

Appendix 2: Look and Feel Strategy amendments table

Draft version	Finalised Strategy	Rationale for change
General – relating to the structure of the Strategy as a whole	<p>The Final version of the Strategy has been split into three separate documents:</p> <ol style="list-style-type: none"> 1. The Look and Feel Strategy itself, outlining the Vision, Aims, and Outcomes for the Look and Feel of Culture Mile 2. The Detailed Delivery Plan, giving more detail of proposals that can be undertaken in order to achieve the outcomes set out in the Strategy 3. The Evidence Base, setting out the consultation and engagement findings, and research 	<p>To ensure that the Strategy itself was readable (making it shorter in length) whilst still stating what the aims and outcomes were.</p> <p>The detail from the draft version of the Strategy is still in place, but is now in a separate document that can be read alongside the Strategy, if further detail is required (i.e. about a particular outcome or project)</p>
General – throughout the Strategy	General note – some parts of the Strategy have been moved to other sections of the Strategy (or Detailed Delivery Plan)	This has been to make the document clearer overall (e.g. placing all ‘wayfinding’ or ‘lighting’ items together). Where items have been moved this is listed below.
General – throughout the Strategy	General note – wording been redrafted in some cases to now show ‘proposals’, rather than including proposals within the general narrative text as before.	To make the text clearer
1.1 Wayfinding	1.3 Wayfinding Added reference to Legible London as part of recommendation for signage system	Updated to meet Citywide strategy: since the draft L&F the City has adopted Legible London as its wayfinding and signage standard
	Added reference to Listed Building Management Guidance	Some respondents asked to reaffirm need to consult with listed building management guidance, so references to this have been added
	Added reference to north-south link streets off the Culture Spine	A number of respondents commented on the focus on the ‘Spine’ and that the east-west route was too linear
	‘Street furniture’ and ‘landscape’ have been separated into two separate recommendations	To be clearer
	‘Supplementary information’ and ‘digital systems’ have been merged into one recommendation on ‘digital wayfinding’	To be clearer
	Language of the recommendations has been slightly redrafted	To be clearer

1.2 Functional	1.2 Infrastructure Changed language from 'functional' to 'infrastructure'. Some rewording of text to be more specific about recommendations.	To avoid repetition of similar content in different parts of the Strategy
	Taken out 'welcoming' which now is in section 1.6. the recommendation about 'arrival points' has similarly moved to 1.6	To be clearer
	Added recommendation about putting together a technical manual for programming in public spaces	New recommendation to respond to: a) consultation responses enthusiasm for programming in spaces; and also to allow for the robust systems and careful management that was requested by residents b) new Culture Mile programming structure that is looking to programme in public spaces
1.3 Places	1.1 Places Text added about Centre for Music	To reflect the recent developments about Centre for Music
	Recommendations have been split out into each individual 'place'	To be clearer about what the type of change for each place would involve
	New Museum of London at Smithfield public realm recommendation added	Updated to align with Museum of London plans, which have developed since the strategy was drafted.
	Smithfield Rotunda text edited down; the body of context will be in appendix now	To create space that is used for clearer recommendations
	Long Lane new public realm project moved here from 2.2	As a place located on the Culture Spine, this recommendation is better placed in this chapter
	Amended Beech Street recommendation to give some detail	Beech Street was a major focus on interest for most respondents to the Strategy, who wanted more ambition for Beech street and supported closing the tunnel to traffic Text also updated to align with Beech Street project, which has developed since the strategy was drafted
	Moor Lane project now more clearly listed as a recommendation and description of the designs has been added	Consultation respondents who discussed Moor Lane were clear they wanted the Moor Lane public realm project to be completed as soon as possible
	Recommendation about the proposed Centre for Music added	To reflect current status of the Centre for Music project
1.4 Lighting Lighting content moved to chapter 3	see below: section 3.2 for lighting amendments	

	1.4 North-South routes New section added that emphasises north-south routes off the ‘spine’, including connections to: LSO St. Luke’s; Golden Lane; St. Paul’s area; and potential Centre for Music, as well as general north-south route policy on wayfinding and streetscene	A number of respondents commented on the focus on the ‘Spine’ and that the east-west route was too linear; the Strategy did include recommendations for moving off the spine but by placing them in one chapter it gives some emphasis and clarity. In addition, plans for the Centre of Music and St Paul’s area have developed and are now included as key areas of interest that will be developed (albeit through different strategies)
1.5 Public Information	1.7 Public information Text redrafted: narrative is now more clearly stated as ‘recommendations’.	For clarity
	Screens text redrafted	Some respondents expressed concern over a possible proliferation of screens in the area. In response the redraft has aimed to be clear that some measures would be temporary/ experimental in nature
	LED nets text moved here from 2.1	To be clear that these can be used for public information
	Added recommendation about public information policy that aims to allow publicity of cultural events whilst protecting the streetscape from proliferation of advertising	Some respondents to the consultation expressed worry that the area would allow advertising and create a Disney or Piccadilly Circus-type environment. This recommendation aims to guard against this possibility.
1.6 Prioritise pedestrian movement	1.2 Prioritise pedestrian movement and improve air quality	This was a real focus of interest for the consultation respondents, who wanted to see big improvements in this area. The section has been moved up to second in the chapter to give it greater emphasis. In addition a focus on Air Quality has been added, for the same reason.
	Below ground link to Farringdon was taken out	This is not part of the Museum of London plans now
	Barber Surgeon’s Garden – references that implied movement through here towards the Barbican through privately-accessed space have been taken out.	A number of respondents to the consultation requested that this route remain private access only.
	Text amended to make greater focus of London Wall green spaces	The green spaces along London Wall, Alphage Gardens, have been referred to as these have now started to open to the public
	Added in recommendation to improve accessibility	Consultation respondents commented on a need to ensure the area is accessible to all. In addition the City of London Access Group stressed the importance of improvements to accessibility in the area.
	Text added here about traffic reduction, service areas and pedestrian crossings moved from 1.7 into this chapter	To consolidate pedestrian-focused, accessibility enhancements and air quality improvements into one section

1.7 Junctions and Arrival Points	1.6 Transform junctions and form welcoming and memorable arrival points Recommendation to transform arrival points has been moved into here from 1.2	To avoid repetition of similar content in different parts of the Strategy
	References to uses of car parks taken out	Respondents to the consultation requested that car parks in the area remain in use as car parks
	Beech Street recommendation moved to 1.1 and 1.2	To keep Beech Street-related recommendations in fewer different parts of the Strategy
	Added recommendations about Barbican tube station, including improving accessibility through adding a lift and improving the drop kerb outside the station	Respondents to the Strategy consultation recommended improving accessibility at/ around Barbican tube station. Lift access to podium was requested by a number of respondents
2.1 Reveal inner workings, add interest and celebrate character	2.1: Reveal inner workings; improve entrances; animate facades New 'creative thresholds' recommendation; and moved 'improve entrances' to this section from 1.7	For clarity; content about entrances of Culture Mile partners now sits here instead of in the 'arrival points' section.
	Silk Street/ Beech Street junction moved to 1.6	To place all 'junctions' recommendations in one place
	Architectural lighting text moved from here into 3.2	To keep all the Lighting recommendations in one place
	Text relating to artwork projection amended to add 'identify certain facades in the area that are suitable for...'	To be clear that projection and other treatment of blank facades will be carefully curated and managed
2.2 Transform vacant spaces	2.4 Transform vacant and underused spaces Recommendations relating to reuse of underused car parks has been taken out	Respondents to the consultation requested that car parks in the area remain in use as car parks
	Recommendation relating to placing a café at Cromwell Place taken out	Respondents to the consultation requested that this be taken out
	Recommendation for filling in alcoves in Lauderdale Place taken out	Respondents to the consultation requested that this be taken out
	Additional language to emphasise the potential use of new spaces with community use, training, creative enterprise and artwork. This replaced some language explaining case studies	Stakeholders, partners and some consultation respondents were favourable to these ideas; and there was not enough room to include the case studies in depth (these are now in an appendix)
2.3 Animate streets via public art, street furniture and opportunities for play	2.2 Identify outdoor public spaces for public art, play and programming The old sections 2.3, 2.4 and 2.5 have been divided into new section 2.2. and 2.3.	These three chapters were all concerned with public art programming so they have been merged to create additional space for sections that have additional content about community initiatives and local businesses and

		local organisations – which were very strongly supported during the consultation exercise and so have been further developed.
	Language to map specific sites for public art; protect local assets; and list of recommended sites for programming all moved into this section from 2.4.	To ensure robust systems and careful management as requested by some respondents to the consultation
	Added references to ‘Culture Mile Programming’	Language updated to reflect new Culture Mile Programming structure
	Added more specific recommendation to programming and management of sites via a Technical Manual (amended recommendation moved from 2.4)	To ensure robust systems and careful management as requested by some respondents to the consultation
	More specific language to recommend a zoning strategy	Zoning was requested by some respondents to the consultation and some Culture Mile partners
	Recommendation about resident and partner involvement in programming moved to 2.5	For clarity; this section is the community section
2.4 Prioritise opportunities for art in spaces	The content from this chapter moved into 2.2 (see above)	
2.5 Rolling programme of art	2.3 Programming Spaces Programming Group text and diagram slightly amended to add Barbican programming lead	To reflect the new Culture Mile governance
	‘Review programming systems’, ‘digital support’, ‘maintenance’ recommendations moved here from 2.3	As part of merging three sections into two.
	2.6 New section: Culture Mile Network and Local Organisations	New section added after consultation with local businesses and stakeholders, to reflect the aspirations for Culture Mile to be developed with organisations in the local area.
3.1 Celebrate the area’s history	3.1 Celebrate the area’s history Text outlining key elements of the area’s history that might be celebrated is moved into the appendix	To create space for other content, as 3.4 was merged with 3.1
	Recommendations ‘Explore augmented reality and virtual reality’, ‘Commission public art’, ‘Commission street signs’, ‘Digital infrastructure’ and ‘Create ‘tokens’ have been moved into this section from 3.4	Section 3.4 has been merged with section 3.1 as they contained similar content
	‘Walking trails map’ was moved from section 1.1	The map is better placed in this section as it relates to exploration and discovering history

	Museum of London recommendation added	This reflects the Museum's response which highlighted their aspiration to reveal lost history of the area as part of their new Museum project.
	3.2 Lighting Strategy (content moved from 1.4) Reworded recommendation about architectural lighting	To be clearer
	Added principle to ensure that lighting in green spaces is designed to not have a harmful effect on wildlife and biodiversity	Respondents to the consultation, including the Friends of City Gardens, highlighted that lighting can be harmful to wildlife, in particular where dark habitats are needed
	Text edited to take out reference to routes via Barber Surgeon's Garden	A number of respondents to the consultation requested that this route remain private access only.
	Recommendation about advocating for private buildings to reduce lighting glare moved to here from 4.	To keep lighting recommendations in one place
3.2 Increase access and community involvement	2.5 Community Section expanded and moved into chapter 2	This section has been expanded to reflect the responses to the consultation, in which many local residents expressed a wish to be more involved
	Added text that sets out the LSO's role as the new Culture Mile 'Communities' lead	To reflect the new Culture Mile governance
	Added text about Learning and Engagement work in Culture Mile	To reflect the new Culture Mile governance, and the Learning and Engagement priorities for Culture Mile
	Added recommendation about public spaces and community use	Consultation responses stated very clearly a desire for more green space for community use and for better access to greenery
	Added recommendation about budgeting for community-led activity	Consultation responses were very positive to ideas for community-led activity, so it follows that funding sources for such activity need to be found
	Added recommendation about communication channels	Consultation responses focused on communication and ensuring that local communities were consulted on change in the area; and that opportunities for engagement and involvement were communicated clearly
	Added recommendation about spaces for community use	Many respondents spoke about the need for community space/ community buildings in the area. This also relates to recommendations in 2.4 about using underused spaces for local communities activity
3.3 Culture Mile learning	3.4 Learning and Education Additional recommendation for learning to be embedded into public realm projects	To align with Culture Mile aspiration for its education programme
3.4 Creative means and digital technology	This section was merged with 3.1 – see above	
3.5 Vertical movement	3.5 Vertical movement 'reinforce the oasis' section moved to 3.6 – new section on 'urban oasis'	This was expanded and made into a full section, 3.6, to reflect the importance that it was given by respondents to the consultation

	<p>New recommendation added on 'Visitor routes at podium level through the Barbican'</p> <p>Added specific recommendation to ensure visibility of signage at key routes</p>	<p>This recommendation was added to respond to Barbican Association feedback about best visitor routes through the Estate</p> <p>Recommendation added to reflect the consultation respondents desire to see better, clearer signage in and around the Estate at key staircases/escalators.</p>
	<p>3.7 New section - Sustain, maintain and enhance Set of recommendations relating to issues of: conservation of buildings and environments; management of spaces; sustainability of materials</p>	<p>New section added to ensure that measures are in place to protect and enhance the environment that is already here, such as the listed buildings and the habitats for wildlife. This was in response to concerns raised in the consultation about issues including:</p> <ul style="list-style-type: none"> - protection of listed buildings and conservation areas - protection of habitats, wildlife and local ecology - proper maintenance and cleansing of areas in the context of extra activity and more visitors
4.1 Placemaking in policy and development management	4.1 Policy and development management	
	'Smart City' digital language moved to 4.6	4.6 is the section on digital and 'Smart City' initiatives
	'Public information' recommendation moved from 2.1	To respond to partner ambition to be able to display information about programming in a well-managed way
	Language related to 'Future development' has been moved to 4.3: a new section on 'Creative Enterprise'	4.3 is a new section on Creative Enterprise, which is the appropriate place to put these recommendations now
	New recommendation 'technical manual' added	To ensure programming is well-managed
4.2 Sustainable funding model	4.4 Sustainable funding model	
	Some recommendations redrafted (though content remains the same)	To be clearer
	'External event programming' recommendation added	To reflect partner and local organisation's aspirations to programme spaces in Culture Mile with some external events/ activity
	'Measuring value and impact' recommendation added	To reflect need to assess the value of activity
4.3 Smart infrastructure	4.6 Smart Infrastructure	
	'Pioneer' recommendation moved here from 4.1	To keep 'smart' recommendations in the same place
	Recommendation about data protection redrafted	To give a stronger emphasis to data protection
4.4 Branding	4.2 Branding	
	New recommendation added on 'shared sense of welcome'	Added to reflect engagement responses from local organisations and businesses for the Culture Mile initiative to be inclusive
4.5 Pedestrian-focused streets	<p>The content from this chapter has been moved into other sections as follows:</p> <ul style="list-style-type: none"> - materials and surfacing now in 1.3 	To place intuitive wayfinding measures in one section

	- SUDs systems now in 3.3	To place sustainability and greening measures in one section
	- Layers of history now in 3.1	This recommendation relates to exposing layers of history
4.6 Security	4.5 Security Added recommendation about opening times	To ensure good management of sites
	Added recommendation about security of personal information	To respond to data protection laws
4.7 Landscaping strategy	3.3 Green spaces General point: this section moved to Section 3 from old Section 4	Landscape and greenery are areas to 'discover and explore'
	Some recommendation re-worded	To make them clearer
	SUDs recommendation moved here from 4.5 and 4.8 'Green routes', 'Green grid', moved here from 4.7 'Landscaping Strategy', 'Planning policy', 'tree planting' and 'traffic segregation' moved here from 4.8	To place sustainability and greening measures in one section
	Reworded 'humanise blank facades' recommendation (from 4.8)	Respondents to the consultation suggested vertical planting as a way to improve the appearance of forbidding servicing areas and other blank facades
	New recommendation 'raising awareness' added	To respond to a) consultation respondents who suggested greening-based activity and education in Culture Mile; and b) Culture Mile programming, which aims to include ideas about greening and sustainability into the programming strategy
	New recommendation 'monitoring and evaluation' added	To ensure that changes and their impact are properly understood
4.8 Environmental quality	Content placed into new section 3.3: 'Landscaping Strategy', 'Planning policy', 'tree planting' 'SUDs' and 'traffic segregation' (see above) And in 3.6: 'Air quality pledge' (see below)	
	3.6 Urban oasis New section to increase emphasis on the concept of 'Urban oasis'	To reflect the fact that many respondents noted how much they valued the 'urban oasis' nature of part of the area
	'Oasis' text moved here from old 3.5	To place 'urban oasis' measures in one section
	'Digital Strategy' moved here from 4.7	To place 'urban oasis' measures in one section
	'new pockets of green space' reworded from 4.7	To place 'urban oasis' measures in one section
	'Air quality pledge' moved from 4.8	To place 'urban oasis' measures in one section
	New recommendation 'Churchyards' added	Some respondents noted the churchyards as valued areas, both as quiet green spaces and spaces for cultural activity.