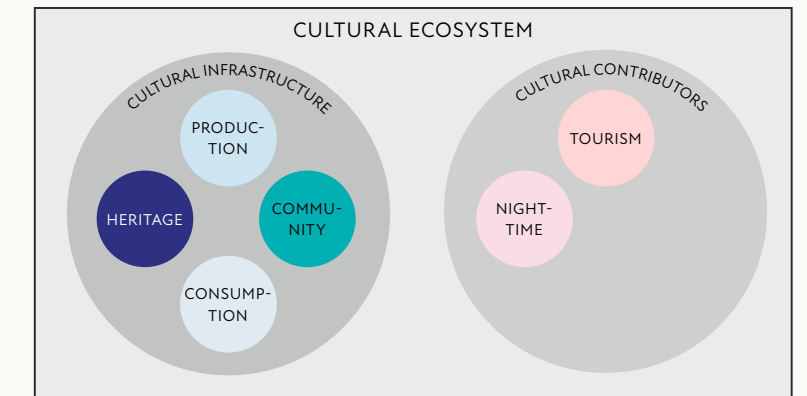
- City's Estate: The Royal Exchange, Mansion House and the Magistrates' Court. Arteries off Bank Junction, and north-south lanes running from Cannon Street to Lombard Street.
- City Fund: Queen Victoria Street and Old Broad Street.



PRIORITIES

1. **Celebrate** the area's rich architectural heritage
2. **Enhance** the arrival experience at Bank Station
3. **Deliver** world-class public and embedded artworks within the fabric of major office buildings

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Restoration and/or unveiling of heritage assets** (exterior and interior) to improve accessibility and 'publicness' of the area's rich history. **Open up** heritage buildings for semi-public uses that contribute to the area's daytime and evening activity.
- **Signposting** of heritage assets.
- **Creative wayfinding** to improve arrival experience at Bank
- **Public realm enhancements** to support lunchtime footfall, create places to sit and relax, and connect the streetscape across the area
- Significant **meanwhile programmes** during construction

Financial

- Contributions towards an **area-wide lighting enhancement scheme** to unveil heritage assets at night and aid wayfinding
- Support **heritage-led public events** programme and programming costs in Paternoster Square
- Support **public art** programme

Leadenhall

LEISURE, AMBITION, CHANGE

OVERVIEW

Leadenhall Market is the City's most radically underused asset. It can and should be the cultural anchor of this area, which comprises the City Cluster. The result could be a remarkable destination for both work and leisure, with people coming to see contemporary art and architecture, and the historic treasure of a revitalised Leadenhall Market. The area provides an opportunity for nighttime uses that complement office spaces, as it is relatively far from residential clusters.

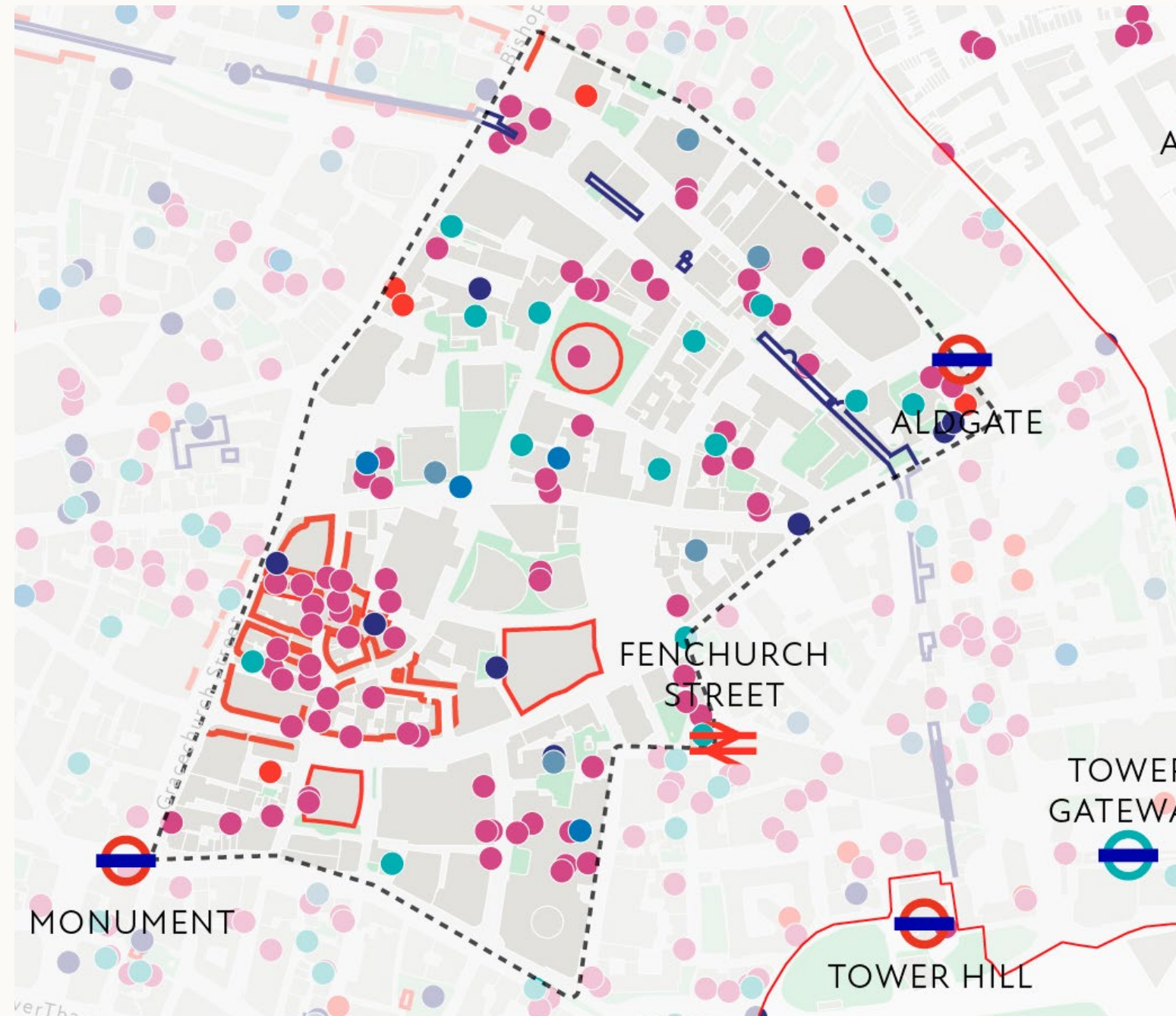
BIDs: EC Partnership

Key Area of Change: City Cluster

Connections: City High Street spine runs along Leadenhall Street, fronted by some key major developments that can contribute to a diverse offer of active uses at ground floor.

Neighbouring influence: Though it is connected to Aldgate and Bank, Leadenhall has a very distinct character in its own right.

EXISTING CULTURAL ECOSYSTEM



- **Consumption** Most cultural consumption relies on the cluster of contemporary public art that has developed around St Mary Axe thanks to the Sculpture in the City initiative. Two performance venues (the War of the Worlds immersive experience, and Theatre Deli) are in the east of the area.
- **Temporary** Sculpture in the City
- **Production** There are three creative offices in the area and one school of acting.
- **Community** A network of publicly-accessible rooftops has developed as additional open spaces. Some of these rooftops host programmes of events and have become key visitors attractions (Sky Garden + The Garden at 55).
- **Heritage** The Leadenhall Market building is a characterful listed asset currently underused. A number of historic churches are nestled in between sky scrapers north of Leadenhall Street (St Helen's, St Andrew Undershaft, St Katherine Cree, St Ethelburga) and a synagogue, Bevis Marks.
- **Night time** A number of bars and restaurants in Leadenhall Market and around Fenchurch Street Station (including the nightclub Proud City) contribute to the after-work/night-time economy in the area.
- **Tourism** The Lloyd's building and the Gherkin may attract some architectural interest, but the main draw for most tourists in this area is likely the shopping at Leadenhall Market.

Leadenhall

LEISURE, AMBITION, CHANGE

FORTHCOMING CHANGES AND OPPORTUNITIES

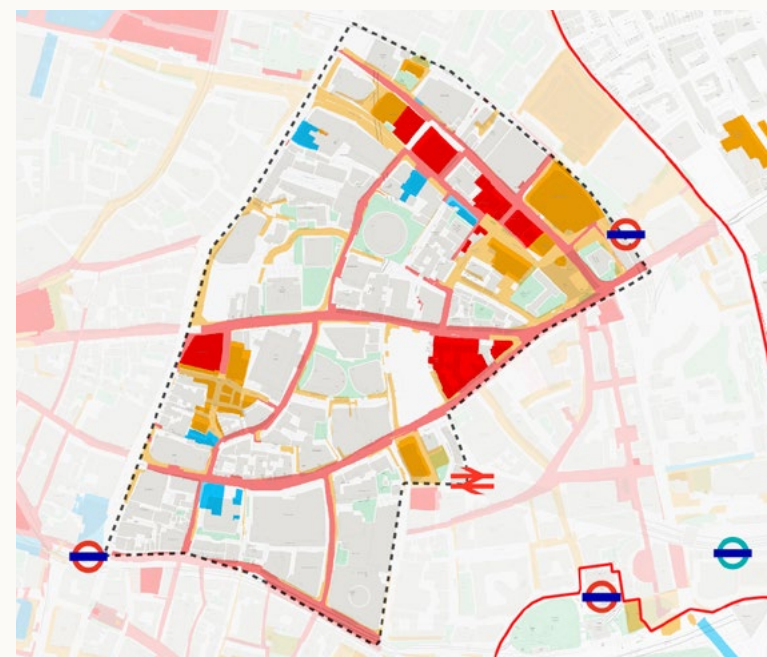
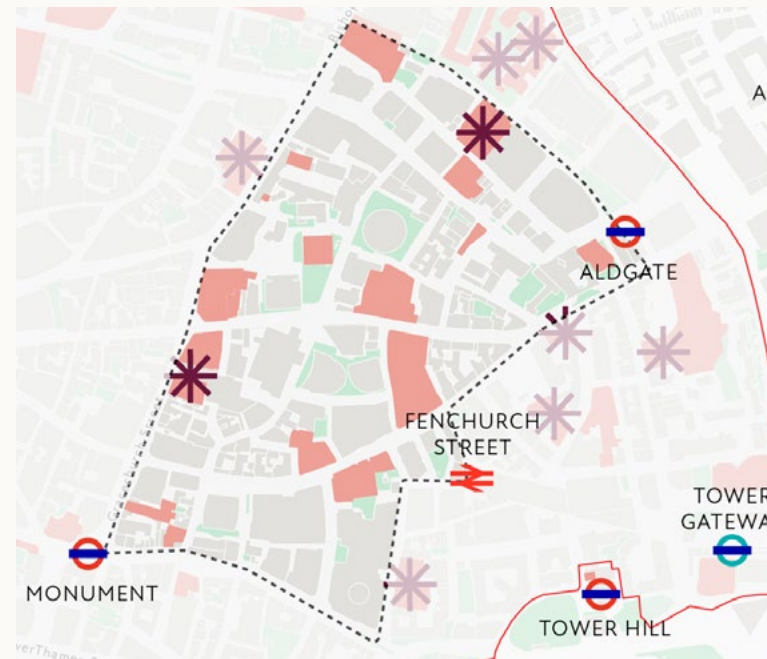
Built fabric: Dynamic development pipeline of tall, office-led buildings (most with ground floor retail) especially along Gracechurch St, Bishopsgate, and Fenchurch Street.

Cultural provision of current major developments: Only one of the tall buildings projects submitted a Cultural Plan, which included funding for archaeological research and a public hall to be used for markets. All offer a public terrace or roof deck above street level. 65 Crutched Friars (Migration Museum) is just beyond the boundary of the area to the east.

Public realm: Public roof terraces will be built in the above projects, with some ground-floor public realm in addition (e.g. at 85 Gracechurch Street, 70 Gracechurch Street, 50 Fenchurch Street, which also involves a new livery company space for the Clothworkers and a new public realm around the Grade I listed Tower of All Hallows Staining).

City of London assets:

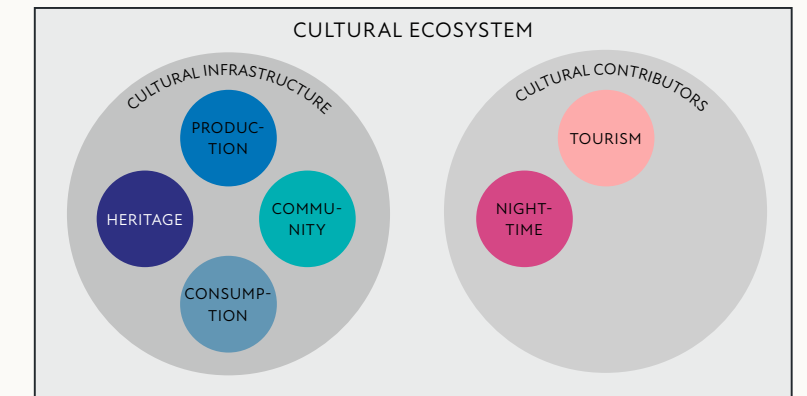
- City's Estate: Leadenhall Court, Furness House and cluster of buildings comprised within Bevis Marks and Houndsditch.
- City Fund: Leadenhall Market, One Creechurch Place, The St Botolph Building.



PRIORITIES

1. **Establish** Leadenhall Market as a major leisure destination for food and complementary uses
2. **Embrace** the opportunities for uses complementary to 9-5 office uses (e.g. nighttime and leisure uses)
3. **Collaborate** with Tower Hamlets and provide spaces for cultural organisations from beyond the boundary
4. **Protect** and enhance setting of significant heritage assets (e.g. Bevis Marks Synagogue)

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Food and leisure** destinations
- **Music venues and supporting infrastructure** that contribute to the night time economy
- **Affordable spaces for cultural production**, with emphasis on visibility, e.g. makerspaces/rehearsal spaces with visibility at ground and first floors
- A **permanent gallery space** for contemporary art
- **Meanwhile uses** throughout development projects

Financial

- Support for the **revitalisation of Leadenhall Market**
- Support for a **year-long cultural programme**, activating Leadenhall Market with events and contributing to maintenance and management of the space
- Support **public art** programme
- Supporting **social enterprises** to ensure a diverse business ecosystem
- Provide **apprenticeships/ educational programmes** for residents from surrounding communities

Aldgate

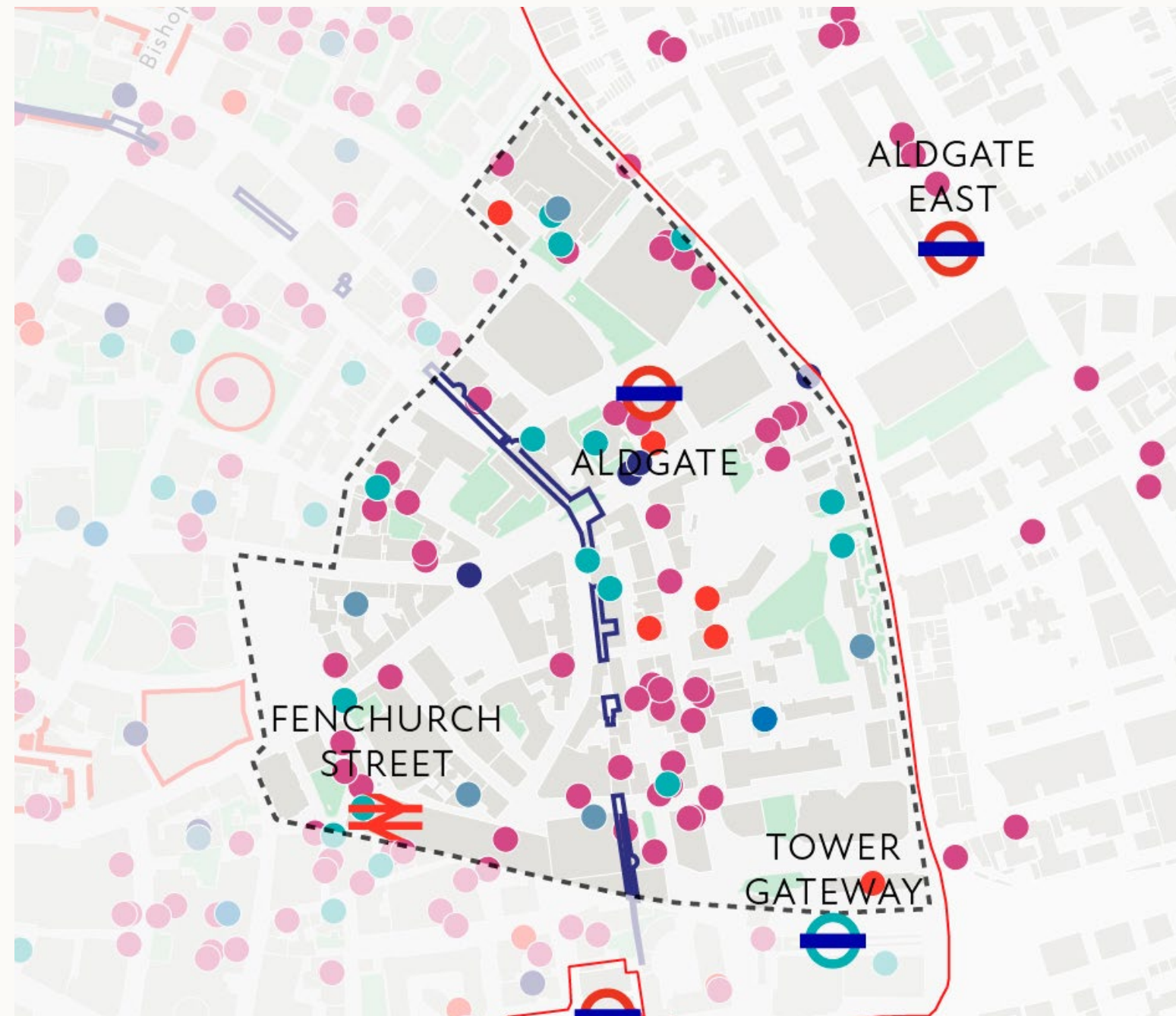
DIVERSE CULTURES

OVERVIEW

Aldgate is an important residential enclave in the City, with significant physical and demographic connections to Whitechapel and Spitalfields. Its cultural identity should be driven by the demography and heritage of its residents, as well as a more East End art sensibility embodied by the Whitechapel Gallery. The coming Migration Museum should help in this effort. The area will always remain a draw for tourists, with its close proximity to the Tower of London.

- BIDs:** Aldgate Connect
- Key Area of Change:** Aldgate, Tower and Portsoken
- Connections:** City High Street spine runs along Leadenhall Street, fronted by some key major developments that can contribute to a diverse offer of active uses at ground floor.
- Neighbouring influence:** Part of wider Aldgate neighbourhood across the borough boundary. This area should seek to improve physical connection and be more welcoming of neighbouring residential population. As a fringe area, Aldgate should be looking outward to provide and support residential population from neighbouring borough. Aldgate Connect BID to play a key role in ensuring cohesion across the borough boundary.

EXISTING CULTURAL ECOSYSTEM



- Consumption** Very little cultural consumption at present: two performance venues, one event venue and one archive. Emerging cluster of small galleries.
- Temporary** No temporary events in the area.
- Production** Only a handful of creative businesses are located in the area.
- Community** Two of the three community centres of the Square Mile are located in the area. This demonstrates the importance of civic amenity for local residents. Places of worship include a mix of churches and one synagogue. Aldgate Square is the primary public space, supported by smaller pockets of green space in Mitre Square, Friary Court, and Fenchurch Street Station forecourt. Artizan Street Library and Community Centre is a vital part of the local civic amenity. Middlesex Street Estate Podium provides open space amenity for residents.
- Heritage** Fenchurch Street Station and Lloyd's Avenue conservation areas. Range of archaeological sites including the Roman Eastern Cemetery and priories at Minories, Crutched Friars and Holy Trinity.
- Night time** Concentration of night time activity on Vine Street and Minories.
- Tourism** Cluster of hotels and retail along Minories. No tourist attraction in the area but key connector to Tower of London (via Minories) and rooftop terraces (The Garden at 55 and Sky Garden) (via Fenchurch Street).

Aldgate

DIVERSE CULTURES

FORTHCOMING CHANGES AND OPPORTUNITIES

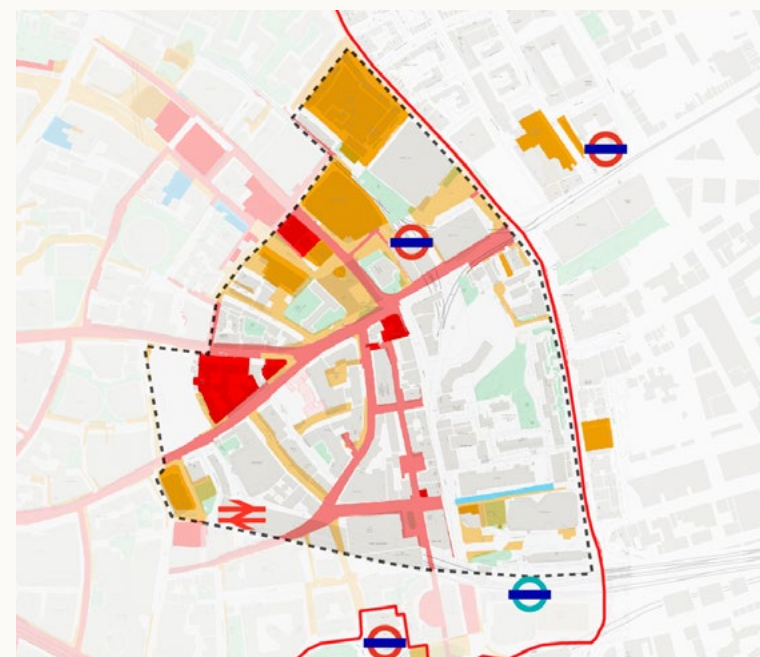
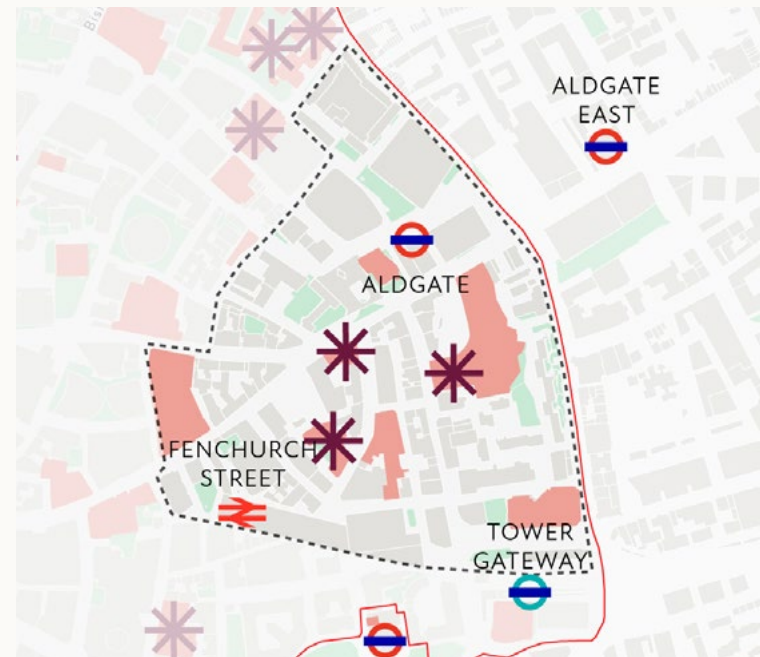
Built fabric: There are a handful of major commercial office developments in the Aldgate area, matching the style of the glass-and-steel towers in the City Cluster. 65 Crutched Friars will bring more students to the area.

Cultural provision of current major developments: Major developments that have submitted cultural plans include 65 Crutched Friars (Migration Museum) and Boundary House (Cultural Hub – event space/ workspace). The new Migration Museum is setting ambitious and forward-thinking standards to redefine an inclusive culture for the area. Redevelopment of 30 Minories will provide a community and cultural offer with educational facilities and affordable workspace.

Public realm: Crutched Friars could become the centre of a new urban quarter, with supporting public spaces along Lloyd’s Avenue and Northumberland Alley. Potential for public realm enhancements at Fenchurch St Station forecourt. There are no publicly-accessible rooftops or terraces in the area, yet these could alleviate the pressure of providing more open spaces at street level (area with lowest proportion of open spaces).

City of London assets:

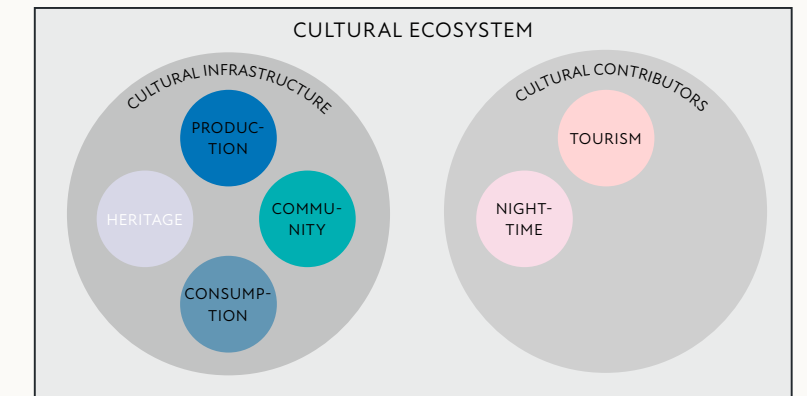
- City’s Estate: Furness House.
- City Fund: One Creechurch Place, The St Botolph Building, Artizan Street Estate.



PRIORITIES

1. **Support** local community-led cultural initiatives that are affordable and cater for diverse audiences
2. **Ensure** longevity of the Migration Museum and support the emerging cluster of galleries that connect to Whitechapel
3. **Support** the emergence of the Vine Street/Crutched Friars area as a new (mini) creative quarter in the City, made vibrant 7 days a week by the new student population
4. **Enhance** connections to Tower of London and the Whitechapel Gallery, two major cultural destinations in neighbouring areas

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Mix of active uses**, especially around 65 Crutched Friars to provide a dynamic cultural ecosystem of uses that enlivens the area seven days a week and beyond working hours
- **Indoor spaces** to socialise and play
- **Affordable gallery spaces** at ground floor
- **Creative workspaces**, including markerspaces for those who live and work in the area
- **Public realm enhancements**, with emphasis on play areas, seating, shaded areas, and room for small-scale events

Financial

- Contributions to the **Migration Museum’s events programme** and **public events at Aldgate Square**
- Support **educational and outreach programme** by local organisations in collaboration with local schools
- Funding for **wayfinding** to clarify connections to Whitechapel and the Tower of London

Riverfront

PROMENADE, THOROUGHFARE, HERITAGE

OVERVIEW

The Riverfront is the most significantly under-celebrated asset in the City of London, and presents the biggest opportunity for culturally-driven transformation in the coming decades. The dynamic development pipeline and the vacant buildings (some City-owned) could be home to a new cultural institution in the city. A cultural identity of this area should be rooted in establishing connections to nature and the City's heritage, and would cover each aspect of the cultural ecosystem, from production to consumption to leisure, tourism, and evening uses, play, seating, greenery, and events.

BIDs: EC Partnership (eastern end)

Key Area of Change: Blackfriars; Pool of London

Connections: Riverfront links the Tower of London with the Temples and Embankment beyond. The area is bisected by Upper Thames Street, a significant barrier to pedestrian movement.

Neighbouring influence: Influence from Southbank

EXISTING CULTURAL ECOSYSTEM

● Consumption

The area comprises many event venues that are part of livery halls. A few small heritage museums are located to the east of the area.

○ Temporary

Totally Thames Festival, part of the London Marathon and Lord Mayor's Show routes, and unofficial viewing area for the New Year's Eve fireworks.

● Production

Cluster of creative businesses to the west of the area around Temple.

● Community

A series of churches are located on and off Lower Thames Street. The riverfront promenade now runs almost uninterrupted from Tower of London to Temples. A few terraces are partially publicly-accessible.

● Heritage

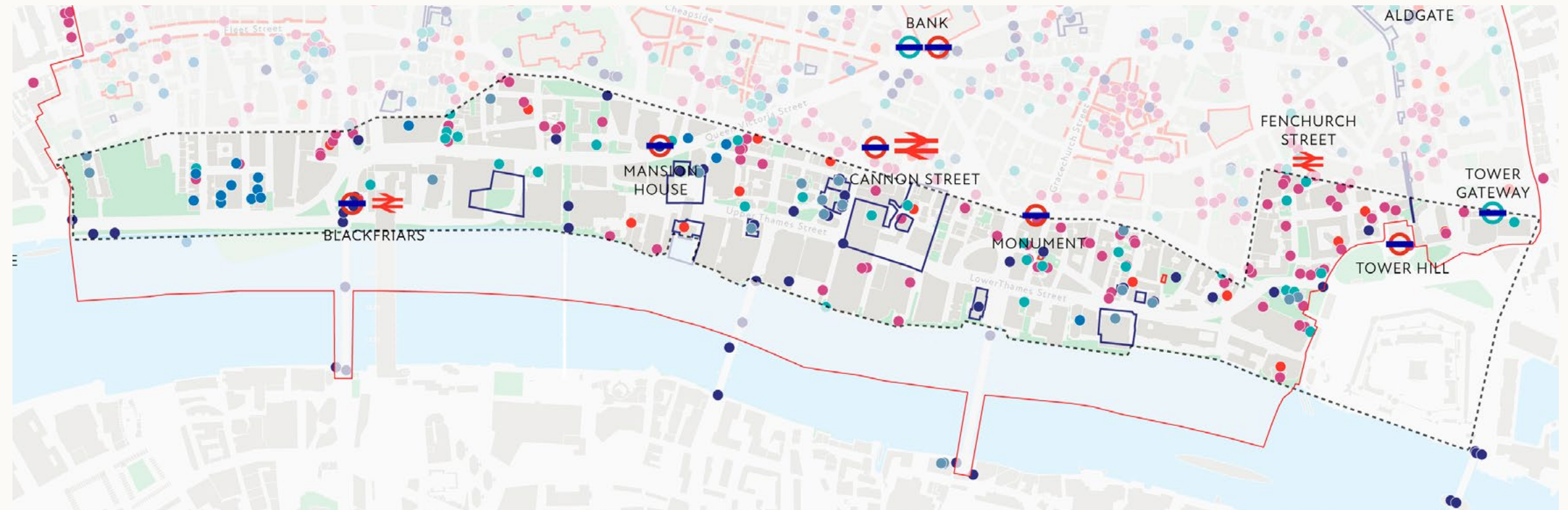
Temples and Blackfriars conservation areas. Custom House and Old Billingsgate Market on Lower Thames Street, to the east, are the most notable listed buildings and could be open up to the public to reveal parts of the local heritage. Both Blackfriars and Southwark bridges are listed and are celebrated at night through the Illuminated River initiative. Monument draws school visits but is relatively undersung as a vital heritage asset.

● Night time

A few pubs and bars are located along the riverfront. These night time uses are currently all catering for a very similar demographic and additional night time activity should seek to attract a more diverse audience, inclusive of a broader range of ages and genders.

● Tourism

The River remains an attraction and connects major visitor attractions yet transport connections are not utilised to their full potential. There is a cluster of hotels around the Tower of London, at the eastern end of the area. The Monument remains a popular destinations for tourists, and school visits.



Riverfront

PROMENADE, THOROUGHFARE, HERITAGE

FORTHCOMING CHANGES AND OPPORTUNITIES

Built fabric: Major developments on the riverfront include Puddle Dock, Seal House and One Millennium Bridge.

Cultural provision of current major developments: All three developments are proposing rooftop publicly-accessible terraces with spaces for events. Proposals for Custom House encourage public access at ground floor. Redevelopment of 47-50 Mark Lane will introduce a new learning centre with a focus on local heritage.

Public realm: The Thames Tideway project, bookending the river promenade from the Tower of London to Temple, will play a key role in asserting the riverfront as an alternative, more pleasurable east-west pedestrian route.

City of London assets:

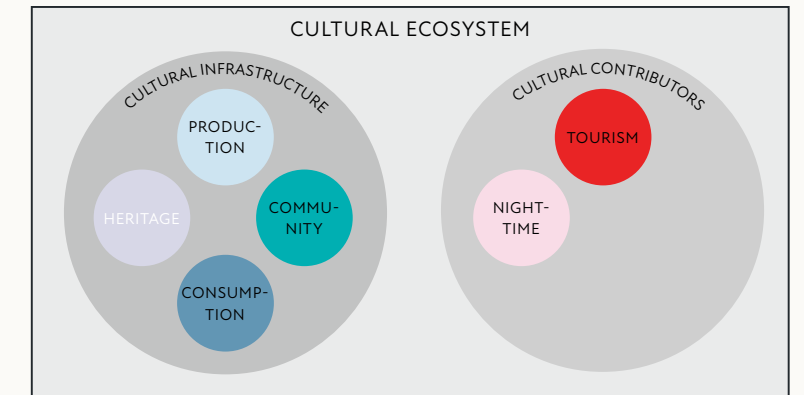
- City Fund: Puddle Dock, Thames Exchange, Walbrook Wharf, Riverbank House, Tower Place.
- Bridge House: Millennium Bridge House, Blackfriars, Southwark, London and Tower Bridges.



PRIORITIES

1. **Establish** the Riverfront as a significant cultural and leisure destination and thoroughfare that connects the Tower of London to Blackfriars Bridge Foreshore
2. **Consider** a large-scale cultural anchor on the Riverfront
3. **Create** a continuous public realm along the waterfront that strengthens the physical connection with water as an important cultural heritage asset and is coordinated across development plots
4. **Improve** the arrival experience at Monument for school groups and tourists

SUGGESTED CULTURAL CONTRIBUTION OF FUTURE DEVELOPMENTS



Spatial

- **Publicly-accessible spaces** that are free and inclusive through adaptive reuse of key civic buildings (e.g. Custom House and Old Billingsgate Market) to unveil heritage beyond closed doors.
- **Meanwhile uses** to test various activities
- **Spaces for leisure and play** that cater for families and small-medium group gatherings
- **Visitors Centre** for Monument, with **spaces for learning**, classes and events
- **Improved connections** across Upper Thames Street

Financial

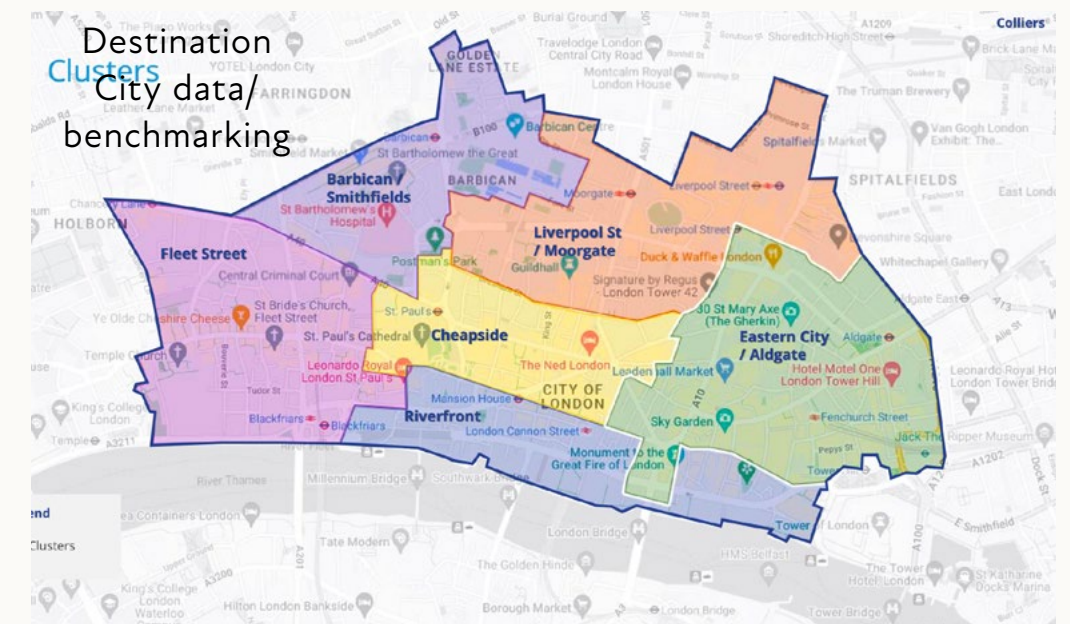
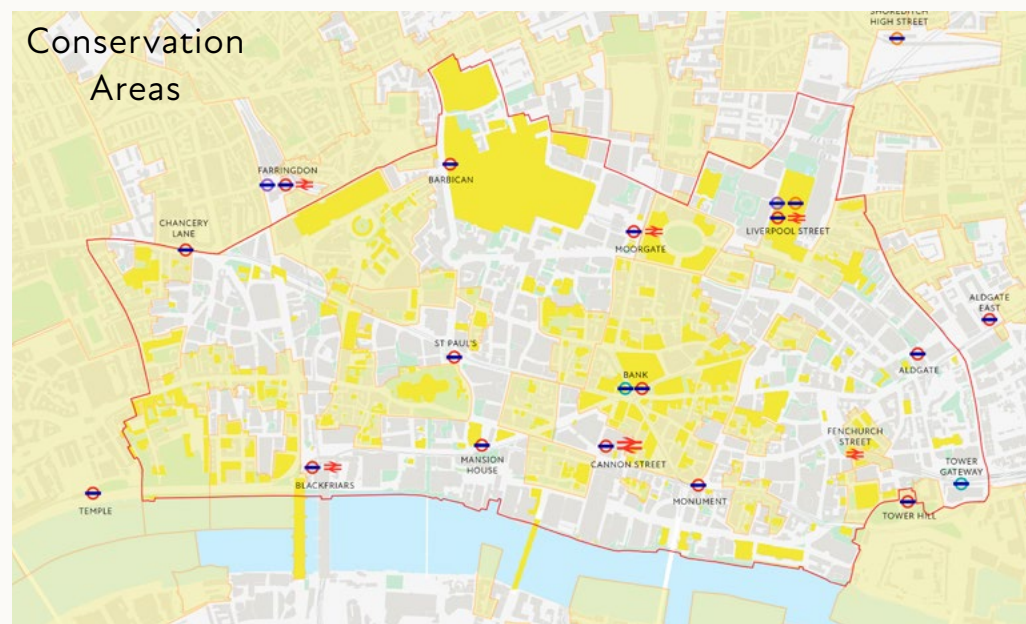
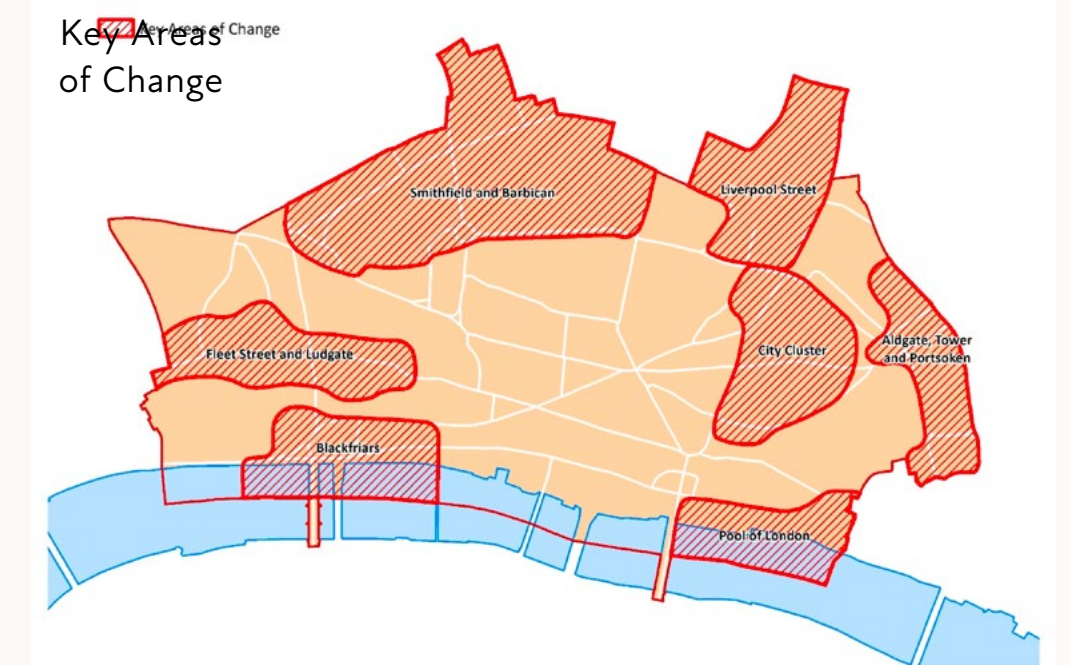
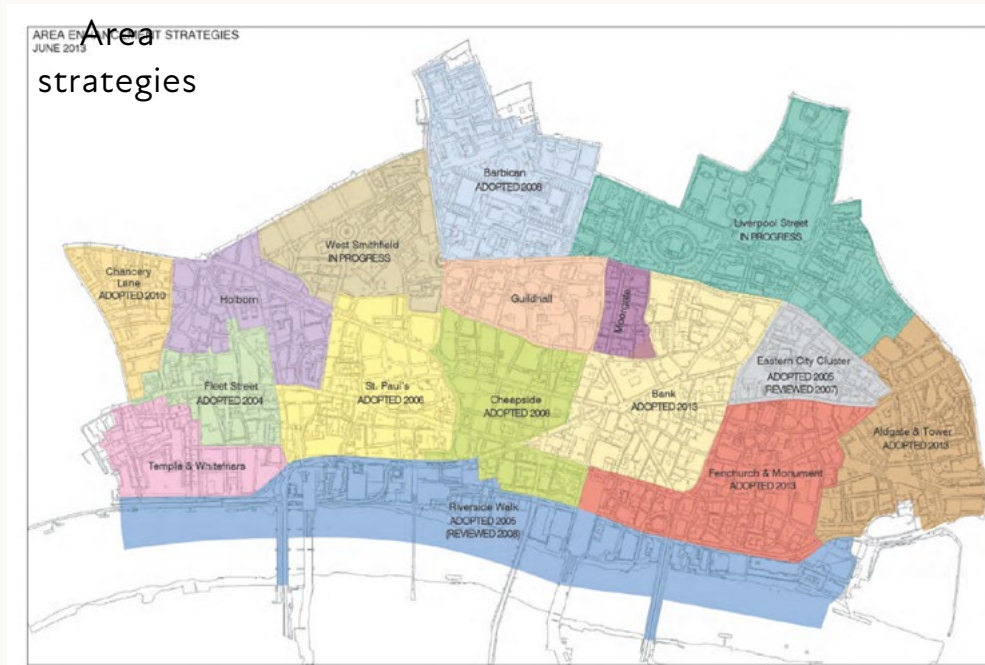
- Support a **cohesive wayfinding and signage strategy** to communicate and promote the Thames' existing cultural offer and its significant cultural heritage/artefacts
- Support a **lighting strategy** along the public waterfront
- Support an **events programme** that centers on the cultural heritage of the Thames

02 Process and methodology

METHOD STATEMENT

- Researched various ways the City has previously been divided up (i.e. wards, Key Areas of Change, etc.).
- Researched the urban mechanics of cultural districts (i.e. anchor vs. cluster; established vs. organic vs. planned).
- Researched tourist attractions across Central London and in the City.
- Outlined focal areas based on established, emerging, and planned cultural growth areas, with no specific intention to cover the whole City with focal areas (i.e. a more targeted approach).
- Analysed the spatial data collected in the Mapping Workstream, including two cluster analyses (k-means and DBSCAN) of both consumption and production datapoints.
- Refined outline focal areas based on feedback from Workshop 2, including review of the CoL Public Realm Vision, Key Areas of Change, assessment of cultural character areas and urban morphology, and internal decision to ensure whole City was covered by the focal areas. This ensures a long-term and future-proof framework.
- Wrote a Cultural Character Plans for the 9 focal areas, with five sections each: Overview, Existing Cultural Ecosystem, Forthcoming Changes and Opportunities, Priorities, and Suggested Cultural Contribution of Future Developments.

How has the City been divided up before?



How has the City been divided up before?

ANALYSIS



Wards



Conservation Areas



Area Strategies



BIDs



Key Areas of Change



Destination City benchmarking

Total number of areas	25	27	15	5	7	6
Do they cover the whole city?	Yes	No	Yes	No	No	Yes
Do they overlap?	No	No	No	No	No	No
Purpose	Administrative boundary	Statutory policy	Adopted policy	Commercial	City Plan 2036	Benchmarking

Focal Areas in context

DEVELOPING CRITERIA

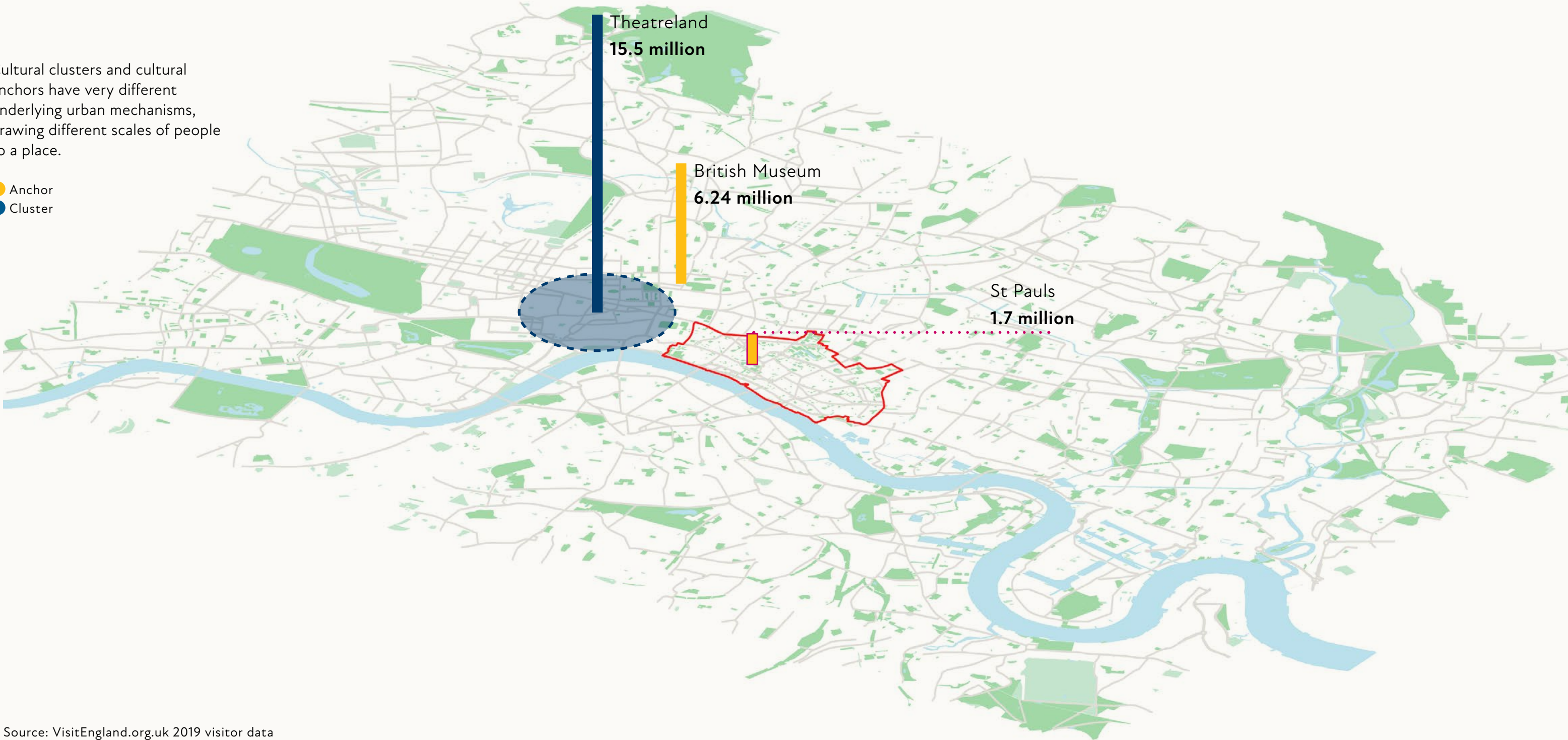
Situating potential focal areas alongside previous divisions of the Square Mile.

	Wards	Conservation Areas	Area Strategies	BIDs	Key Areas of Change	Destination City benchmarking	CPF Focal Areas
Total number of areas	25	27	15	5	7	6	6 - 10
Do they cover the whole city?	Yes	No	Yes	No	No	Yes	No
Do they overlap?	No	No	No	No	No	No	Yes
Purpose	Administrative boundary	Statutory policy	Adopted policy	Commercial	City Plan 2036	Benchmarking	Varied cultural offer across the Square Mile Planning guidance

Clusters versus Anchors

Cultural clusters and cultural anchors have very different underlying urban mechanisms, drawing different scales of people to a place.

- Anchor
- Cluster



Source: VisitEngland.org.uk 2019 visitor data

Types of Focal Areas

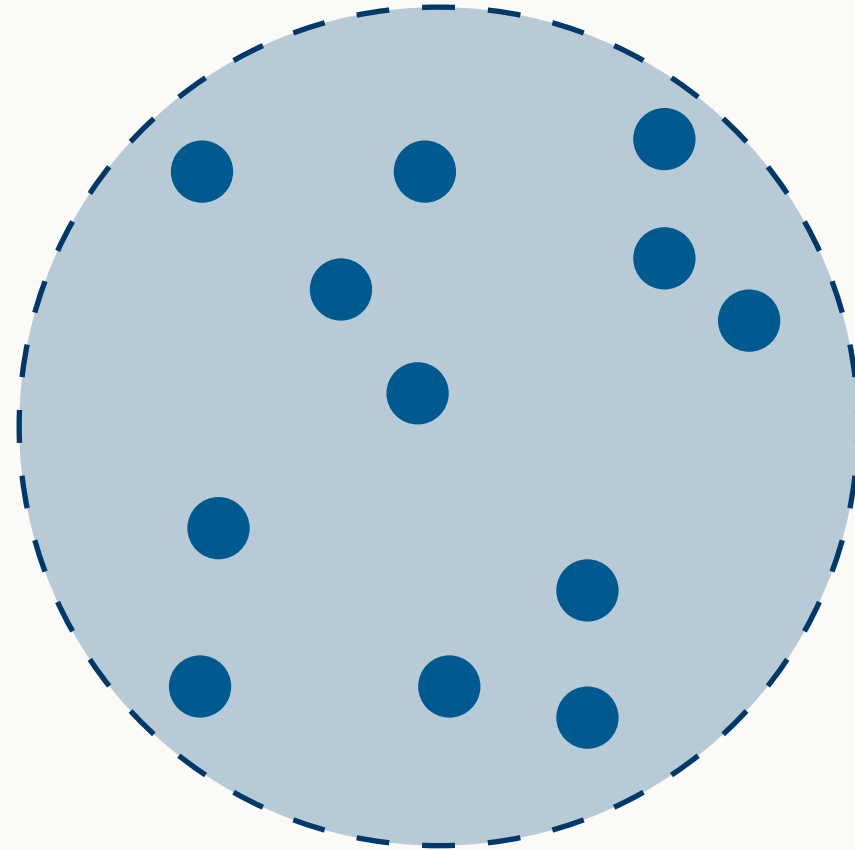
CLUSTERS AND ANCHORS

Cultural districts can be the results of both cultural anchors and/or cultural clusters. The GCDN report on cultural districts governance distinguishes different types of cultural districts (*), two of which are relevant for the City of London context:

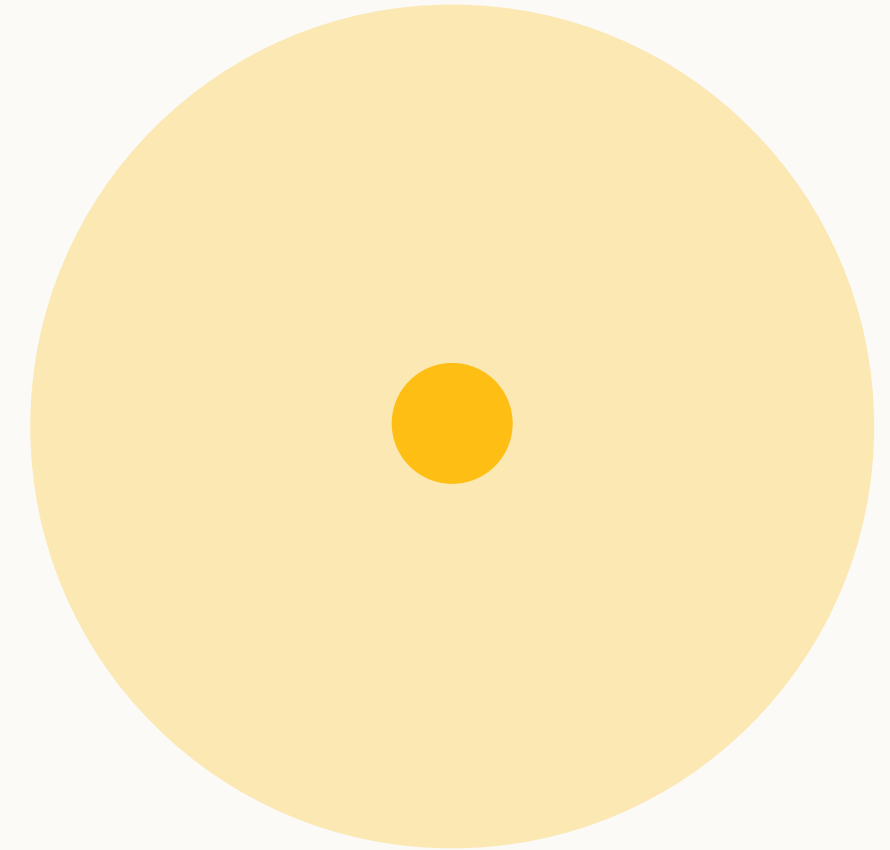
- Museum cultural district, based on the presence of major cultural anchor(s)
- Metropolitan cultural district, demarcating an area in which many cultural organisations are based whose character and strengths are a result of that agglomeration.

(*See GCDN, Governance Models for Cultural Districts, p11)

Clusters are areas defined in part by the cluster of attractions



Anchors cast a 'glow' and are the main draw to an area



Types of Focal Areas

ESTABLISHED, EMERGING/ORGANIC, PLANNED

In addition to the differentiation of anchors vs. clusters, the type of governance applied to cultural districts will influence their mechanisms of creation, and in turn their potential for growth. As summarised in RBKC's Cultural Placemaking report (*), geographies of cultural districts can be categorised into three types:

- Established: geographies with a long history of hosting the arts. Established cultural districts have a large number of cultural offers and often benefit from good transport links. They have little capacity to expand, are dense and also high rent.
- Organic: geographies with character and authenticity built up from a growing cluster of creative businesses that have benefited from low-cost rents and a vibrant community and programme of events.
- Planned: geographies that contain pockets of cultural activities yet to be uncovered. The areas will require planning and vision to mature into denser cultural areas.

(*See FutureCity, Cultural Placemaking in RBKC, pp16-17)

ESTABLISHED

Theatreland



Clusters

ORGANIC / EMERGING

Hackney Wick



PLANNED

Greenwich Design District



Anchors

Abertopolis



Mayfair Galleries



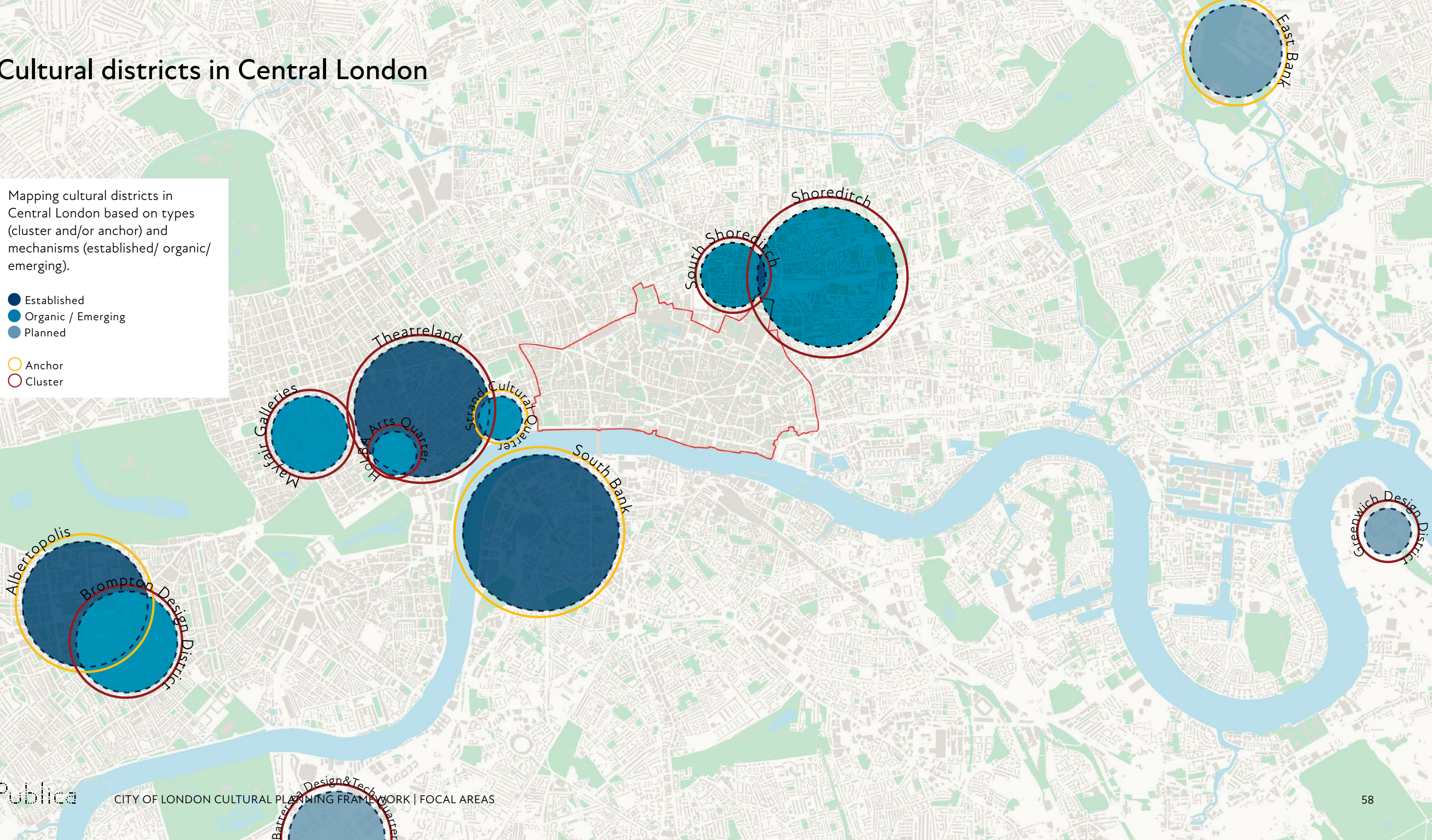
East Bank



Cultural districts in Central London

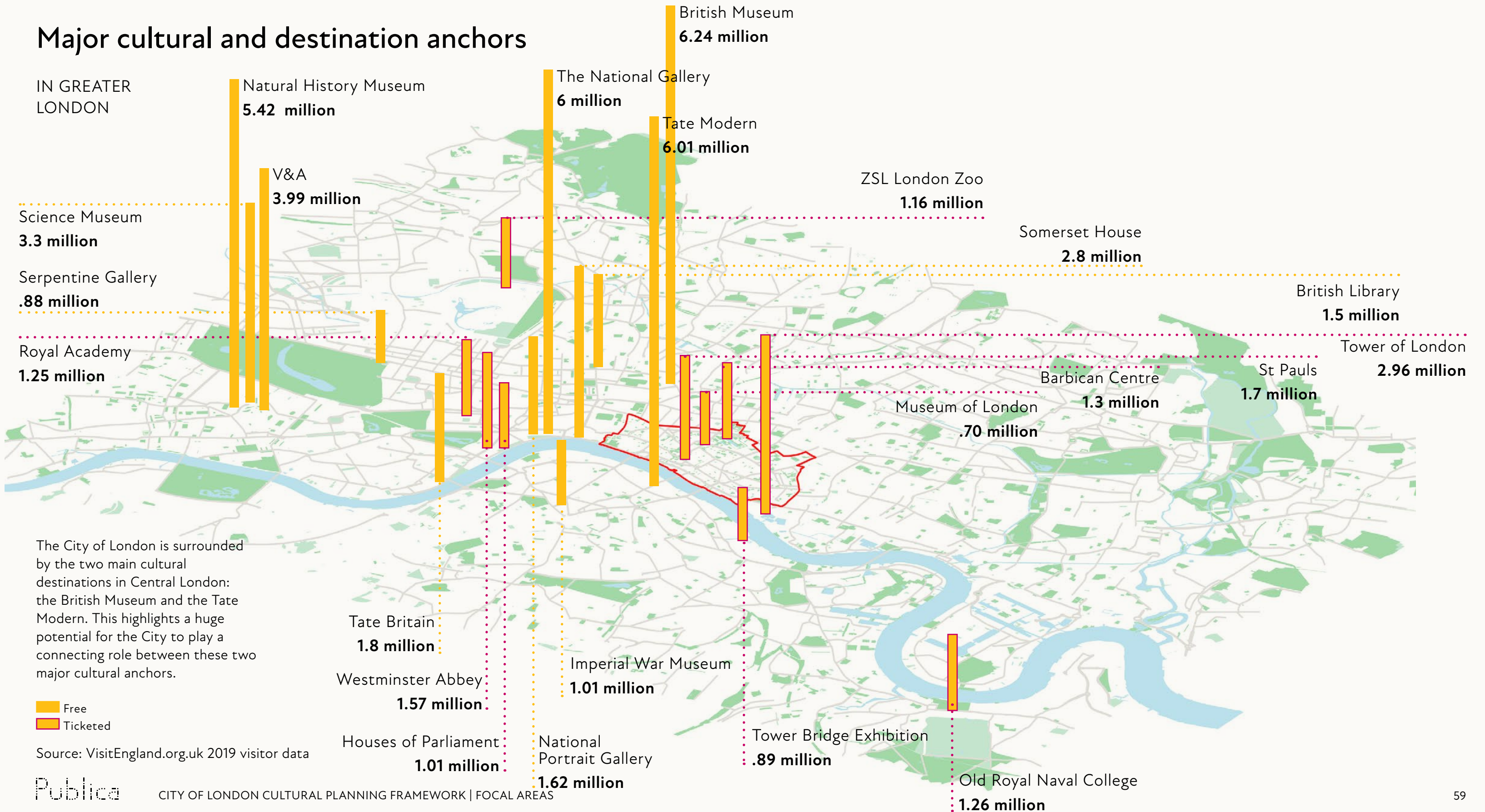
Mapping cultural districts in Central London based on types (cluster and/or anchor) and mechanisms (established/ organic/ emerging).

- Established
- Organic / Emerging
- Planned
- Anchor
- Cluster



Major cultural and destination anchors

IN GREATER LONDON



The City of London is surrounded by the two main cultural destinations in Central London: the British Museum and the Tate Modern. This highlights a huge potential for the City to play a connecting role between these two major cultural anchors.

Free
Ticketed

Source: VisitEngland.org.uk 2019 visitor data

Major cultural and destination anchors

WITHIN THE CITY OF LONDON

Barbican Centre
1.3 million

Museum of London
2 million (projected)

Mapping cultural and tourists destination in the City of London. The Tower of London and St Paul's are currently the biggest attractors of the Square Mile. Benefiting from St Paul's visitors numbers, One New Change has a staggering annual footfall of 7.5 mil. This highlights the importance of a balanced ecosystem of uses, where cultural offers are complemented by diverse retail and food&drink activities.

- CoL Places of Interest
- Development destinations
- Additional destinations
- Retail destinations

St Paul's
1.7 million

One New Change
7.5 million (footfall)

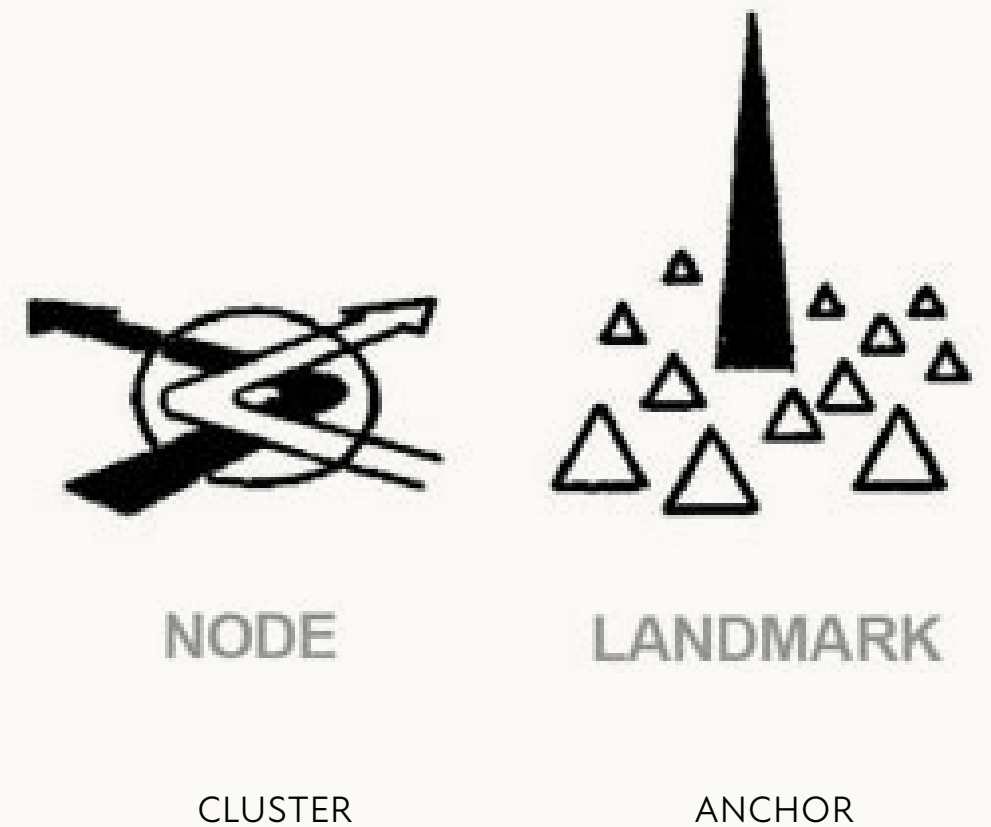
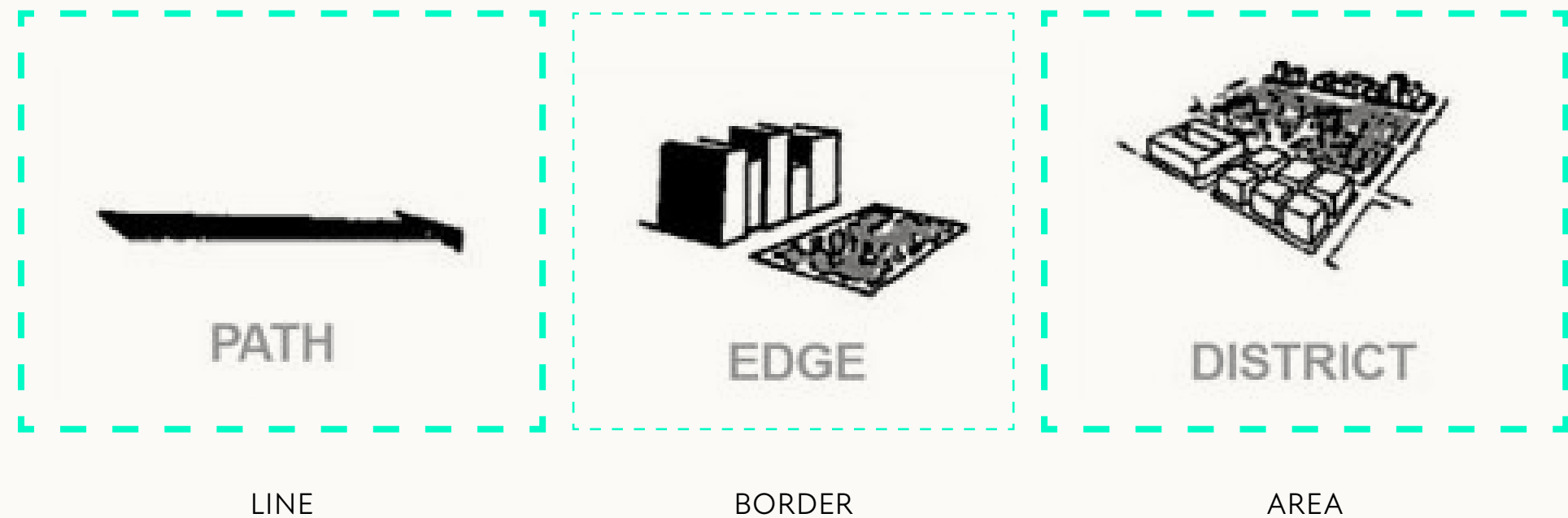
Museum of Migration
0.14 million (projected)

Tower of London
2.96 million

Types of Focal Areas

PATHS AND DISTRICTS

In addition to culture-specific designations, we have used Kevin Lynch's grammar of urban morphologies to differentiate between different conditions across the Square Mile.



Source: Kevin Lynch, The Image of the City, 1960

Types of Focal Areas

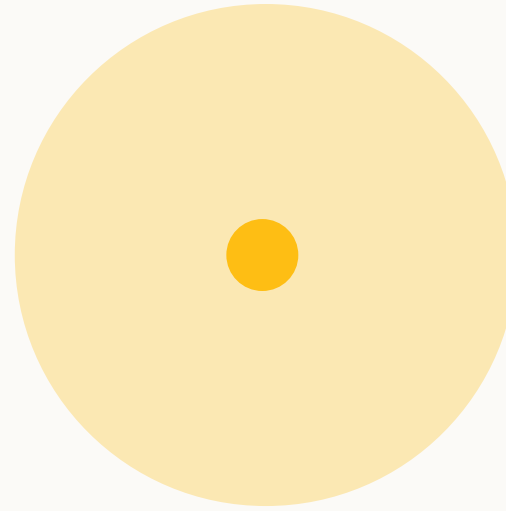
SUMMARY

Summary of the different designations used for the preliminary analysis and categorisation of focal areas. The first draft of focal areas (see following 2 pages) is based on the application of these different designations to determine the character and need for focused cultural planning among different areas.

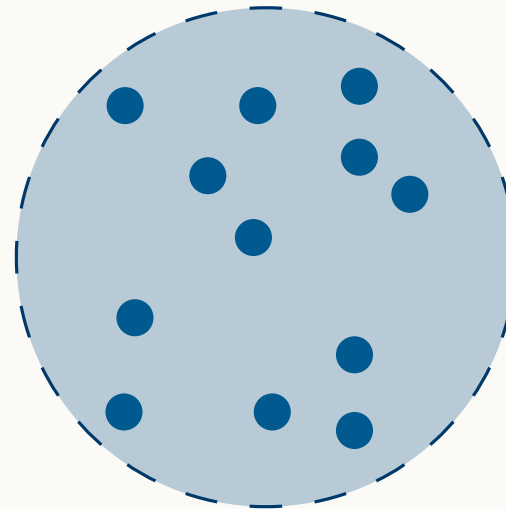
ESTABLISHED

ORGANIC / EMERGING

PLANNED



ANCHOR



CLUSTER



LINE



EDGE



AREA