

CULTURE MILE LOOK AND FEEL STRATEGY



DETAILED DELIVERY PLAN



FLUID
ARCHITECTURE
URBANISM
PARTICIPATION



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CULTURE MILE
LOOK AND FEEL STRATEGY

INTRODUCTION



THE TEAM

FLUID
As lead consultant we are responsible for the project management, leadership and vision development. Fluid led on the site analysis, research, engagement and development of the public realm strategy.

ALAN BAXTER
Provided heritage expertise and input into the transport, movement and access strategies.

CONTEMPORARY ART SOCIETY (CAS)
Developed the cultural strategies that aid place activation and advised on governance considerations.

SEAM
Looked at the opportunities for lighting to aid wayfinding, highlight landmarks and give expression to key spaces.

ARUP DIGITAL
Developed digital tools for interactive communications and public information.

ARUP LANDSCAPE
Developed the landscape, green infrastructure and sustainability principles and advised on management.

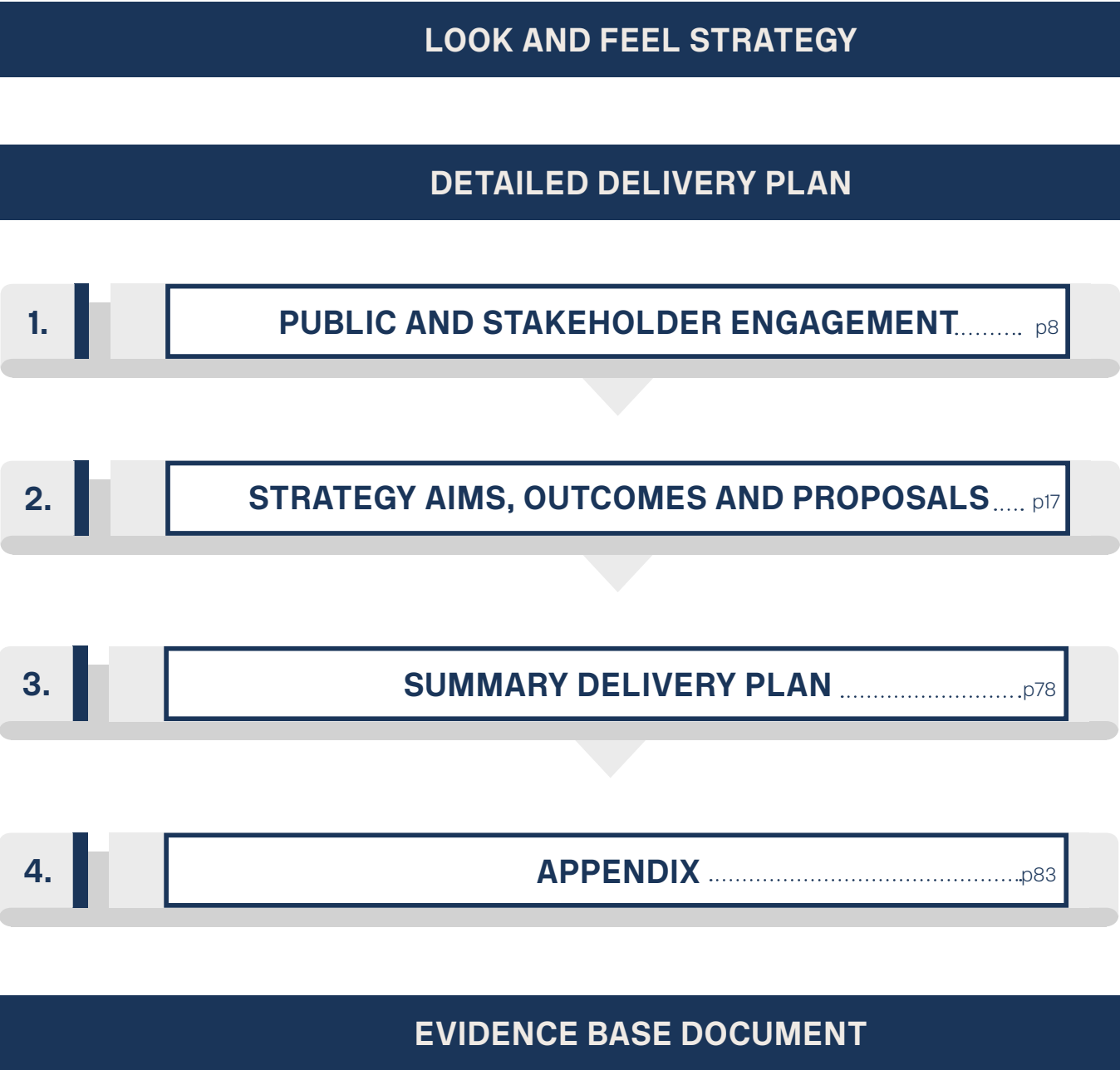
ARUP SECURITY
Advised on security matters, providing guidance on protecting people and property in the public realm.



STRUCTURE OF THIS DOCUMENT

This document is organised into four sections:

- 1. **PUBLIC AND STAKEHOLDER ENGAGEMENT** - Contains information on findings of engagement about Culture Mile and the Look and Feel Strategy.
- 2. **STRATEGY AIMS, OUTCOMES AND PROPOSALS** - Sets out in detail proposals to achieve the desired outcomes for the Look and Feel Strategy.
- 3. **SUMMARY DELIVERY PLAN**- Gives a summary of projects to be delivered to achieve the outcomes set out in the Strategy.
- 4. **APPENDIX** - Supplementary information including case studies and research.



ENGAGEMENT: WORKING PARTY WORKSHOPS

One Champions Group and four Working Party workshops were carried out with a wide range of City of London officers, representatives from resident groups and major stakeholders. The Museum of London, Barbican Centre, Guildhall School, London Symphony Orchestra and Smithfield Market have all contributed.

The workshops were used as a valuable sounding board to refine the vision, test ideas and provide insight into the areas constraints.

This page provides some examples of the comments received during the round table discussions.

'Grow the existing public space around Smithfield'

'Ensure there is a unified identity'

'Digital elements could set Culture Mile apart'

'Provide daytime, evening and weekend attractions'

'Balance the contrasting expectations of residents and visitors'

'Pedestrianising Beech Street could ensure the podium is a place of discovery and minimises conflict'

'Reveal the inner workings of the area'

'Location specific planning permits would provide spaces the flexibility to host events'

'Create a historic but forward looking place'



WORKING PARTY WORKSHOP FOUR - 06.06.2017



CHAMPIONS WORKSHOP 08.08.2017



ENGAGEMENT: CULTURE MILE POP-UPS

Culture Mile Pop-up programme is a means of signalling the first steps in the animation and transformation of the area, helping to test and explore longer-term ideas. The current programme features a range of temporary art installations, gardens and signage including:

1. **Joy and Peace by Morag Myerscough** - Bringing large scale, vivid instillations to Silk Street and a performance venue in Smithfield Rotunda.
2. **Shadowing by Playable City and Chomko and Rosier** - A lighting installation creating playful moments of discovery and engagement across Culture Mile.
3. **Photographs by Vicky Grout** - On the hoardings on the new Museum of London site.
4. **A community garden on Moor Lane** - Created and run by volunteers as part of the City's Low Emission Neighbourhood.

Further interventions will be considered over the following months alongside a supplementary series of events and activities. Amongst others, these will help to explore the use of Beech Street as a cultural space, create a series of walking trails through the area, support family-oriented activities, introduce further opportunities for learning and encourage greater collaboration between institutions.

Fluid's sister company Soundings have carried out engagement events on Culture Mile pop-ups to measure their success, test public response and better understand how the public realm is currently used. A series of pop-up events were held at various locations near the installations. People were generally supportive of the project and enjoyed the efforts to bring more colour and enhanced green spaces to the area.

1

JOY AND PEACE MORAG MYERSCOUGH



2

SHADOWING PLAYABLE CITY AND CHOMKO AND ROSIER



3

MUSEUM OF LONDON HOARDINGS VICKY GROUT



4

MOOR LANE COMMUNITY GARDEN



INITIAL PUBLIC ENGAGEMENT

Following on from the Working Party sessions, a series of targeted engagement events were held in Culture Mile. These were used to test the public’s response to both the emerging Look and Feel vision and Culture Mile Pop-up programme.

An Urban Safari was also held, a walkabout led by the team through Culture Mile with a mix of local residents, workers and key stakeholders. Collectively, these events helped inform and test the emerging themes, uncover wider opportunities and widen participation. This page summarises the headline findings organised by key themes. The following engagement events have been held:

Look and Feel Vision Engagement:

- **Wednesday 26th July 2017 | 8am - 10am and 12pm - 2pm**
Smithfield Market
- **Thursday 27th July 2017 | 9am - 11am and 12pm - 2pm**
Golden Lane Estate and City Point (Moor Lane)
- **Saturday 29th July 2017 | 11am - 12.30pm and 12.45pm - 2pm**
Barbican Podium and Museum of London

Urban Safari:

- **Wednesday 16th August 2017 | 6pm - 7.30pm**

Culture Mile pop-up engagement:

- **Tuesday 8th August 2017 | 11am - 3pm**
Moor Lane Community Garden
- **Wednesday 9th August 2017 | 12pm - 3pm**
Smithfield Market
- **Thursday 24th August 2017 | 11am - 2pm and 2.30pm - 6pm**
Cromwell Place and Smithfield Rotunda

It is to be noted that at the time of this consultation, the aims of the Look and Feel Strategy were:

- Form a Cultural Spine (access and wayfinding)
- Take the Inside Out (place activation)
- Celebrate History and Community (history and identity)
- Create an Urban Oasis (environment)

These aims have been subsequently developed into those presented in this document

ACCESS AND WAYFINDING	PLACE ACTIVATION	HISTORY AND IDENTITY	ENVIRONMENT
<ul style="list-style-type: none">• People strongly agreed that wayfinding and traffic should be improved to control the traffic flow and create more pedestrian-friendly environment, especially around Beech Street tunnel and Long Lane.• Some suggested visual links, including street art, lighting and painting the roads, will help create a coherent identity.• Extending the highwalk was suggested to avoid cars on street level - easy access and lifts should be in place.• Some felt the main spine was too linear.• Some raised concerns on how feasible the strategy is considering the current roads, access and signage.	<ul style="list-style-type: none">• Overall support for the concept of bringing more people to discover a variety of areas that are not well known.• Visual link with cultural institutions through performances at lunch time or after work was suggested to showcase the institutions offer but also to break down social barriers through free events.• Celebrate the area as the home of world class institutions, making strong links between the area and the institutions.• A concern about the impact of the strategy on Smithfield Market and how it can incorporate existing market traders and operations.• Some raised concern over noise levels and residents space being taken over.	<ul style="list-style-type: none">• Many strongly agreed on revealing the area's history and raise awareness of historical events, architecture and stories to strengthen pride of the area and enable people to explore and discover.• Many recognised the historical value of the area including the Barbican, Smithfield, Charterhouse and the churches.• Opportunity to reveal the layers of history in the area, especially key events in Britain’s history.• Opportunity to celebrate the layer of history in architecture from different eras (Victorian through to the 60’s).• Some felt the site boundary was too restrictive and it should include the wider community.	<ul style="list-style-type: none">• General support to increase planting, seeing creative, varied spaces with a good distribution of greenery and natural growth as well as preventing and reducing pollution.• More open and green spaces are needed to accommodate outdoor activities and events but also to relax from the urban stressful life.• There was some concern about overcrowding and losing quiet green spaces for residents.• There was some concern about increase in vandalism and anti-social behaviour.• Need to ensure the spaces are managed well and not to be overtaken by smokers.• Concern over privatisation.



SMITHFIELD ROTUNDA POP-UP 26.07.2017



URBAN SAFARI 16.08.2017

FINAL PUBLIC ENGAGEMENT

A final public consultation took place from 22nd November 2017 to 4th February 2018. The purpose of the consultation was to gather feedback on the draft Strategy, and to understand the issues and aspirations for the Culture Mile project.

A series of public drop-in sessions were held in several locations across Culture Mile: Golden Lane Estate, the Barbican Centre, an event at the Museum of London, Guildhall School, West Smithfield, Moor House and Charterhouse, Smithfield Market, St Giles' Church, St Bartholomew's Hospital, 2 London Wall Place, all hosted sessions.

The public consultation was conducted through various methods, which include: user surveys, drop-in sessions, online surveys, postcards, emails and stakeholder meetings. The surveys posed the following seven questions:

- What do you most value about the area?
- What changes would you most like to see in the area?
- How do you think we should increase public amenity in Culture Mile? (e.g. signage, seating, green spaces, facilities for families etc.)
- Do you agree with the 4 key aims in the strategy?
- What sorts of public arts/events would you like to see?
- Do you have any suggestions for venues/spaces for possible events in the area?
- How would you like to be more involved with this initiative in the future?

The summary of the findings are shown on the right hand side of this page.

The four aims of the Strategy are generally agreed with.

The maintenance of the listed building is key priority for Barbican Estate residents, along with ensuring that peaceful areas in the estate are maintained.

Residents and local businesses would like to be more involved and kept better informed.

Residents in general are very supportive of community led projects and better community facilities in the area.

An ambition to support independent retail / food offer and spaces creative small businesses in Culture Mile was positively received.

Wayfinding improvements is a high priority.

Major changes and improvements to Beech Street are supported.



OPPORTUNITIES AND CHALLENGES

The Stage One work was structured around work streams with each consultant completing analysis aligned to their area of expertise.

A summary of a the broad opportunities and challenges that the Look and Feel Strategy must address are provided here.

These opportunities and challenges underpin the work presented here. They have been discussed and agreed upon at the Working Party Workshops.

1

OPPORTUNITIES

2

A CONCENTRATION OF DIVERSE CULTURE AND ACTIVITY



A GREEN DNA OFFERING SPACE FOR EXPLORATION AND DISCOVERY



3

PART OF LONDON'S HISTORIC CORE BOTH ARCHITECTURALLY AND SOCIALLY



4

PROXIMITY TO WIDER ATTRACTIONS AND ENHANCED TRANSPORT NODES



Over **50%** of street frontage on key pedestrian routes is blank or inactive

Only **24%** of street frontage on key routes is considered to be attractive or pleasant to pedestrians

1

CHALLENGES

2

GREAT INSTITUTIONS BUT LITTLE EVIDENCE OF CULTURE



BARBICAN CENTRE, SILK STREET



MUSEUM OF LONDON ROTUNDA

VEHICLE DOMINATED STREETS



BEECH STREET / ALDERSGATE JUNCTION



GRAND AVENUE, SMITHFIELD MARKET

3

4

UNDERUSED SPACES AND SIGNIFICANT FRONTAGE OCCUPIED BY CAR PARKS



CROMWELL TOWER, BEECH STREET



SMITHFIELD ROTUNDA

NOTORIOUSLY DIFFICULT WAYFINDING



THE YELLOW LINE, BARBICAN CENTRE



MOL ENTRANCE, ALDERSGATE STREET

CULTURE MILE
LOOK AND FEEL STRATEGY

AIM 01 FORM A CULTURE SPINE



THE AIM: FORM A CULTURE SPINE

The Culture Spine will deliver good ground level connections and a pedestrian and cycle friendly environment.

The Culture Spine is a key wayfinding structure that will create direct routes between institutions and provide visitors with the confidence to wander and explore.

A series of different experiences will take place along its length and it will ensure key sites such as St Paul's and LSO St Luke's are inextricably linked to the heart of the area along enhanced north-south streets.

It will help create a richer kind of wealth, made up of shared creativity, inclusive experiences and dynamic relationships.

Digital services will be integrated into physical wayfinding elements, as well as existing on accessible digital platforms. It will enable more personalised information, linked to events and activities.



Figure 02

THE OUTCOMES

1.1 New 'places' are created along the Spine

Smithfield Rotunda, Beech Street, Silk Street and Moor Lane should each have a distinct character and function, acting not only as landmarks but also as new destinations.

1.2 Pedestrian movement is prioritised, air quality is improved

The pedestrian experience should be at the forefront of public realm enhancements along with the implementation of measures to deliver a healthier environment.

1.3 The area is easy to navigate

Intuitive movement through wayfinding in the form of signage and secondary layers of navigation.

1.4 New infrastructure is implemented along the Spine

The Spine should be unique and distinct. It should offer a platform for professional and spontaneous events to take place.

1.5 North-south connections are formed

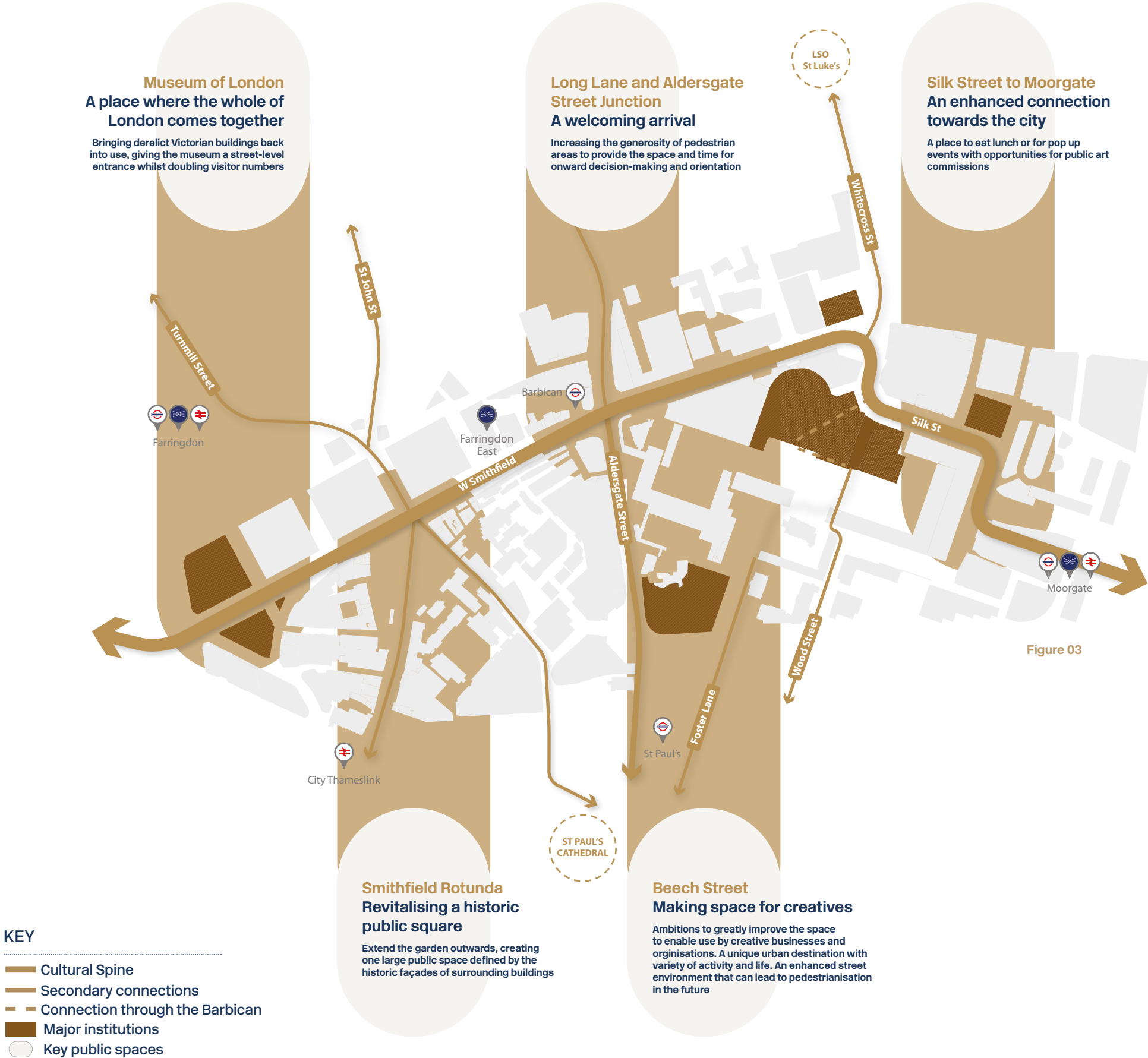
The north-south lanes off the Spine will encourage discovery of Culture Mile and connect it to cultural destinations.

1.6 Junctions are transformed and welcoming memorable arrival points are in place

Arrival points will be creative, delightful and generous.

1.7 The area has an innovative public information system

The best possible experience, through the provision of digital information for visitors



1.1 NEW 'PLACES' ARE CREATED ALONG THE SPINE

Four major public spaces will be created or improved to provide new destinations and encourage visitors to explore and spend more time in the area. The character and ambitions for each key space are:

Smithfield Rotunda - Revitalise a historic square

Formerly a centre of public life with jousting games and tournaments, Smithfield Rotunda will benefit from extending the inward looking garden outwards to create one large public space defined by the historic façades of the surrounding buildings. Public art on Grand Avenue will help to draw footfall and create a focal point. During daytime hours the market's servicing areas could be used more intensively for street markets. Activity will continue into the evening, providing new opportunities for entertainment and leisure.

Beech Street - Making space for creatives

Beech Street has the potential to become a unique and vibrant destination for cultural production and urban life. This can be achieved through the introduction of vehicle control measures, such as a westbound only access, and the enhancement and widening of the pavements. The Barbican exhibition halls, currently underutilised, are opportunity sites to provide active frontage and space for creative businesses and organisations.

Moor Lane and Silk Street - A new linear park

Silk Street and Moor Lane, originally used as servicing back streets for the Barbican Estate, will become more pedestrian friendly. Moor Lane will benefit from a soft landscaping design including Sustainable Drainage Systems (SuDS), with potential community gardens alongside opportunities for public art commissions extending to City Point. Improved ground level connections towards Moorgate will be critical. Silk Street will become animated and greener, continuing the recent public realm improvements recently undertaken.

Proposed Centre For Music - A new cultural landmark

The business case, which is testing the viability of building the centre on part of the current Museum of London site, is being currently developed and will be completed by December 2018. Options should explore a different footprint for the new building to create a more generous and vibrant public space fronted by an architectural piece that is instantly recognisable along a key vista from the south.

Refer to Appendix 1 for more information

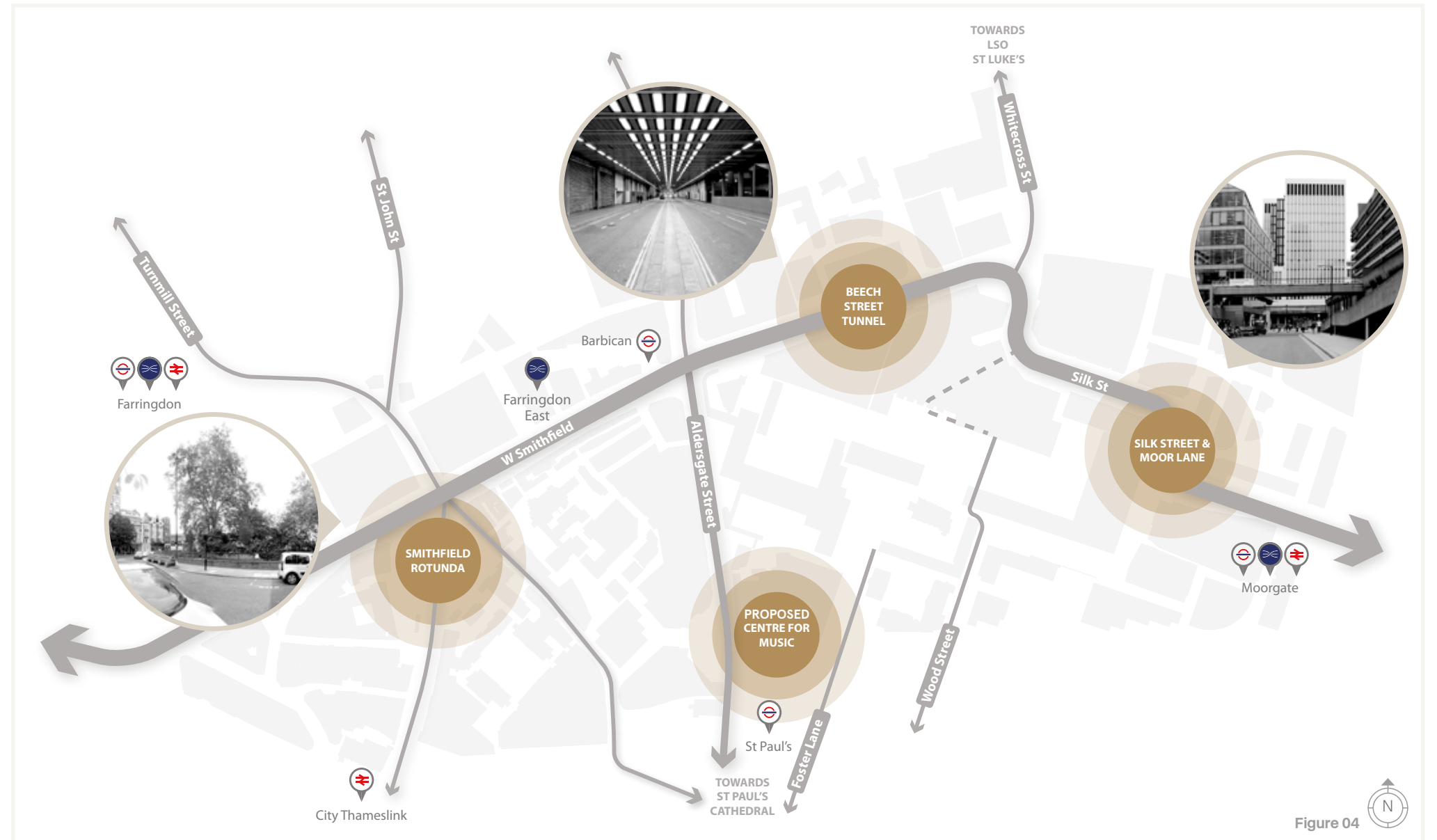


Figure 04



Bring play back to Smithfield



A unique and active urban destination



Soft landscaping with ecological measures

PROPOSALS

- 1.1.1 New Museum of London** - Implement a new public realm design for the space around the new Museum through creating a fantastic visitor experience, fitting with the aspirations of the new museum. Undertake appropriate traffic measures to ensure the smooth operation of the market.
- 1.1.2 Temporary installations** - Commission creative interventions that add interest, intrigue and reveal history (e.g. periscopes at Smithfield Rotunda to reveal a lost view).
- 1.1.3 Beech Street** - Transform Beech Street by radically reducing traffic, improving air quality, creating more pedestrian space and developing under-utilised sites adjacent to the tunnel into creative uses and carefully curated commercial spaces.
- 1.1.4 Smithfield Rotunda** - Commission a design for West Smithfield that looks to extend the Rotunda (e.g. via a bridge) to increase greenery and public pedestrian spaces, creating a unique urban destination that reflects its history as a major public square.
- 1.1.5 Long Lane new public space** - Create new designs for an external space on Long Lane working with the landlord and developers. The space, a facing Cloth Street, will become a new public square for Culture Mile. It will have a new name, greening, seating provision and the possibility for performances to take place. Work through the planning to seek active ground floor frontage in this space
- 1.1.6 Moor Lane** - Implement the agreed designs of the linear park, a new soft landscape with innovative SuDS measures and cycle lanes. Consider providing visual clues from City Point should be considered to help with navigation along the Spine.
- 1.1.7 Silk Street** - Implement measures for Silk Street to become more pedestrian and cycle friendly with limiting traffic for delivery-only vehicles. Consider animating the Barbican façades and car park windows with public art and introducing more planting.
- 1.1.8 Proposed Centre for Music** - A new cultural landmark. Design option should consider creating a generous public space fronted by building an architectural piece that is instantly recognisable along a key vista from the south.

1 2

WELCOMING AND GENEROUS



VISION FOR THE NEW MUSEUM OF LONDON



LIGHT INSTALLATION IN BEECH STREET

3 4

NEW PLACES, NEW MEMORIES



A NEW TYPE OF STREET



VISION FOR SMITHFIELD ROTUNDA

5 6

PEDESTRIAN-FOCUSED



MULTI-USES POCKET SPACES



LINEAR PARK

7 8

ATTRACTIVE LANDSCAPES



ANIMATED WALK



UNIQUE PLACES

As Crossrail Farringdon Station is expected to serve over 26 million passengers by 2026, the pedestrian experience will be at the forefront of the public realm enhancements. The aim will be to make the area more desirable by providing pedestrians with a safe, healthy and accessible environment.

PROPOSALS

- 1.2.1 Air quality** - Ensure that a policy to improve air quality and reduce emissions in the area is embedded in all new developments. Work implement the City of London Air Quality Strategy. Ensure that future public realm schemes include air quality measures.
- 1.2.2 Moorgate routes** - Through planning processes and partnerships, landowners advocate for well-designed, coherent and accessible pedestrian routes to Moorgate via:
- 21 Moorfields, where the podium link should be clearly signposted
 - New Union Street, which provides the most direct ground level connection between Moorgate, Moor Lane and Culture Mile
 - City Point could offer an enhanced pedestrian link
 - Ropemaker Street, influence future planning applications.
- 1.2.3 London Wall connections** - London Wall will use 'green links' to make its green spaces more easily accessible to pedestrians, such as Barber-Surgeon's Garden. Future design schemes could explore a pedestrian-focused approach from St Paul's towards the Barbican using the secondary route through Foster Lane and Noble Street. The scheme should draw upon the unique history associated with London Wall, such as already developed in the St Alphage architectural ensemble.
- 1.2.4 Accessibility enhancements** - Ensure that full accessibility is delivered alongside every new public realm enhancement for all users. Introduce drop kerbs for better access.
- 1.2.5 Traffic reduction** - Work collaboratively with City of London Low Emission Network and City Transportation teams to undertake traffic and network surveys in order to understand what opportunities are available for temporary or permanent road closures in the area.

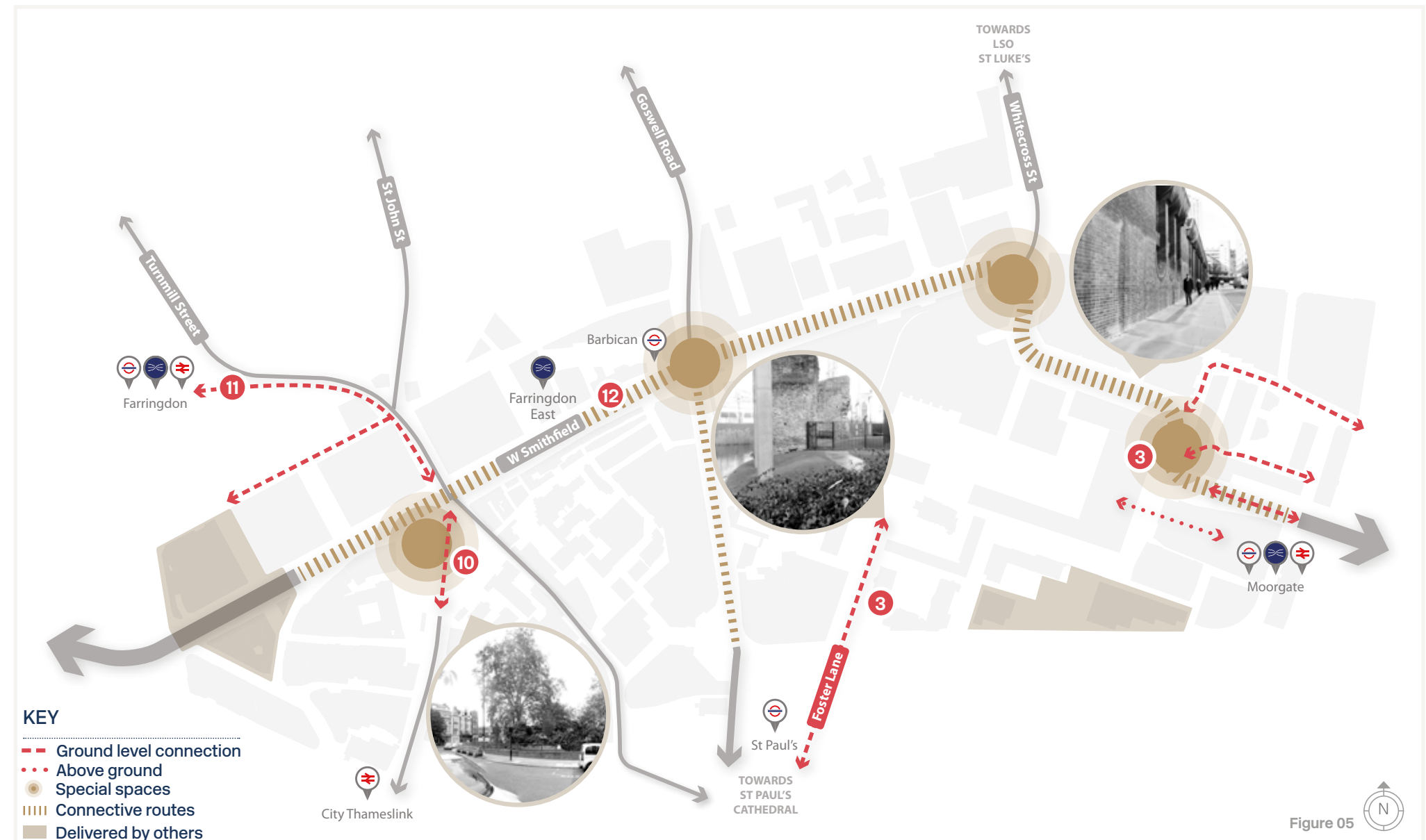


Figure 05



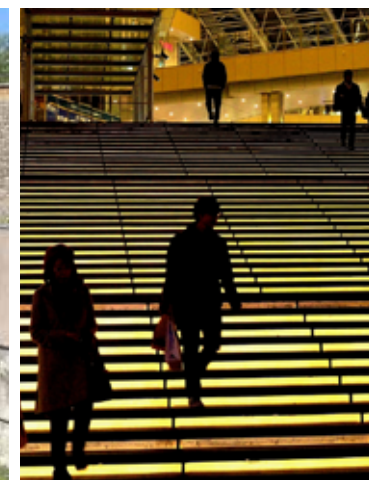
Extended public realm



Playful



Reveal heritage



Highly visible




Highlight routes

PROPOSALS


- 1.2.6 **Enhance appearance of service areas** - Explore options for improving unwelcoming service entrances on street level that impact negatively on the streetscene. City Point service yard, and other areas such as Moor Lane and Silk Street around the Barbican Estate are negative aspects for the public realm. Proposals should be explored for screening these areas to reassert pedestrian priority, enhance visual appearance and a feeling of safety. A culture and art-led brief would be welcomed.
- 1.2.7 **Planning policy** - Planning policy should seek to protect current pedestrian routes in any future redevelopments.
- 1.2.8 **Improved pedestrian crossings** - Clear crossings should be created at the Aldersgate / Beech Street junction in line with peak flows and desire lines. Similarly, an enhanced junction should be provided at the eastern end of Beech Street to intuitively connect Whitecross Street with Silk Street. There is an opportunity to use creative means to deliver these.
- 1.2.9 **Smithfield Rotunda** - A new sensitively designed connection into the central green space via a pedestrian bridge is proposed, linking a desirable line to City Thameslink and encouraging connectivity.
- 1.2.10 **Pedestrian Plaza by Farringdon Station** - In partnership with London Borough of Islington, ensure the new pedestrian Plaza located at the corner of Cowcross Street and Farringdon Road will be safely and clearly connected to the Spine, and especially to the new Museum of London and Smithfield Rotunda. This can be achieved via enhanced pedestrian crossings and signage.
- 1.2.11 **Long Lane** - Introduce widened pavement along the southern side of Long Lane from the Barbican Station to Smithfield Rotunda and introduce raised tables or a new continuous pavement on the northern side to improve the pedestrian environment.
- 1.2.12 **Explore different options for Beech Street:**
Traffic reductions to all but green vehicles
The introduction of a one-way vehicle movement and safeguard future pedestrianisation.
Plan temporary road closures to certain types of traffic, in order to reduce traffic in Culture Mile and to improve air quality
The total removal of traffic, retaining residents access.

12

MEMORABLE NEW JOURNEYS




GREEN WALLS




STRIKING ROUTES

34

INCLUSIVE AND HEALTHY STREETS




GREEN AND HISTORIC




ACCESSIBILITY DEVICES

56

UNIQUE AND INNOVATIVE




GREEN TRANSPORTATION




KINETIC TEXTURES

89

PLAYFUL CONNECTIONS



CONTINUOUS PAVEMENT



FOOTBRIDGES

Physical improvements will be undertaken to ease navigation through the area and to celebrate its cultural institutions. These improvements will embody the values and ethos set out by the Brand Strategy.

Cues and clues

The Spine will be the primary way of being able to navigate around Culture Mile. Unity of materials, visual coherence of furniture and landscaping will play a major role in providing navigational clues that speak to users on an instinctive level. Distinctive paving can give pedestrians confidence to know they are welcome and have arrived. Public art can draw people towards key spaces, furniture can bring playfulness and an appreciation of community in public spaces, lighting can pick out landmarks and indicate where it is appropriate to walk at night and an unified planting strategy can bring to live spaces and enhance visitor memory.

Discovering Culture Mile

Exploration and wandering off the beaten track are valuable forms of interaction with an area which should be preserved. Happening upon side streets and unexpected alleyways, provide a sense of discovery and create the desirable balance between intuitive wayfinding and individual discovery.

Digital and physical

The notion of ‘wayfinding’ stretches beyond the physical public realm and will reach into digital spheres such as websites, which often operate as the first point of contact for many visitors. Wayfinding and public information must be accessible across all key platforms. The strategy suggests a diverse set of ‘touch points’, from bespoke solutions for people with visual impairments, through to paper maps, posters and flyers for those who do not have access to digital platforms. With such a universal access approach, public information is continually available 24/7 for every one including residents, workers, visitors and staff.

The ambition is that this will help form a recognisable identity for Culture Mile that will encourage a sense of distinction and familiarity for visitors and people travelling through the area.



Figure 06



PROPOSALS

- 1.3.1 New public realm materials** - Select a specific Culture Mile surface material to distinguish and sign post it as a destination. This could be achieved by revealing historic surfaces and artistic expression through selecting materials which can act as canvases. Decisions could be based on opportunities for historic significance.
- 1.3.2 Public Art** - Identifiable public art displayed at appropriate locations will provide orientation cues and ease navigation.
- 1.3.3 Memorable streetscenes** - Form a hierarchy of streets which clearly identifies the Culture Spine as the main cultural axis in the Culture Mile. Ensure that a sense of creativity and culture is palpable along the route through the hosting of a wide variety of cultural activities. Apply the same principles at a smaller scale to the north-south connections off the Spine to encourage exploration and discovery. A consistency in visual identity should be adopted to reinforce arrival and wider identity.
- 1.3.4 Signage system and maps** - Prioritise replacing outdated on-street signage with a functional navigational system such as Legible London totems across all ground and podium routes. This should be paired with an accessible and legible paper map/ area guide available at key locations. Inside the Barbican Estate the new signage system should be implemented in accordance with the listed buildings management guidelines and along agreed preferred routes which avoid disturbing residents.
- 1.3.5 Lighting** - Implement lighting measures that ensure key routes are safe and clearly defined. Structures should be lit to form landmarks for mental mapping.
- 1.3.6 Furniture** - Commission a suite of artistic, design-led street furniture for the Spine, that brings continuity through type, colour or form and provides amenity for families and the elderly as well as workers.
- 1.3.7 Landscape** - Design a planting strategy to unify the area. Undertake a survey of the Spine to understand what types of planting are appropriate or possible. Create a 'Green Spine' where possible.
- 1.3.8 Digital wayfinding** - Introduce a digital system such as an overarching website and/or applications which complement the on-street activity and act as a first point of contact for many visitors. Consider partnerships with geolocation app providers to deliver an accurate map of Culture Mile.
- 1.3.9 Neighbouring boroughs** - Collaborate with neighbouring boroughs to assist wayfinding on the approach into Culture Mile.

1 2

1 2

DISTINCTIVE SURFACE MATERIALS AND ARTISTIC REFERENCE POINTS



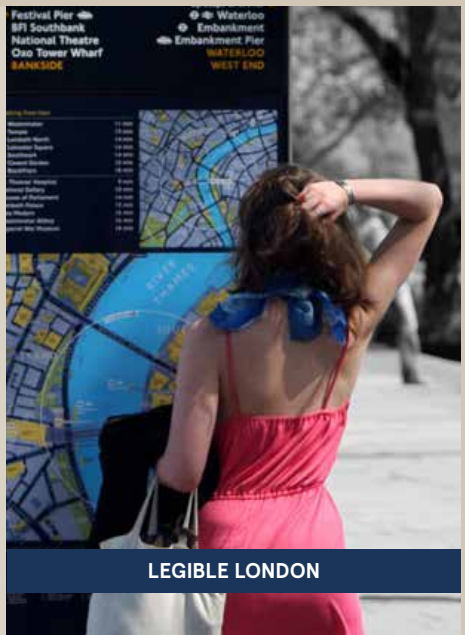

THE PEDRERA PANOT, BARCELONA

ARTISTIC CUES

3 4

3 4

LEGIBLE SIGNAGE AND A VIBRANT SENSE OF PLACE





WELL LOVED AND USED SPACES

LEGIBLE LONDON

5 6

5 6

LIGHTING AND FURNITURE HELP SHAPE THE AREA'S IDENTITY



LIGHTING FORMS A VISUAL LANDMARK

A FAMILY OF FURNITURE

7 8

7 8

A UNIFYING PLANTING STRATEGY AND DIGITAL WAYFINDING



A UNIQUE LANDSCAPE

CURATED EXPERIENCE

The Spine will not only offer physical connectivity but also infrastructure and services which will support Culture Mile's values.

New infrastructure

The Spine will provide new types of outdoor 'stages' at key sites to deliver ambitious cultural programming. The Look and Feel strategy will ensure that Culture Mile not only enables access to culture for all but also promotes the processes of cultural production by providing a supportive environment for all involved in the creative industries.

Ambitions for the infrastructure

Smart - A Culture Mile digital platform should encourage professionals, amateurs and communities to network, exchange, collaborate and curate spaces. The digital platform should align with the City of London 'Future City Initiative'. For instance, high-speed data opens up new possibilities for digital applications and multi-layered urban experiences, borrowing the art of curation from the gallery world and transporting it into the public realm, unlocking cross-artform and institution collaboration.

Functional - Technical infrastructure, such as 'Plug and Play' applications, are used ahead of any transformations of key spaces in order to enable activations and 'ready to use' stages. Fibre optic cables under the pavements can deliver free and uninterrupted wireless internet access. Additionally, power points can be used by buskers for plugging in digital arts and collecting environmental data using sensors.

Green - The Culture Mile sits within a Low Emission Network zone which supports incentives for improving air quality and provides infrastructure to encourage the use of low-emissions vehicles and bicycles.

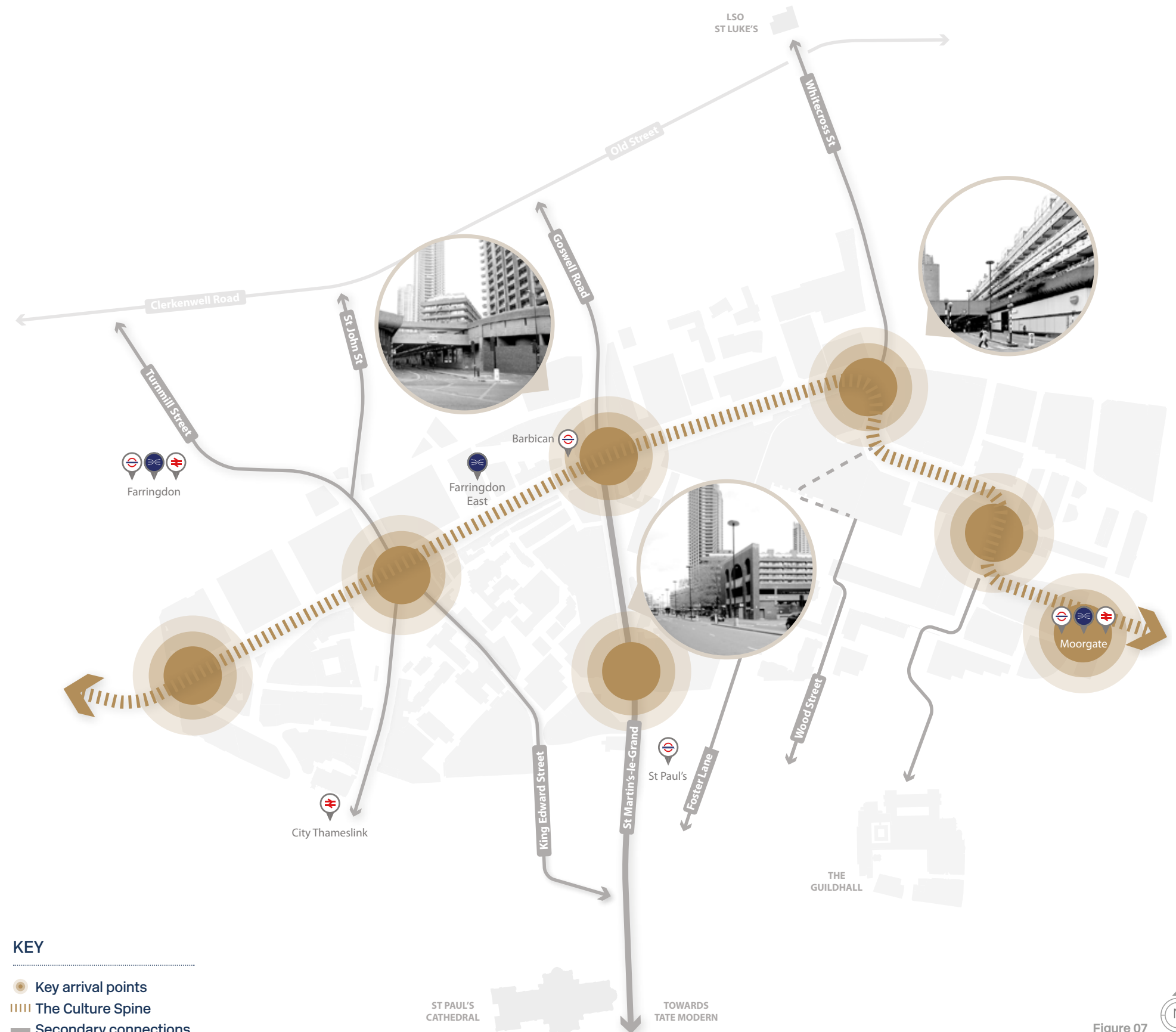


Figure 07

- 1.4.1 **Provide digital flexibility** - Create a digital infrastructure that enables professionals, designers and communities sharing different interests to use Culture Mile's public spaces as platforms or stages. This presents the opportunity to host a shifting landscape that can change with events, seasons and programs creating a incentive to visit Culture Mile again. For example, the MAXXI Museum in Rome uses inbuilt infrastructure to support annual public realm interventions by emerging architects.
- 1.4.2 **Plug and Play infrastructure** - The technical infrastructure (e.g. power source / access to water) will be located at selected places along the Spine and along the possible physical transformations of 'key sites', such as Smithfield Rotunda, Long Lane new public square or Beech Street tunnel. It will be permanently embedded to facilitate performances and events to take place. Establish detailed plans at the development stage that enables information to be held in one place and the efficient management of these places (e.g. CAD drawings, rigging points, weight loadings, facilities, services etc.).
- 1.3.3 **Cycle infrastructure** - The Culture Spine should accommodate a east-west cycle route as a priority improvement. The design of the route should consider greening and lighting options. In addition, introduce cycle-friendly amenities along and near the Spine, such as unused spaces or under ramps to include cycle parking/cycle hubs.
- 1.4.4 **Lighting infrastructure** - In compliance with City of London Lighting Strategy, across Culture Mile and especially along the Spine, implement a lighting infrastructure which allows the coordinating of architectural lighting of buildings, bridges and artwork with the Culture Mile programme.
- 1.4.5 **Sustainable infrastructure** - Commission a survey for potential locations of electric charging points to support and encourage the use of green cars.

1

FLEXIBLE INFRASTRUCTURE SUPPORTS A MOBILE THEATRE MADE OF TIMBER AND RECYCLED BEER KEGS



MAXXI MUSEUM PIAZZA, ROME

2

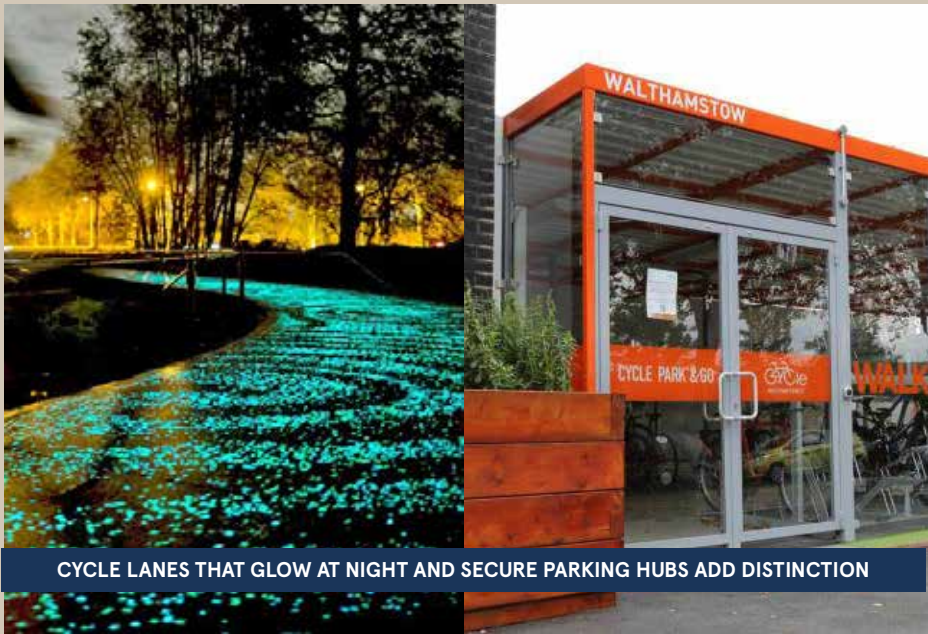
ENABLING OUTDOOR EVENTS



FETE DE LA MUSIQUE, PARIS

3

PROVIDE FACILITIES FOR CYCLING



CYCLE LANES THAT GLOW AT NIGHT AND SECURE PARKING HUBS ADD DISTINCTION

1.5 NORTH-SOUTH CONNECTIONS ARE FORMED

In order to maximise connectivity along the Culture Spine, new physical connections are suggested to offer more intuitive and engaging pedestrian links to wider attractions such as St Paul's Cathedral or the emerging Moorgate area.

The 'Culture Spine' is more than a single street linking Smithfield to Moorgate. Secondary routes expand Culture Mile's reach to Clerkenwell, Golden Lane and St Luke's in the north and the Guildhall, St Paul's and Tate Modern in the south.

Easy to navigate

The routes should be locally distinctive, high quality and encourage social activity. Pavements should be widened, kerb heights should be limited and surfacing should continue across carriageways where possible. This will provide a feeling of generosity and pedestrian and cyclist priority. Creating a sense of place is given precedence over vehicular movement.

Highlighting the area's assets

The north-south connections will be visible and clearly identifiable. They will provide access to the area's unique history and hidden assets.

Historic surfacing should be revealed wherever possible, notably around Smithfield Market. To improve urban legibility, historical references could be interwoven with surface materials to ensure aspects of the site's history are retained and celebrated. This will produce a rich and layered environment, delivering a contemporary urban experience, while retaining a sense of history and authenticity.

The connections will link together an extraordinary collection of world-class institutions to make the Culture Mile a key destination in London.

Connect to the wider cultural offer

Strengthen the north-south connection between Culture Mile area and St Paul's Cathedral, as well as the Millennium Bridge and the Tate Modern through visual connections and better wayfinding (Refer to St Paul's Area Strategy when approved in Autumn 2019).

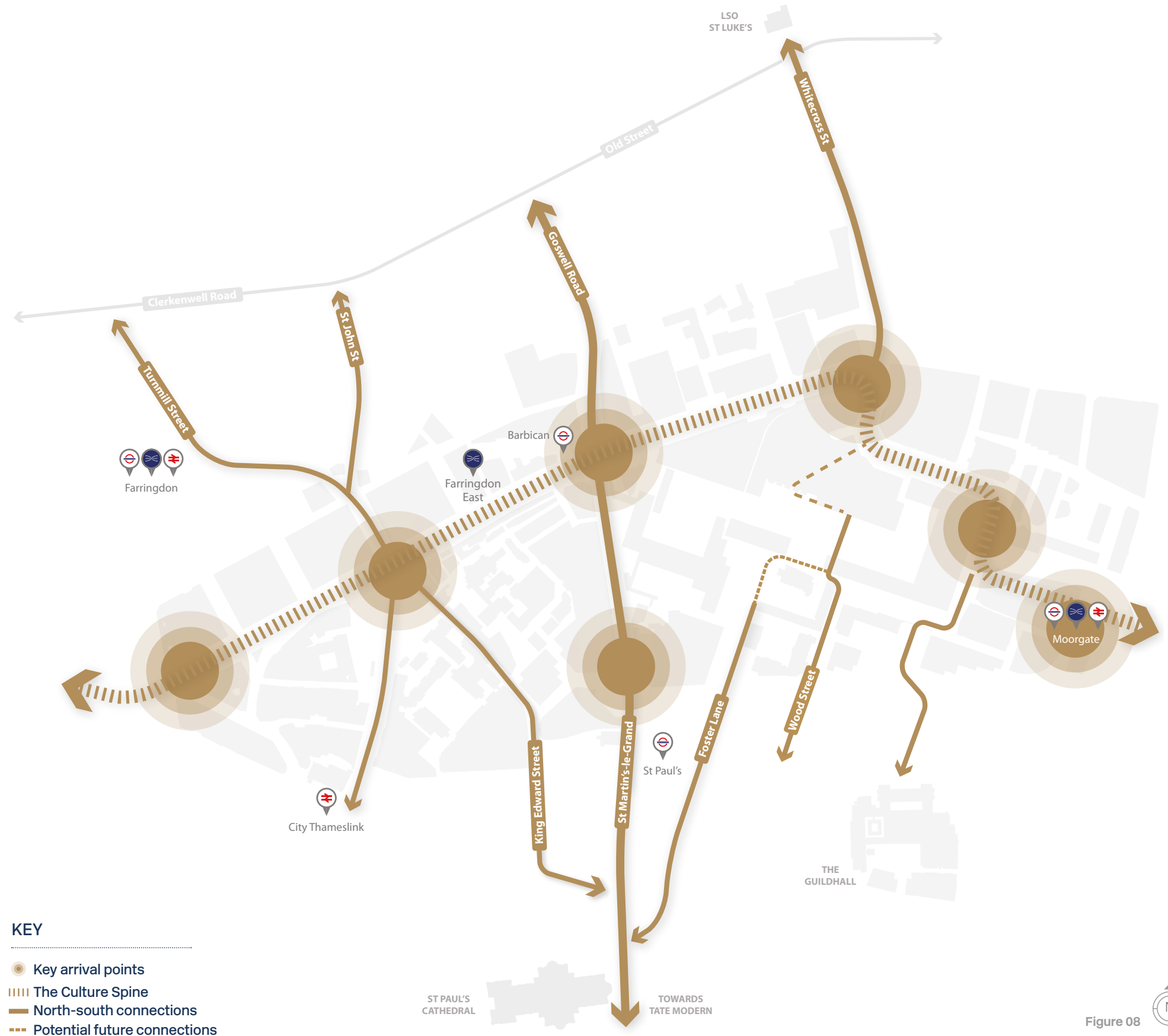


Figure 08

- 1.5.1 Links to St Paul's** - The future Centre for Music project should seek to establish a stronger visual connection between Barbican Station and London Wall, and between London Wall and St Paul's. The proposed Centre for Music will become a new destination with a highly visible and clear presence in the public realm.
- 1.5.2 Link to London Symphony Orchestra 'LSO St Luke's'** - Work with London Borough of Islington to make the connection to LSO St Luke's more visible, for example through signage.
- 1.5.3 Barbican Estate** - Implement clear wayfinding and signage through the Barbican Estate along key north-south links from Wood Street over the highwalk. This route can either lead to the Lakeside Terrace and the Barbican Centre, connecting Silk Street and Moorgate, or the Barbican tube station. This alternative route will be supported by a network of several north-south routes in Culture Mile so that the amount of visitors is spread over the area in order to distribute the footfall and ensure the Barbican residents' tranquillity.
- 1.5.4 Policy for north-south links** - Policy should ensure good north-south movement through Culture Mile while retaining quality of life and tranquillity in residential areas. Policy should also support City of London's approval to be part of the TfL network (Q11) through incentives to deliver a linear park with cycling provisions and traffic restrictions.
- 1.5.5 Golden Lane** - There is the opportunity to improve the visual and physical connection between Golden Lane and Beech Street through public realm improvements. Consider activating and fully utilising the Exhibition Halls. The pedestrianisation of Beech Street would also allow Golden Lane to become more pedestrian and cycle friendly with a focus on greenery and extending Fortune Park.

1 2

ENCOURAGE VISITORS TO EXPLORE



PUBLIC REALM IMPROVEMENTS



ATTRACTIVE LANDMARKS

3

INTRODUCE VISUAL CUES FOR ALTERNATIVE ROUTES



GREENER STREETS FOR PEDESTRIANS AND CYCLISTS

4

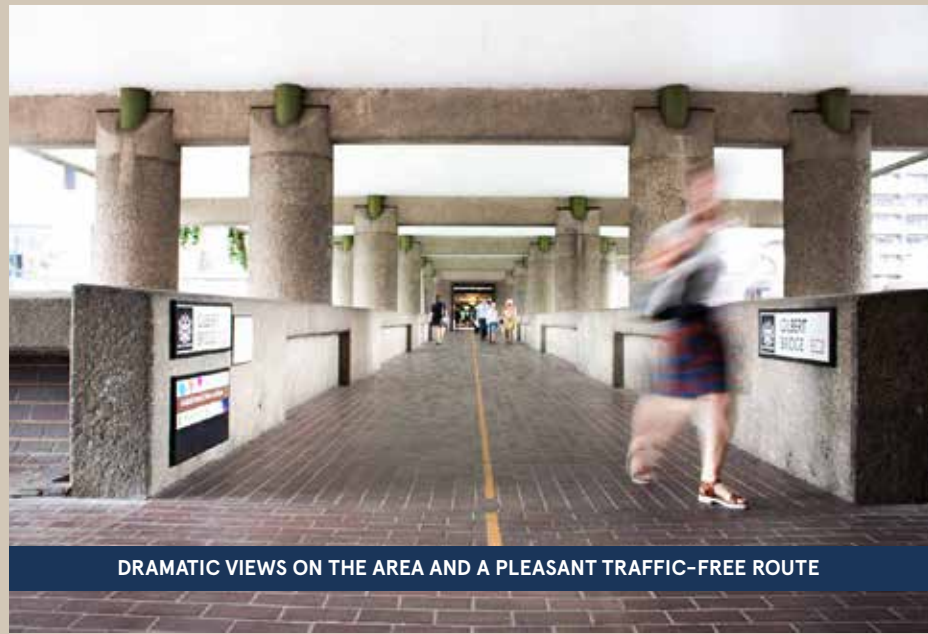
ATTRACTIVE INFORMAL SPACES



A BUILDING TO REMEMBER WITH A GENEROUS PUBLIC REALM

5

UNIQUE URBAN EXPERIENCES



DRAMATIC VIEWS ON THE AREA AND A PLEASANT TRAFFIC-FREE ROUTE

JUNCTIONS ARE TRANSFORMED AND WELCOMING MEMORABLE ARRIVAL POINTS ARE IN PLACE

Arrival points will be creative, delightful and generous, providing the space, time and information required for orientation and onward navigation. They will provide a sense of place and identity, ensuring users are aware they are in the Culture Mile area.

The primary arrival points will offer many visitors their first impressions of the area, yet in many instances, they are currently some of the area's most unloved spaces, dominated by vehicles, congested and not engaging. They need to develop a positive sense of arrival structured around a pedestrian friendly environment and generous public spaces. The arrival points should provide clues for orientation and spaces to meet and socialise.

The Culture Mile will support and encourage cycling through the design of safe and bike-friendly junctions.

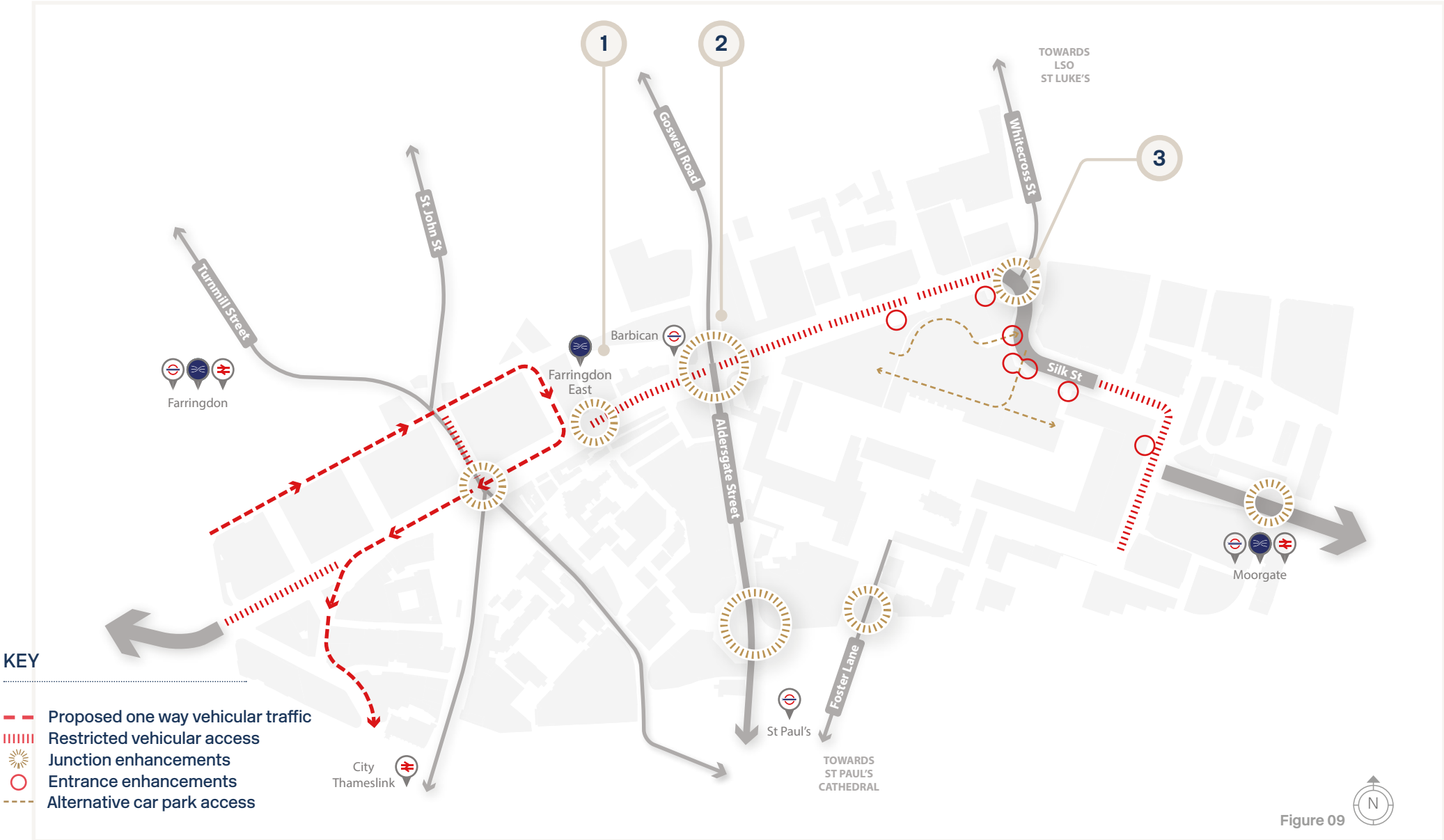
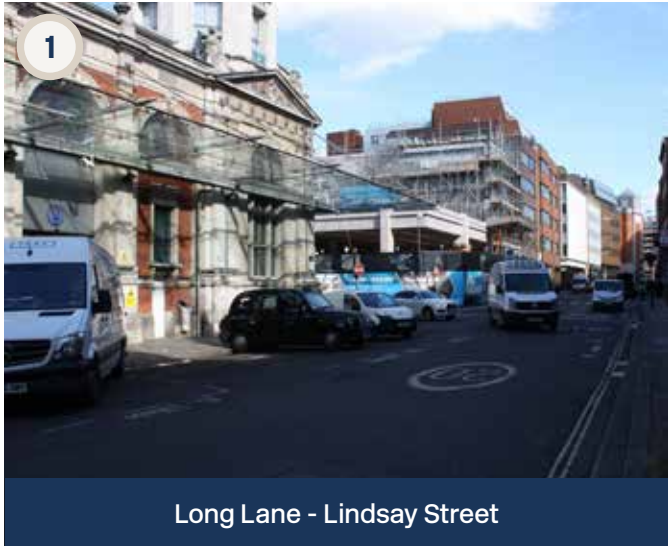


Figure 09



1.6.1 Redevelopment - Advocate for appropriate redevelopment of the building over Barbican tube station to include a much improved stairwell and accessible lift from the platform level, to ground and highwalk level. Work with TfL and private developers to increase the public realm outside the station entrance, including understanding the feasibility of adding an entrance onto Long Lane.

1.6.2 Improve the public space - Implement transformational designs, such as creative thresholds embedded in the public realm, for the public spaces at each arrival point to create new welcoming spaces. The arrival points constitute specific projects and are shown on the map (refer to Figure 09).

- Junction between Farringdon Street and West Smithfield (New Museum of London)
- Grand Avenue and Smithfield Rotunda
- Southern entrance at London Wall and Museum Rotunda
- Whitecross Street and Silk Street junction
- Moor Lane
- Moorgate

1.6.3 Implement projects - Transform key junctions into safe and accessible pedestrian and cycle friendly spaces. The key junctions identified are (refer to Figure 09):

- Aldersgate and Beech Street junction
- Whitecross and Silk Street
- Museum of London roundabout
- Smithfield Rotunda
- Around Farringdon East Crossrail station

1

WELL DESIGNED VERTICAL CONNECTIONS



HIGH LINE, NEW YORK

2

CREATIVE AND WELCOMING THRESHOLDS



LIDABASHI PLANO, TOKYO

2

PEDESTRIAN FOCUSED JUNCTIONS



HOLLYWOOD AND HIGHLAND CROSSWALKS, LOS ANGELES

We want good quality information to be freely available and accessible to all – to help visitors plan better their visits, make well informed choices, and to get good access to the many personalised experiences on offer.

Accessible to all

A system dedicated to the Culture Mile will reinforce Culture Mile's ambition of 'culture everywhere for everyone'. The public information system will be based on a variety of media used to ease access for all visitors to Culture Mile's offer.

Reliable real-time information should be available for visitors before and during visits to the Culture Mile allowing them to plan their itinerary for the day, curate personalised journeys and easily find their way around the area.

The public information system should aim to:

- Deepen awareness of the activities and the mission of Culture Mile
- Actively inform the public and the media about the latest events
- Plan personalised experiences and journeys
- Assist with wayfinding around Culture Mile
- Establish a visual identity and continuity consistent with the Culture Mile brand guidelines
- Implement a 'digital fabric' throughout Culture Mile to provide a fast, secure and high-quality free public wifi

Available at all times

The information should be available at the right moment, at appropriate locations and through the appropriate media. The following devices and media should be considered:

- Variable message signs on information boards and signage
- Touch screens at key locations
- Social media, partner institutions and collaborator websites
- Mobile phones using SMS and dedicated Culture Mile app
- Printed brochures

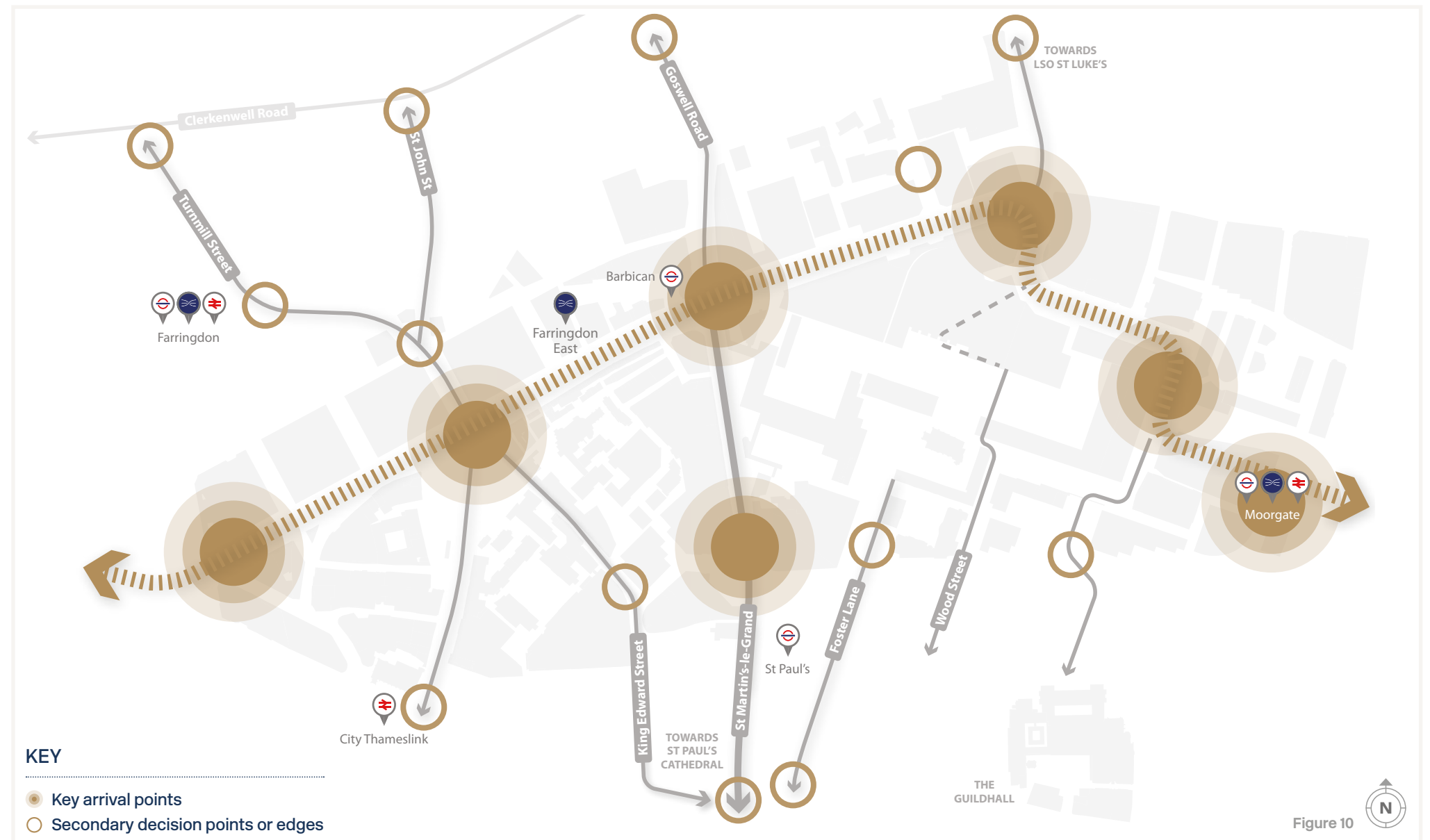
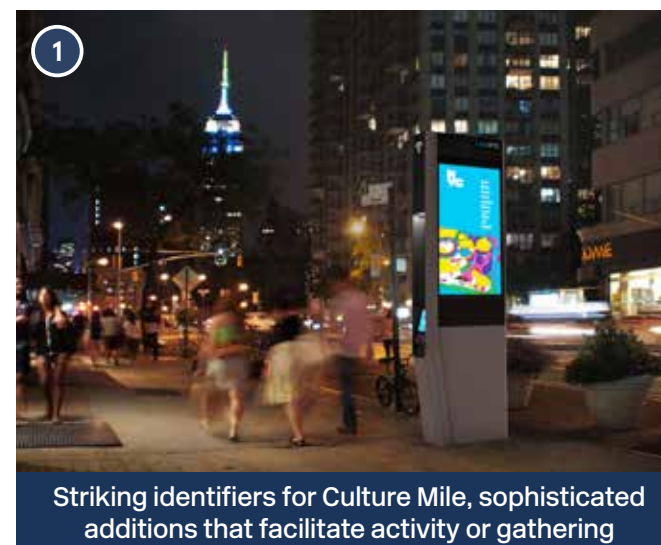


Figure 10



- 1.7.1 **Policy** - Work with planning team to create policy for Culture Mile that allow partners to give public information and publicise events/activities in the area whilst protecting streetscape from being dominated by commercial advertising.
- 1.7.2 **Entrance mats** - Commission design for inset graphics that aid wayfinding, placemaking and legibility, building on the Brand Strategy. Design should incorporate historic interpretation and announce arrival in Culture Mile. Locations such as the corner between London Wall and Moorgate, or at the corner of Moorgate and Chiswell Street, which are lacking a sense of identity, would benefit from the uplift provided by a mat.
- 1.7.3 **Establish an overarching Culture Mile app** - Commission public information that can be used on digital / online formats , such as an app, which provides live information about Culture Mile and creative content. Investigate potential collaborations with existing providers.
- 1.7.4 **Screens** - Commission experiments with the use of digital information screens. Consider installing the screens at specific locations, such as entrances of cultural institutions and stations- indoors and outdoors- and locations characterised by a significant footfall, such as the surroundings of Smithfield Market.
- 1.7.5 **Digital totems** - The totems will follow the Culture Mile Brand Strategy visual language. They will be visible and could house area-wide wifi or unlock cultural activities. LinkNYC, a wifi network service in New York City, are replacing pay phones with structures that provide free public wifi, device charging and access to city services, maps and directions. They demonstrate how structures can offer more than information such as, allowing personal interaction through enabling users to see which friends are in the area.
- 1.7.6 **LED nets** - Blank façades could be used as canvasses for the projection of public information where appropriate.

2

INTRODUCING THE PLACE



CREATIVE AND DISTINCT MATS

3

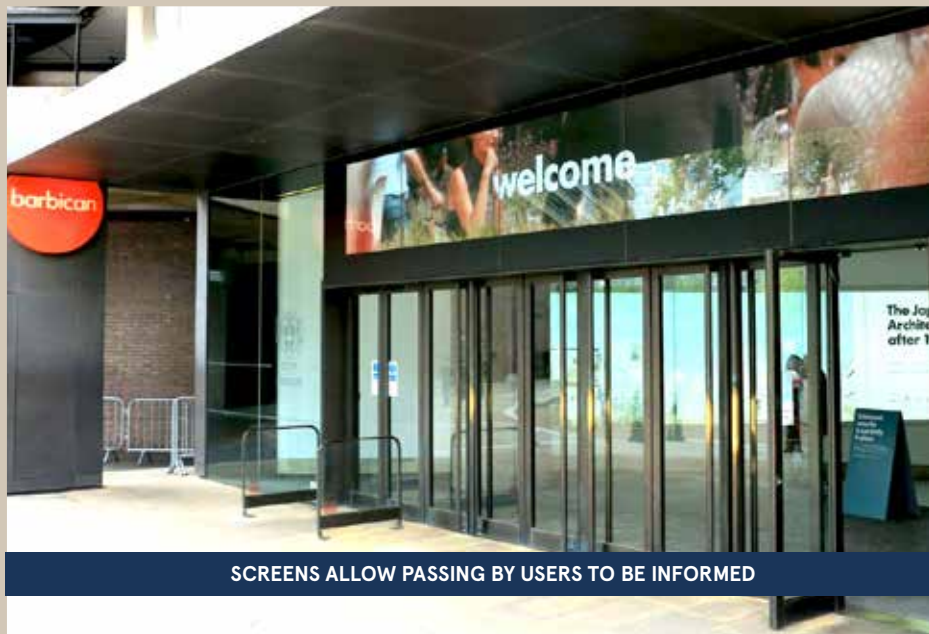
INFORMATION FROM EVERYWHERE,
ALL THE TIME



CULTURE MILE ONLINE PLATFORM WITH LIVE INFORMATION

4

COMMUNICATING THE CULTURAL
OFFER EFFICIENTLY



SCREENS ALLOW PASSING BY USERS TO BE INFORMED

5

INTERACTIVE AND LIVE



DIGITAL TOTEMS FOR A BESPOKE EXPERIENCE

CULTURE MILE
LOOK AND FEEL STRATEGY

AIM 02 TAKE THE INSIDE OUT



THE AIM: TAKE THE INSIDE OUT

Maximise the opportunity to draw out and externalise the area's world-class cultural activities by embedding cultural content into the streets through providing infrastructure for cultural projects.

This approach will animate the streets, offer apertures into the area's hidden activities and create a destination for both generating and consuming culture.

It will also help to draw the outside in and increase footfall of the daytime work population to cultural institutions from other attractions in the area such as St Paul's and the future Crossrail stations.

Culture Mile will support local communities through projects and activities that involve local people and local businesses. It will continue to expand the learning and education work of the partners - Barbican Centre, LSO, Guildhall School and Museum of London- into the public realm.



Figure 11

THE OUTCOMES

2.1 Entrances are improved, façades are animated and inner workings are revealed

Identifying opportunities to reveal the area's cultural assets and resources beyond typical boundaries.

2.2 Outdoor and public spaces for public art, play and programming are identified

Identify key spaces suitable for particular uses and activities. Develop high level briefs to provide guidance for future design or trial projects.

2.3 Spaces are programmed for artistic activity

Create an evolving and outreaching destination that rewards repeated visits. Unique and bespoke art, events, play and furniture will encourage spectacle, provide distinction and celebrate the area's assets.

2.4 Vacant and underutilised spaces are transformed

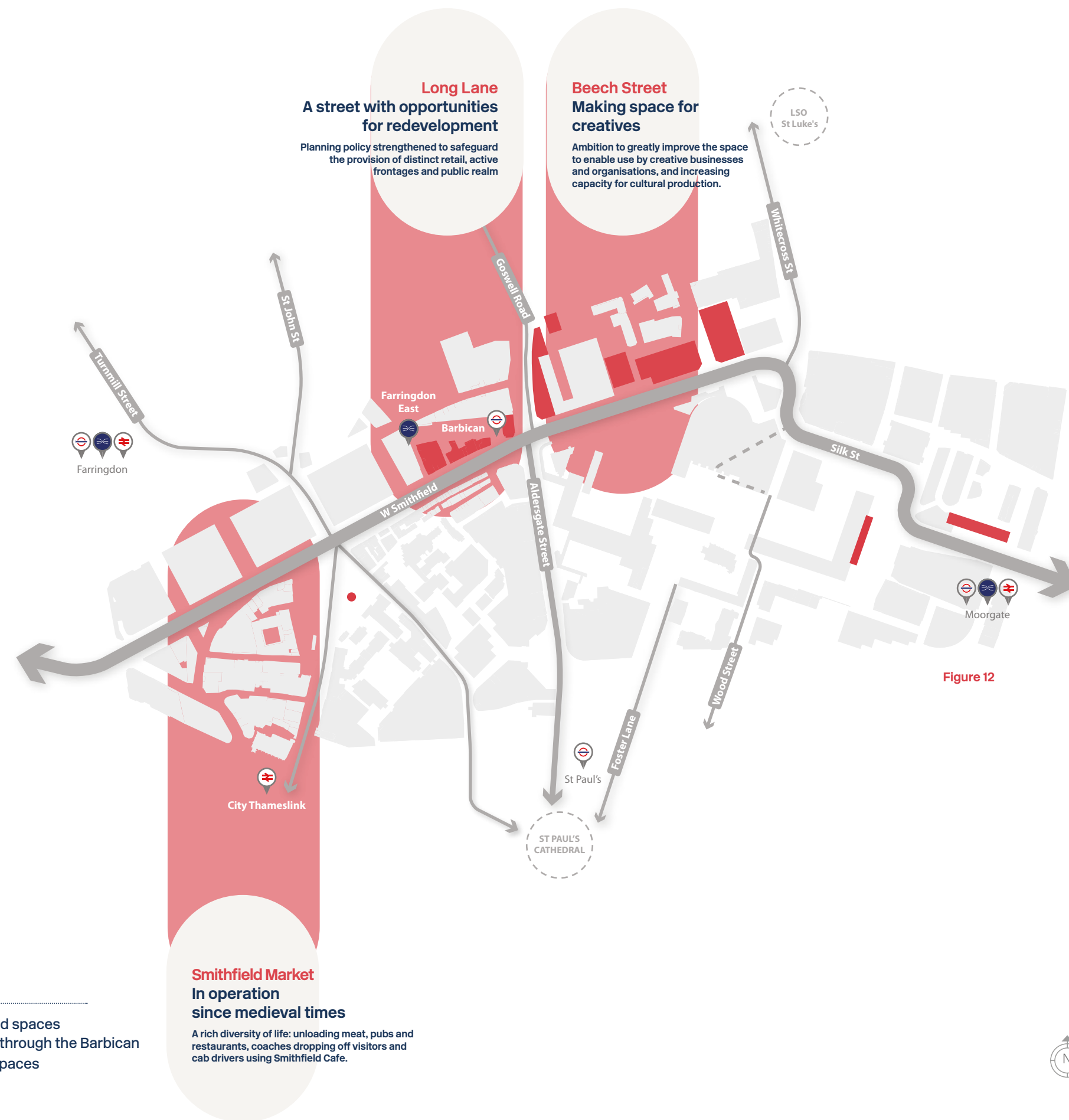
The area should be known as a place for generating culture as well as consuming it. Under-used spaces should be re-programmed to support an enhanced culture-focused Spine.

2.5 Community participation is embedded in our work

Involvement, engagement and consultation will be fundamental parts of the delivery of Look and Feel projects, and will increase a sense of ownership of Culture Mile among local communities.

2.6 Culture Mile Network and other local organisations are involved

Local businesses will be involved in developing Culture Mile through the Culture Mile Network



The world-class cultural institutions' presence in the area should be clearly identifiable in the public realm. Their entrances should be celebratory and easy to find intuitively and their cultural content should spill out to animate the public realm and attract visitors. Additionally, there is a wealth of simply textured, opaque surfaces within Culture Mile, most notably around the Barbican Estate. These elements provide opportunities to support occasional interventions, lighting or projections to help aid wayfinding and provide live public information.

Improve entrances

The entrances of the cultural institutions and of the Culture Mile partners should be easy to locate and identify. A wayfinding system or cues displayed in Culture Mile and in the wider area should indicate to potential visitors that they are in the vicinity of a cultural institution. Architectural enhancements of entrances should be encouraged and should integrate the partner institutions' and Culture Mile's brand guidelines. Arriving audiences may be responding to campaign activity by the individual partner organisation. Brand recognition on arrival for organisations is vital and is limited at present.

Reveal inner workings

In order to create curiosity, inner activities of Culture Mile's cultural institutions should be visible from the public realm, especially in their vicinity. This could be achieved by creating new views or highlighting existing views / sounds to and from the cultural institutions or by displaying content related to an ongoing programme in the public realm.

Animate façades

A temporary programme of projections on a professionally curated selection of blank bridges, surfaces or 'canvasses' could provide the opportunity to reveal internal activity. These 'canvasses' can make valuable resources more accessible to visitors and a visible presence within the public realm. These 'canvasses' could also be used as screens for the display of public information, galleries, past performances or as windows into the activity of Culture Mile's partner institutions, such as St Barts Hospital and livery companies. Technologies such as LED nets projecting data or images/ animations will ensure façades become part of the Culture Mile cultural offer, allowing a rolling programme in terms of content.

These could be balanced with lighting on architecture which would offer a more qualitative enhancement of the built environment through accentuating features and textures. This should be undertaken with a respectful approach to the architectural merit of the façades and their contribution to the local character.

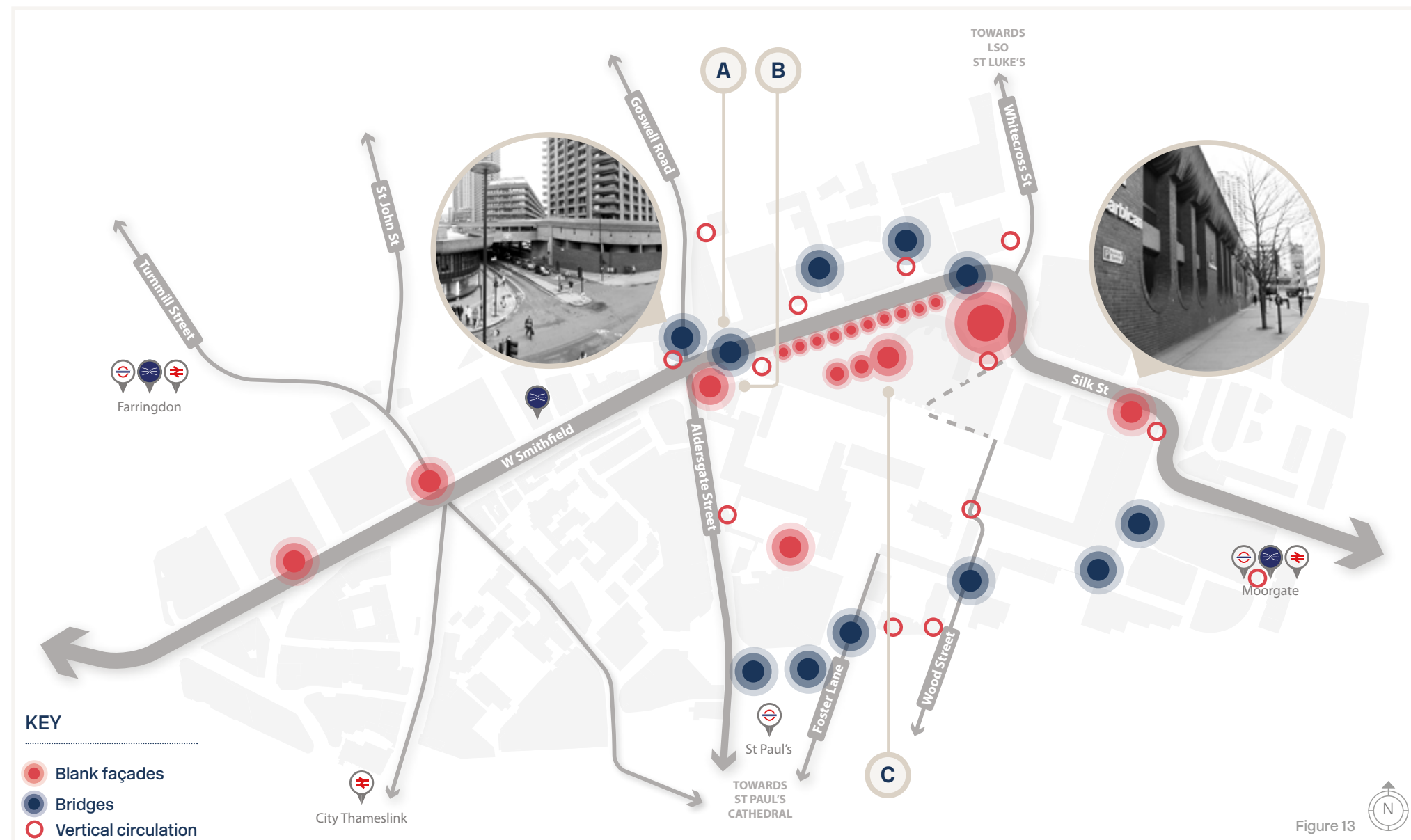
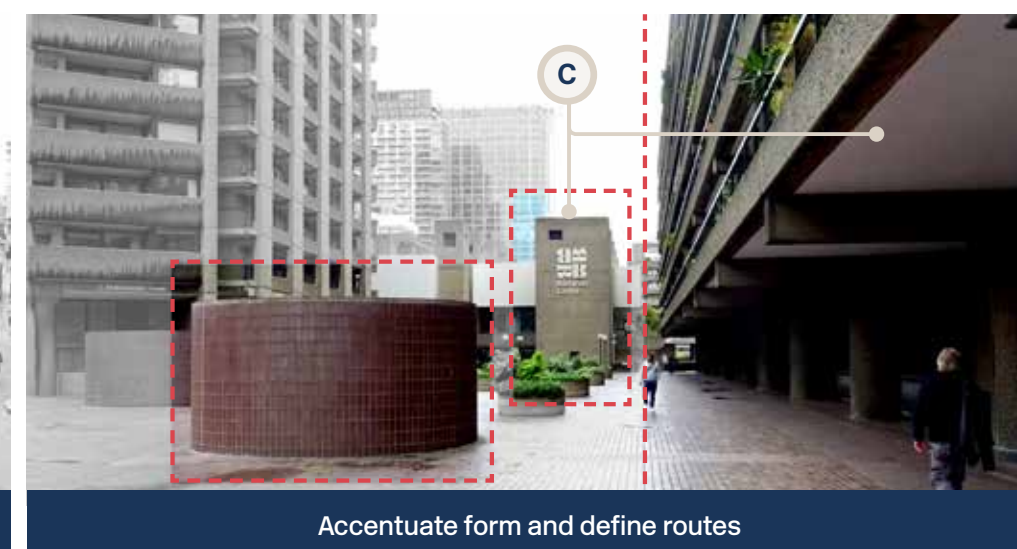
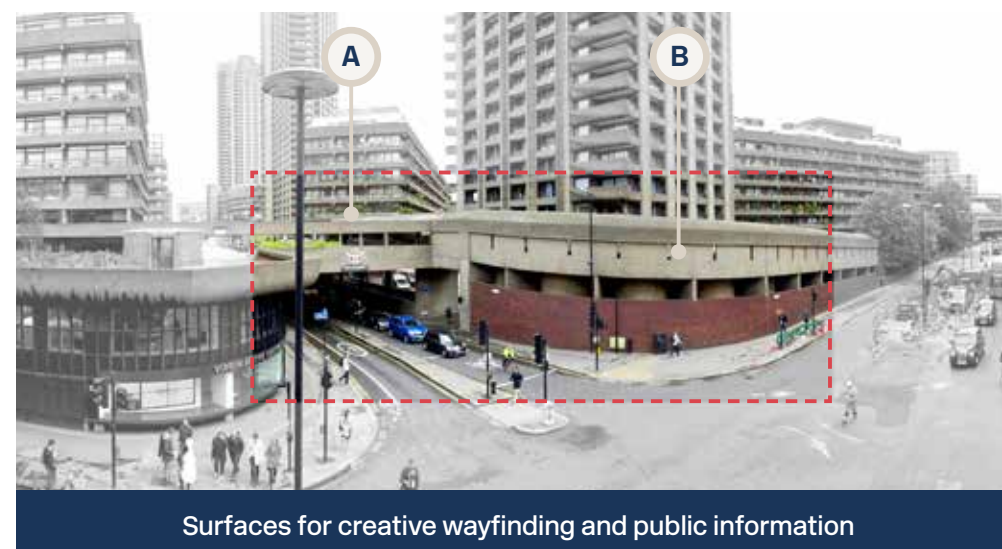


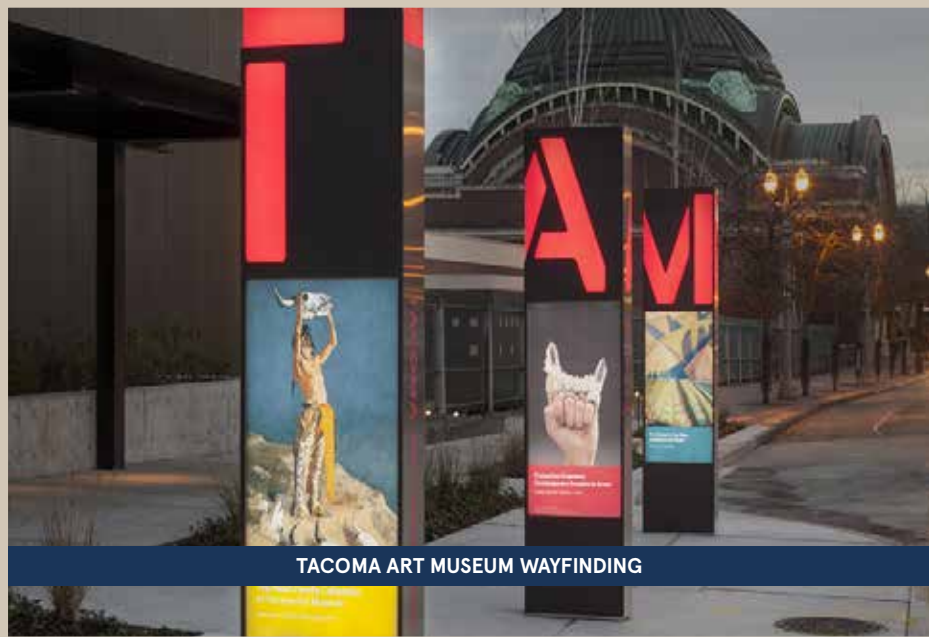
Figure 13



- 2.1.1 Use street façades as gallery walls** - Identify key blank façades in the area that can be activated with public information, welcoming messaging or art installations and that are suitable for LED nets, projections and low impact structures. Include consideration of bridges above Beech Street. The introduction of temporary event lighting, such as projection and colour changing elements will allow the area to transform at specific times throughout the year and to become a recognisable destination.
- 2.1.2 Creative thresholds** - Commission projects to design intuitive wayfinding for approaches to major institutions in the area, such as the Barbican Centre, the Guildhall School of Drama and Music, the Museum of London via the new Museum public realm project.
- 2.1.3 Celebrate the institutions' entrances** - Implement projects to make entrances to key institutions easy to find, legible and accessible (Barbican, the Guildhall School of Drama and Music, Museum of London).
- 2.1.4 Reveal the institutions' inner workings** - Work with Culture Mile Programming and partners to design interventions for streets that reveal the cultural activity of the intitutions (e.g. Museum of London plinths, Barbican outdoor programme).
- 2.1.5 Animate Beech Street tunnel** - Commission artworks or lighting to improve outdated cladding panels such as those in Beech Street.

1

CREATIVE WAYFINDING DESIGN



TACOMA ART MUSEUM WAYFINDING

2

ATTRACTIVE AND DISTINCT ENTRANCES



VISION OF THE GUILDHALL SCHOOL OF DRAMA AND MUSIC ENTRANCE

4

EXTENDING PARTNER PROGRAMMING AND CULTURAL OFFERS BEYOND FORMAL THRESHOLDS



BARBICAN OUTDOOR CINEMA IN AUGUST 2017

5

CREATING NEW EXPERIENCES WITH ARTWORK PROJECTIONS



LIGHT PROJECTIONS ON SYDNEY OPERA HOUSE FOR THE VIVID FESTIVAL

Introducing art, activity and cultural experiences into public spaces through a programme can prompt visitors to view the area differently.

A place for art

London and more specifically the City of London are already world leaders in commissioning public art programmes which significantly add to the quality of life of residents, workers and visitors. Culture Mile has the components to build on this reputation and create a renowned art initiative that reflects the ambitions of the area and further establishes its image as a leading and diverse cultural destination.

Introduce a rolling art programme showcasing creative thinking in a variety of media across the public spaces. One-off temporary or permanent artworks will interact with the space and could be located in streets, podiums, under-crofts, green spaces, roofs, or virtual/digital platforms. Temporary installations would be refreshed at regular intervals.

A catalyst for new ways of experimenting with art

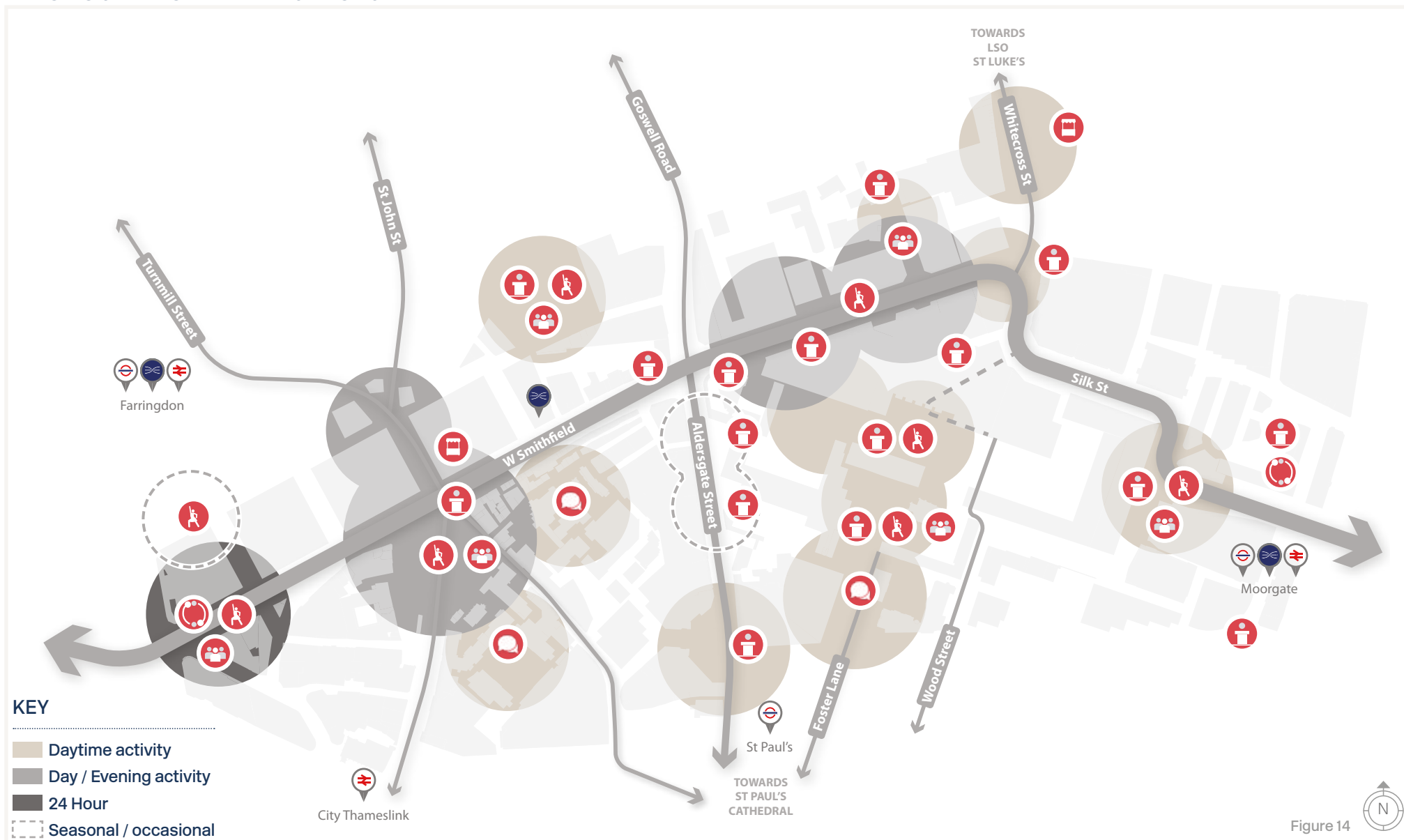
Future champions and commissioning groups should look creatively at Culture Mile and strive for inventive and forward thinking proposals that build on the theme 'Inside Out' in a manner that continually transcends boundaries and expectations.

Broad zoning should identify where seasonal or occasional, daytime and evening uses would be most appropriate.

Playful streets

Play should be approached as a fundamental condition of the generation of culture, because it is through play that skills are developed. In Culture Mile, not only will visitors be invited to experience art in a playful, participatory and performative manner but they will also experience a public realm where playing is embedded and through the provision of formal and informal places. Furniture and lighting could be primary elements to support this.

PROPOSED POTENTIAL SPACES



- 2.2.1 Art in the public realm** - Key interventions such as art pieces, temporary events and interactive furniture or play space should be encouraged (refer to Figure 14).
- 2.2.2 Protect the local assets** - Develop management and protection plans for key spaces to ensure interventions and events do not adversely affect habitat or physical assets.
- 2.2.3 Map existing green and open spaces** - In order to understand their suitability and capability for different activities. This will create a network of green spaces which can be programmed and will ensure that they are visited and well used.
- 2.2.4 Programming sites** - In collaboration with Culture Mile Programming, identify, map and define certain areas in Culture Mile as locations for programming and establishing a curatorial strategy. The potential key sites are:
- Smithfield Rotunda Garden
 - Charterhouse Square
 - Long Lane, pocket space
 - Carpark service vents in Beech Street
 - Aldersgate Street
 - St Giles Terrace
 - Barbican Podium
 - Cripplegate House, Golden Lane
 - Cromwell Place
 - Barbican Sculpture Court
 - Moor Lane
 - City Point
 - London Wall

1

ART INTERVENTIONS REWARDING
REPEAT VISITS



SCULPTURE IN THE CITY



JEPPE HEIN'S 'MODIFIED SOCIAL BENCH'

2

UNDISRUPTIVE BESPOKE INSTALLATIONS INTRODUCING
A FRESHNESS AND SPECTACLE TO THE STREET



SOUND CAPSULE, DAILY TOUS LES JOURS

4

WELL CURATED KEY SITES ENABLING
HIGH QUALITY CULTURAL EVENTS



JOY AND PEACE AT SMITHFIELD ROTUNDA, 2017

Cultural and artistic curation of Culture Mile, spanning areas such as public art, play interventions, furniture and temporary events will be managed as a singular programme delivered as part of a rolling calendar.

To enable this, a model is recommended where Culture Mile partners form a Programming Group.

The Programming Group's role would be to support and advise on the implementation of the cultural programme, make recommendations to City of London for sign-off, participate in the selection of creative practitioners and provide high-level and community advocacy. The group will have a core board, surrounded by working groups for specific projects. They will also play a key role in building international partnerships, helping shape the area's offer on a global scale. A Chair should be appointed who will be responsible for reporting and facilitating decision-making.

A programming role should be created within the City of London charged with working with the Programming Group and co-ordinating efforts internally between City of London departments to deliver projects. Similar programmes are often successful due to proven expertise and high profile champions curating and supporting them.

Always something new

A rolling programme ensures the offer can grow over time and reward repeat visits. Successful art programmes tend to reference economic or political changes which requires a degree of flexibility and speed in their procurement and delivery, which this model can allow.

Foster new ideas

Platforms such as a Culture Mile App should also be used for sharing ideas and skills, helping build local networks and aiding bottom-up ownership and production.

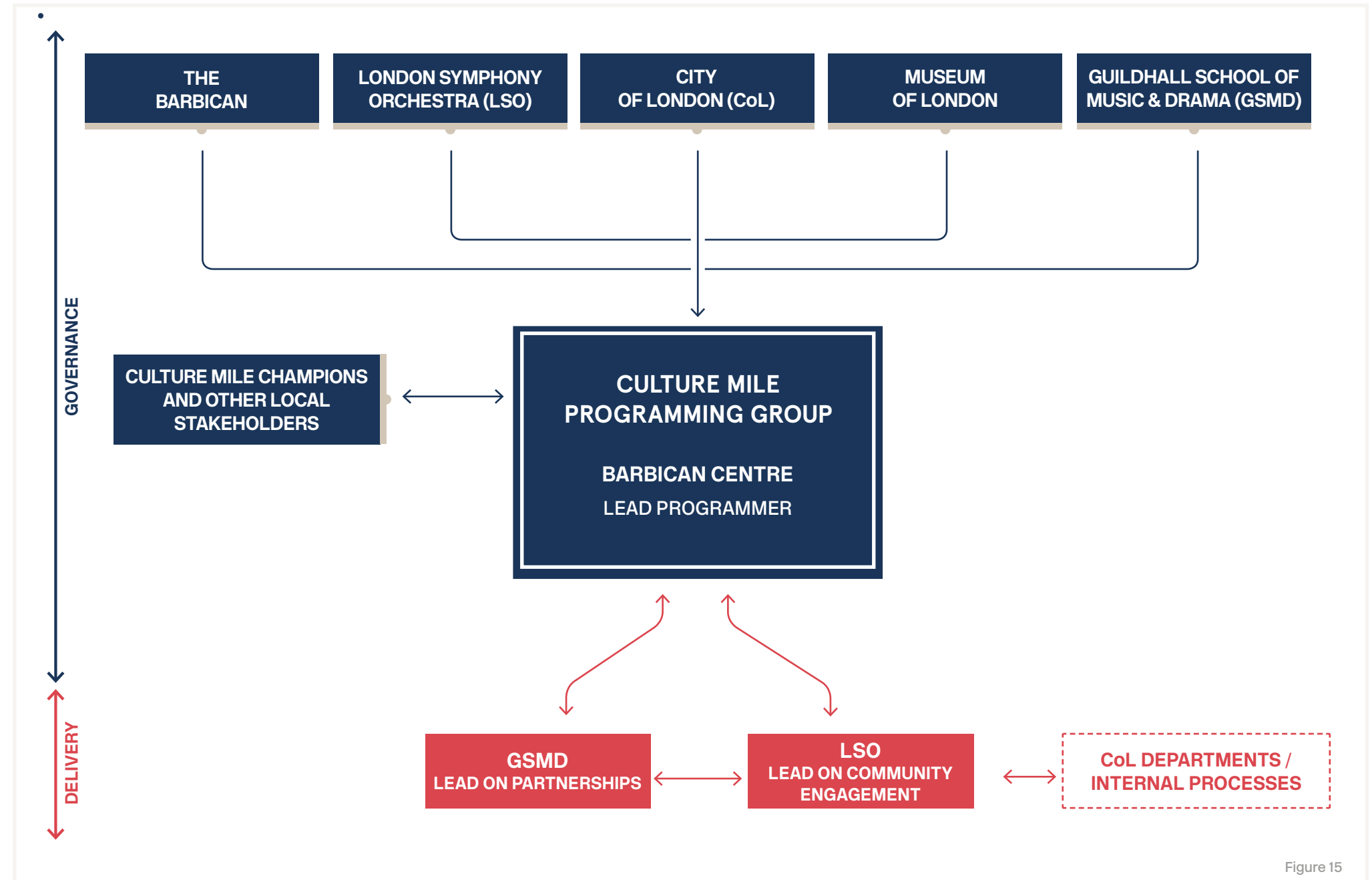


Figure 15

- 2.3.1 Embed public art** - As early as possible, include public art projects in the design process for development sites or projects in Culture Mile, with contribution from the Programming Group artists and local institutions.
- 2.3.2 Strive to continuously transcend boundaries and expectations** - Consider all mediums of public art, temporary or permanent, performance-led, digital and sensory, in the public realm. Ensure that the curatorial strategy for sites reflects Culture Mile's values, such as being built on local assets.
- 2.3.3 Culture Mile Programming Group** - Work with the Barbican Centre Programming Lead to establish a Culture Mile Programming Group to steer and help deliver the cultural and artistic programme in the public realm.
- 2.3.4 Review programming systems** - Establish management procedures to enable key sites to function as 'venues' on specific occasions, including their use by third parties. The programming systems will manage the delivery of projects in these spaces and establish diary management and booking. Ensure they are flexible and responsive, to support artists to produce work in Culture Mile.
- 2.3.5 Digital support** - Ensure that digital infrastructure supports artistic activity. Explore options for Culture Mile to collaborate with existing providers to develop its own artistic and cultural content online.
- 2.3.6 Maintenance** - Put in place a robust maintenance and decommissioning plan for all artistic interventions in the public realm.
- 2.3.7 Policies** - In collaboration with Culture Mile Programming, ensure that policies and infrastructure allow for programming activity to take place within clearly defined sites. Produce a technical manual explaining how to proceed to use the sites.
- 2.3.8 Zoning and timing** - Establish a broad zoning strategy which identifies where seasonal, occasional, daytime and evening uses would be most appropriate.
- 2.3.9 Collaborations, community and neighbour boroughs** - Work collaboratively with wider strategic organisations working on high quality cultural or art programmes such as the GLA and TfL. Communicate the programme strategy with both local communities and those from the wider area. Ensure there are systems in place for community engagement, involvement and consultation with programming. This will ensure coherency and gain further traction for the Culture Mile vision.

1

INCORPORATING PUBLIC ART
IN THE PUBLIC REALM



2

EMBEDDING PUBLIC ART IN A VISION,
A SUSTAINABLE SYDNEY BY 2030



3

PUBLIC ART THAT AMPLIFIES A
CITY'S IDENTITY AND VISITOR EXPERIENCE



10

ART CELEBRATING COMMUNITIES AND
REINFORCING SENSE OF OWNERSHIP



Increasing the space capacity for the production of creative ventures will ensure Culture Mile becomes a place where culture is generated and help the City of London achieve its ambitions in the field of education, learning and creative enterprise.

The areas highlighted on Figure 16 should be considered to make use of underutilised space or help introduce a new creative focus to the area.

Workspace - For emerging professional maker businesses through combining clean and messy co-working space along with machines and tools. Incorporate learning programmes for young people to inspire and increase diversity in creative industries, e.g. Makerversity, Somerset House Trust.

Training and employment - Using vacant spaces can bring together makers from different industries to open up opportunities for training and employment and strengthen the network of manufacturers operating in the local area. Examples of initiatives that operate in this way include The Livesey Exchange, which has attracted funding for the Mayor's Regeneration Fund, Southwark Council, Southwark Tenant Fund and Airbnb,

Rolling programme - Rolling programmes of visual art, music, poetry and literature incorporating accompanying education and community initiatives can transform spaces. E.g. Bold Tendencies, a not-for-profit creative enterprise who are based on the disused top four floors of a car park. They hosted Steve Reich for the BBC Proms in 2016 and pioneering architectural commissions including Cooke Fawcett's Concert Hall. Funding was secured through the Arts Council with sponsorship from companies.

A new social enterprise - Could provide creative communities with affordable accommodation through functioning as a commercial hotel, café, gallery and renting out its space, e.g. The Green Rooms, the UK's first arts hotel. The Green Rooms host events such as London Fashion Week and open their bar and restaurant in the evening. Their kitchen runs six-month residencies for young chefs who are given guidance from a Michelin-starred mentor.

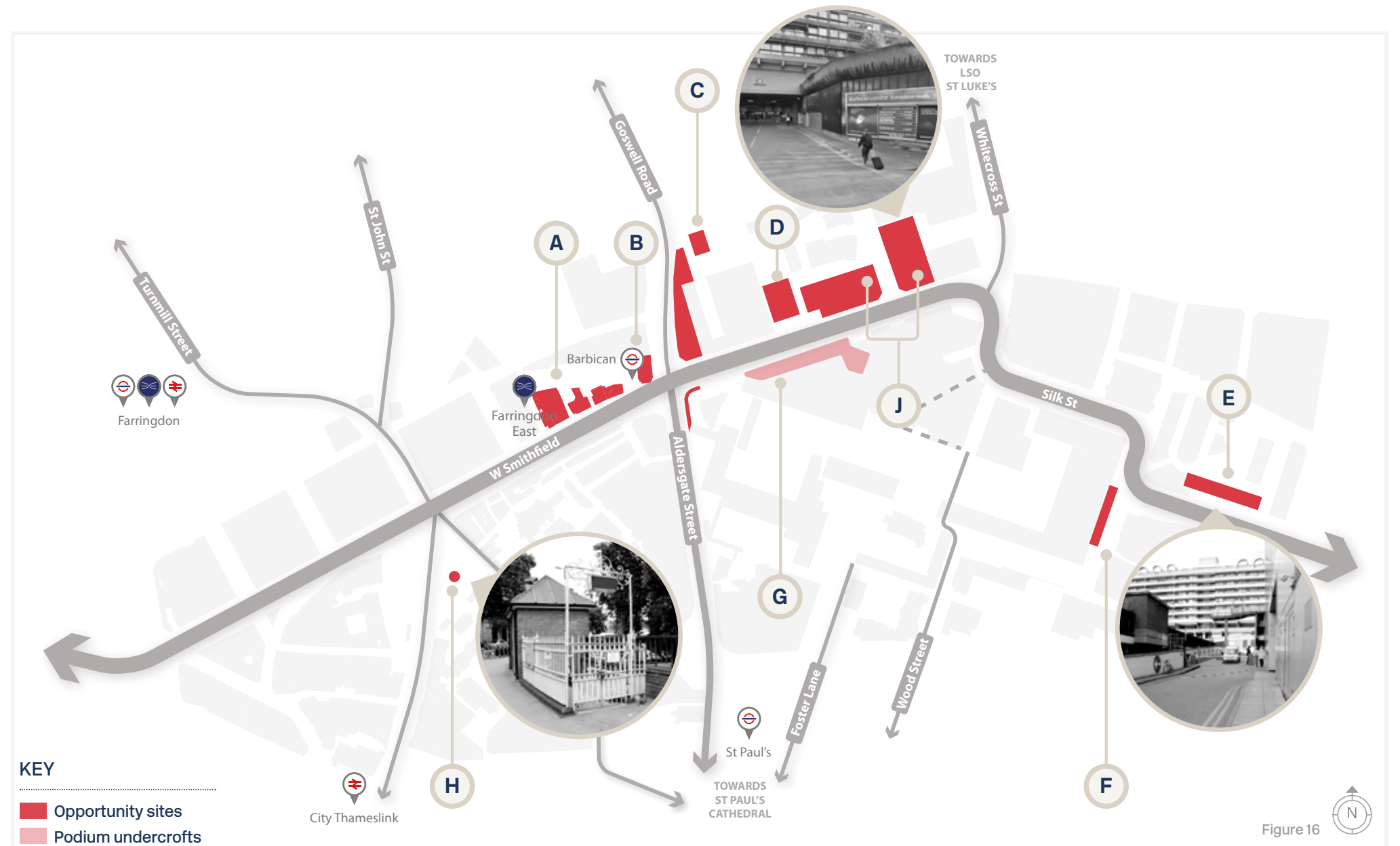


Figure 16



- 2.4.1 Policy** - Ensure policy allows for cultural uses to be actively encouraged in the area and allow provisions for this in public and outdoor spaces.
- 2.4.2 Link with potential partners** - Identify a service provider or a cultural institution that could deliver affordable workspace or similar project to bring a new layer of creative focus in the area.
- 2.4.3 Culture Mile Property Team** - Consider creating a role which would explore options for delivering spaces for creative businesses within future developments.
- 2.4.4 Increase efficiency with digital tools** - Digital platforms, such as a Culture Mile app, can be used to locate, describe and make available vacant spaces, increasing utilisation.
- 2.4.5 Commission feasibility studies** - Understand the possibility of transforming vacant spaces into cultural, community and commercial uses. Consider uses including meanwhile spaces, community uses and creative enterprise at key locations:

- A. 1-18 Long Lane
- B. Barbican Station development opportunities
- C. Active frontages and units onto Aldersgate Street
- D. 45 Beech Street
- E. Active frontages on New Union Street
- F. Spaces below ramps
- G. Podium undercrofts
- H. Redundant public toilets

- 2.4.6 Reactivate the Exhibition Halls** - Transform the Barbican Centre Exhibition Halls (J on Figure 16) into spaces for culture, maker spaces, independent cafe/retail and creative enterprises. Introduce a public realm project around the halls to create new welcoming public spaces.

1

A VIBRANT AREA WHICH CELEBRATES
AND PRESERVES ITS ASSETS



BOLD TENDENCIES, PECKHAM



STREET PIANO PROJECT, WORLDWIDE

2

AFFORDABLE WORKSPACE TO SUPPORT
YOUNG CREATIVE BUSINESSES



WALTHAMSTOW CENTRAL PARADE, SOCIAL ENTREPRISE AND CO-WORKING SPACES

5

NEW USES ATTRACTING CREATIVES



MAKERVERSITY, SOMERSET HOUSE



6

INDEPENDENT RETAILS TO STRENGTHEN A
SENSE OF IDENTIFY



THE WHISKY BOND, GLASGOW

Culture Mile should be open and welcoming to everyone. A place where high brow and everyday culture sit effortlessly side by side. The area is undoubtedly a destination for visitors from around the world but it is also home to many long-established communities. Every effort should be made to ensure these groups feel a sense of ownership and active interest in the area. There is great opportunity to reference and connect with the wider community work of the Culture Mile partners.

Key considerations are:

Community group - Early consultation work revealed a strong desire among residents to help deliver the Culture Mile vision but there is not currently a structure in place to channel their input. Establishing a working group of interested residents, businesses and local employees will help to organise and provide a strong voice to feed into discussions around topics such as a public art (see case study in Appendix 2 2.5). 'Every One Every Day' in Barking is an example of how such mobilisation can happen to great affect. The group will work with residents to create neighbourhood-led projects and support the formation of new community businesses.

Youth engagement - Young residents from the wider area must obtain greater benefits from the facilities, expertise and physical space unique to the area and its institutions. The City of London already collaborates with a cultural education agency who work with partners to bridge the divide between young Londoners and mainstream arts. They develop strategies for cultural outreach, running employment programmes and working to attract funding. Other groups such as 'A Library of Things' could be considered, where you can borrow useful items, such as tools, and learn how to use them. This will empower communities by providing informal training and the freedom and tools to explore ideas.

Social isolation - Social Isolation has been identified as a considerable concern, particularly amongst elderly and LGBT residents of the Barbican. Urban gardening projects in and around the Barbican could be expanded and initiatives such as GoodGym, where people complete runs stopping en-route to support isolated older people with social visits and one-off tasks they can't do on their own, can be facilitated via new digital infrastructure.

1

INCREASING HEALTH AND WELL-BEING,
NEIGHBOURLINESS AND EMPLOYMENT



2

A LIBRARY OF THINGS CAN DELIVER LOCAL
PROJECTS & ACT AS INFORMAL SOCIAL SPACES



A LIBRARY OF THINGS

3

"I GET FIT, DO GOOD AND GET TO HANG WITH A LOAD OF
AWESOME PEOPLE" - GOODGYM ISLINGTON RUNNER



GOODGYM GROUP RUNS & COMMUNITY PROJECTS

- 2.5.1 Collaborate with the London Symphony Orchestra, the Culture Mile Community Lead** - To engage local communities in programming in the public realm and in longer-term to the local area.
- 2.5.2 Form a local Community Working Group** - To communicate, advocate and shape the community involvement in public realm projects (e.g. 'Friends of Culture Mile' style organisation).
- 2.5.3 Partner with Learning and Engagement Work** - Led by Culture Mile Learning to expand into the public realm, for example through offering opportunities for skills development.
- 2.5.4 Public spaces and communities** - Ensure easy access and use of public spaces by communities for activities which enable collaborations and reinforce a sense of community within Culture Mile.
- 2.5.5 Encourage a sense of ownership amongst local people** - By involving residents and partners in commissioning processes.
- 2.5.6 Work with Culture Mile communities** - To set up budgets for grants or in-kind support for Culture Mile community-led projects.
- 2.5.7 Establish a clear communication system** - For public consultations, a Culture Mile mailing list and for other activities with local communities. Create systems of engagement and notification that are accessible and reach local people who are currently under-represented in audiences and engagement schemes.
- 2.5.8 Community spaces** - Partner with community groups and the Culture Mile Engagement Lead to survey spaces in Culture Mile that could be transformed into community spaces.

1

EMPOWERING COMMUNITIES
TO ANIMATE THE PUBLIC REALM



WHITECROSS STREET FESTIVAL

2

3

COMMUNITY-LED REGENERATION



GILLETT SQUARE, LONDON

3

BENEFITING FROM THE CULTURAL OFFER
WITH LEARNING AND DEVELOPING SKILLS



GUILDHALL SCHOOL OF DRAMA AND MUSIC SUMMER SCHOOL

4

VACANT SPACES BECOME STAGES
FOR COMMUNITY EVENTS



DALSTON EASTERN CURVE GARDEN, LONDON

The success of delivering the vision for Culture Mile relies not only on its ability to recognise and integrate the existing relationships between the cultural institutions and stakeholders in the area, but also in its ability to create new partnerships within and beyond Culture Mile's boundaries.

Culture Mile will promote a sense of openness and greater communication between cultural institutions and local stakeholders. Culture Mile will encourage the development of smaller institutions and the broadening of partnerships.

RECOMMENDATIONS

2.6.1 Animate spaces with Culture Mile-aligned activity- In and near Culture Mile:

- Work with external partners to develop Culture Mile Programming in partner spaces in and near Culture Mile, e.g. City Point, St Alphage (Salters' Hall), St Giles, Charterhouse Square, Finsbury Square and Broadgate.
- Work with the Network and local organisations to develop Culture Mile-aligned activity in partner spaces in and near Culture Mile.
- Investigate if there is an interest for private landlords and tenants of cafés, restaurants and corporate foyers to become non-core partners venues of Culture Mile, in order to embed creativity across as many organisations as possible in the area. Initially, this could be tested on potential partners along the Spine.

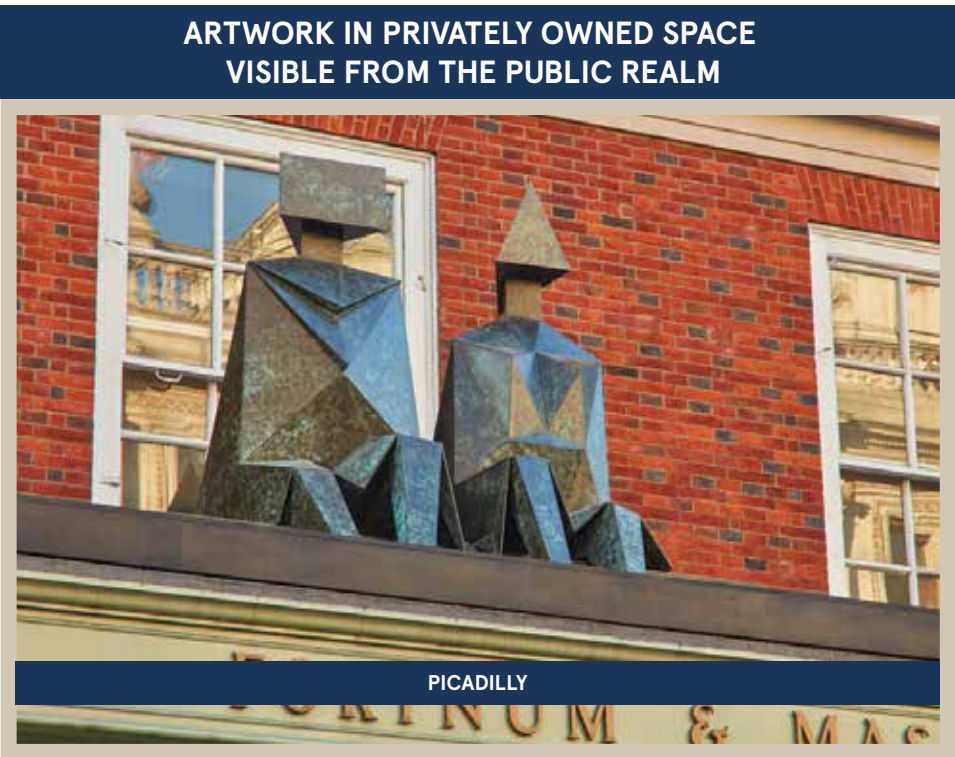
2.6.2 Work with local businesses to develop cultural opportunities - That can enhance and animate the public realm in line with Culture Mile programming and objectives. Initiatives such as digital projects with Higher Education partners or initiatives such as Music in Offices (MIO) that offers music training and choirs sessions, should be sought and encouraged.



Street animated after a significant public realm enhancement in New Road, Brighton

- 2.6.3 Hosting cultural activities-** Work with local businesses as a partner but also a host for art projects and installations.
- 2.6.4 Private collections and places -** Work with local City businesses and other institutions to explore how to make Culture Mile assets and heritage, including private collections and spaces, more visible and accessible to the public.
- 2.6.5 Identify and encourage participation -** In London-wide and national campaigns that provide the best opportunity to showcase and profile Culture Mile.
- 2.6.6 Visibility and signposting-** Work with the Network and local organisations to strengthen the visibility of the organisations that enhance the Culture Mile experience and encourage people to stay and enjoy the area e.g cultural institutions, retail, hospitality offer.
- 2.6.7 Neighbouring boroughs -** Develop complementary and mutually beneficial public realm initiatives with Islington, Camden and Bankside / South Bank.
- 2.6.8 Encourage businesses to be open -** During weekends in order to support Culture Mile’s cultural offer.
- 2.6.9 Engage with City workers -** Encourage and support initiatives that engage workers to be more involved in the Culture Mile and become a key audience.
- 2.6.10 Flagship Culture Mile events -** Such as the ‘Smithfield 150’ event, the celebration of the 150th anniversary of the market. These events should become key moments when local businesses and communities can become involved with temporary public realm changes.
- 2.6.11 Public realm design -** Include wider pavements outside cafés and restaurants to allow for outdoor seating in appropriate locations and at specific licensed times.

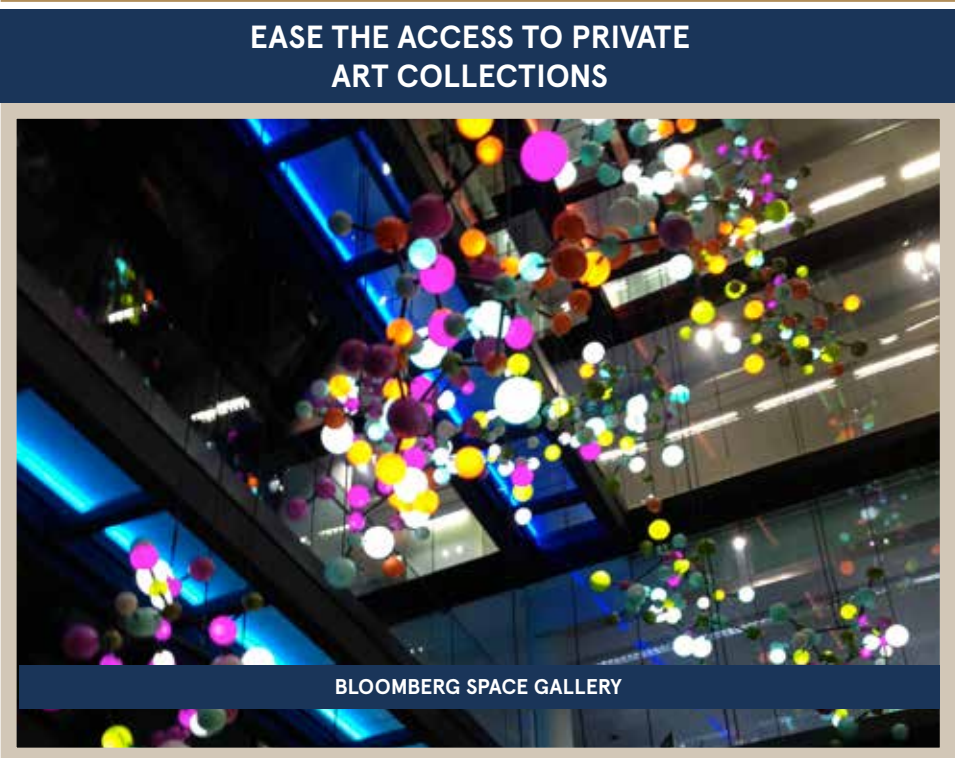
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2



4



11



CULTURE MILE
LOOK AND FEEL STRATEGY

AIM 03

DISCOVER AND EXPLORE



THE AIM: DISCOVER AND EXPLORE

Culture Mile will celebrate the area’s extraordinarily rich and varied cultural and architectural history.

Culture Mile’s identity is layered, with different characteristics scattered about the area in its architecture and culture, prompting visitors to explore remnants of the London Wall, the medieval church of St Bartholomew-the-Great, the Victorian Smithfield Market inspired by the Italian Renaissance and the Brutalist Barbican Estate.

Culture Mile should also be known as a place where history merges with local stories, allowing a wide range of audiences to engage with the area and become immersed in its cultural richness.

There is the opportunity to create an environment that can be a setting for contemporary life, learning and creativity and be a place and destination that people want to discover and explore.

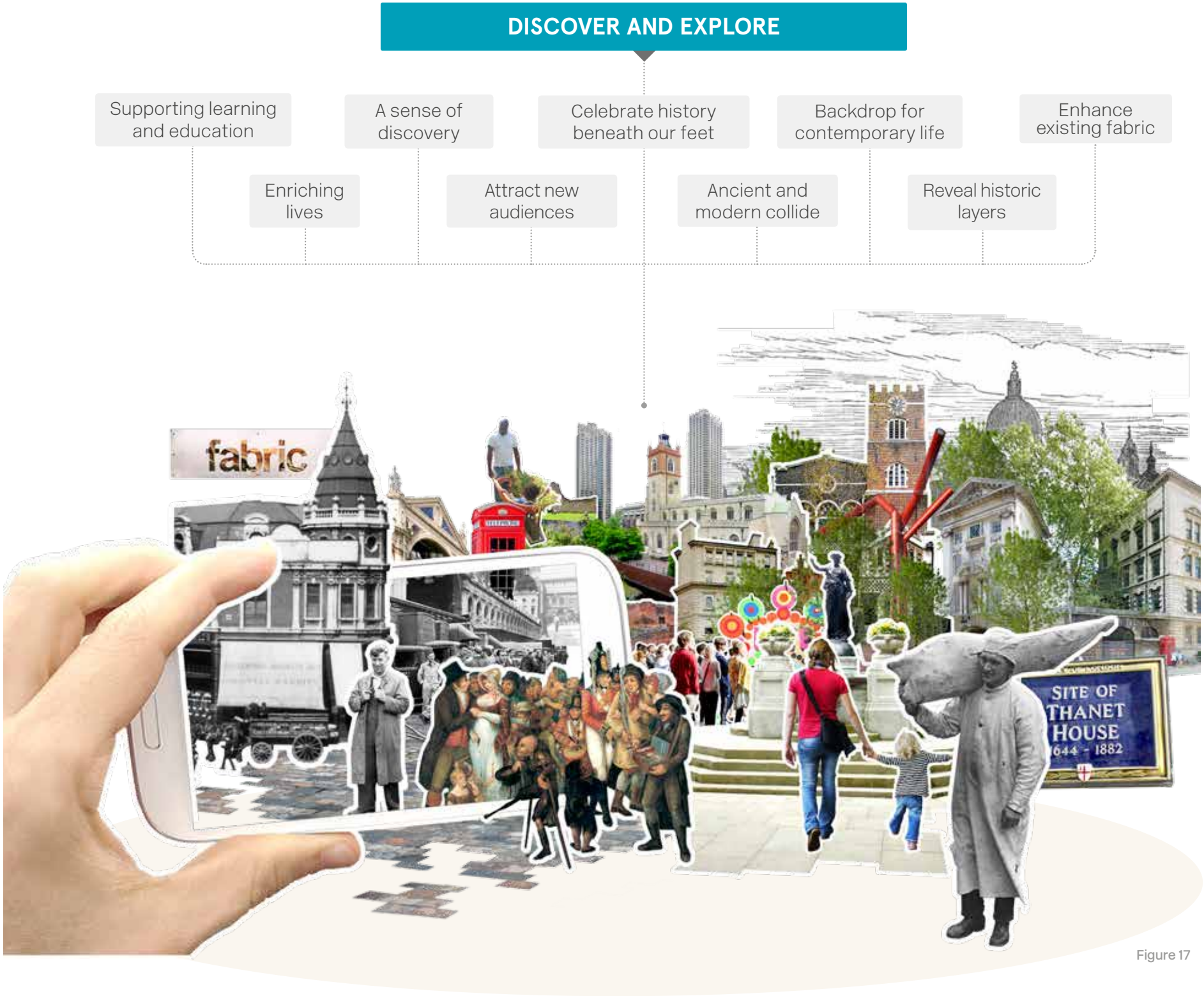


Figure 17

THE OUTCOMES

3.1 The area's rich and varied history is celebrated

Celebrate the area's fascinating history and use it to enrich visitor journeys and encourage exploration. Digital technologies like augmented reality could be used to reveal hidden narratives and provide visitors with the confidence to wander and explore.

3.2 A lighting strategy is in place

Lighting should create a strong visual identity, support wayfinding, enhance the built environment and encourage people to dwell and enjoy Culture Mile's unique spaces.

3.3 Green spaces, increased greenery and green innovation are implemented

Green infrastructure should form an attractive, vibrant and innovative network of green spaces throughout Culture Mile. Public realm enhancements and other 'green' processes should be introduced incrementally over time to supplement existing green spaces and improve key routes.

3.4 Learning and Education is embedded in programming

Collaborate with partners to expand the Culture Mile Learning Programme. Encourage institutions and champions within the local area to expand their learning programmes to widen access and reach larger audiences.

3.5 The Urban Oasis is maintained

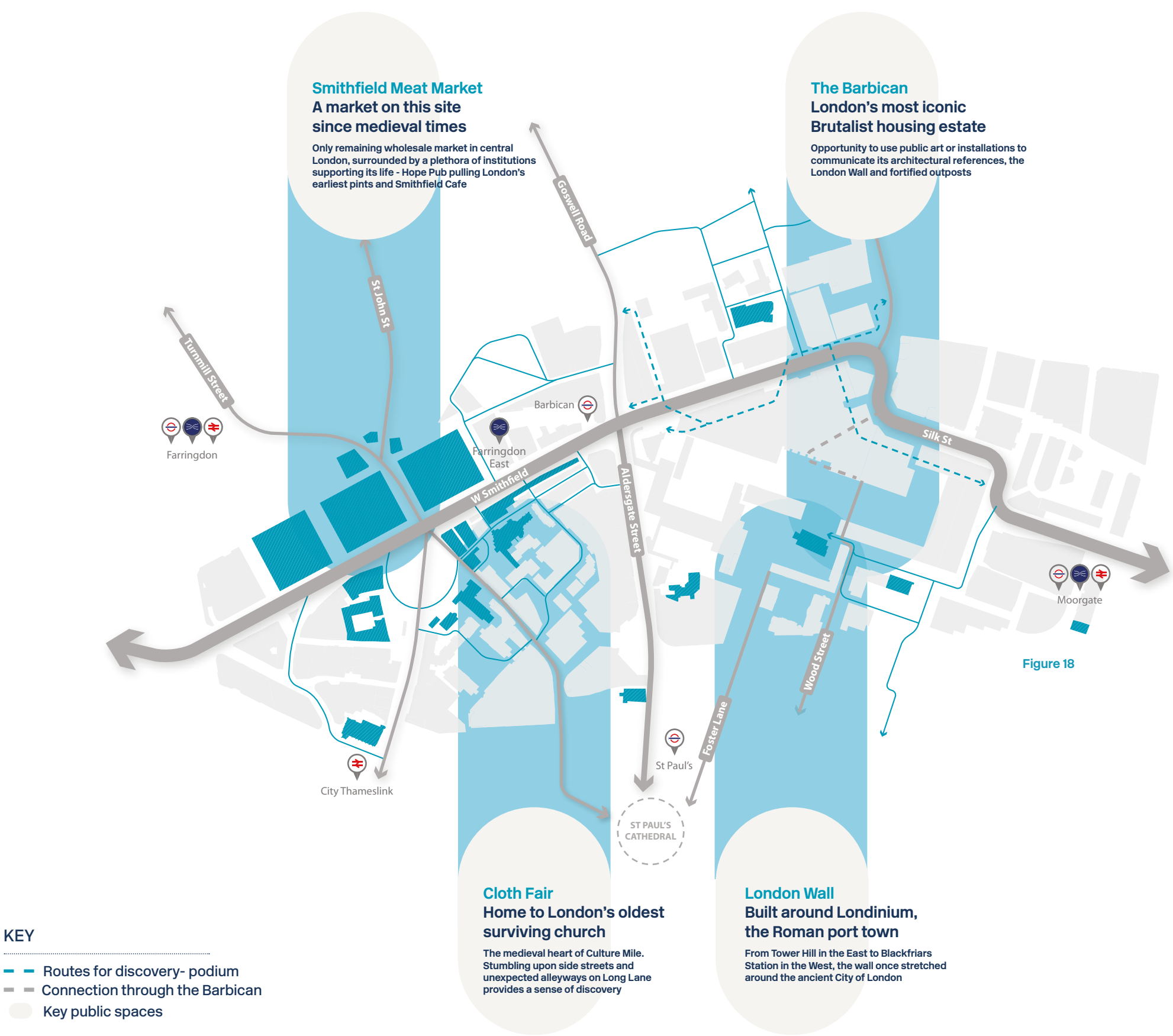
The Urban Oasis should remain and be enhanced, where residents, workers and visitors are encouraged to stop, sit, eat, play and relax. Culture Mile should be a place of health and well-being whilst safeguarding quality of life for residents.

3.6 The area's character and assets are sustained, maintained and enhanced

Ensure the built environment is kept well maintained, protect local assets and support the ambitions of Culture Mile and the expected increase in visitors.

3.7 Vertical movement is intuitive and allows for discovery

Encourage vertical movement where appropriate to assist wayfinding, promote discovery and create memorable moments. Ensure legible signage is installed throughout Culture Mile to assist navigation and exploration.



Culture Mile should seek to encourage opportunities that reveal the area's hidden history and create a sense of discovery and exploration for its visitors.

To understand the area's layered history and intriguing stories, visitors would benefit from prompts that reveal them or provide a trail through the area. These can be both physical such as a sign or piece of art or digital, existing as a digital device that a user interacts with to gain a more personal and curated experience.

Routes of history and stories

Figure 19 identifies 'discovery routes,' side streets or alleyways that lead to areas of interest beyond the main Spine. History as well as past and current culture and local stories should be told, celebrated and highlighted. The golden circles identify ideal initial locations where creative interventions and digital devices could provide the aforementioned prompts that provide visitors with the confidence to wander off the beaten track and explore.

Physical interventions

Creative physical opportunities could be explored through the Public Art Programme. The scale of the interventions should be appropriate and ensure they do not create further clutter in the street. They should be attractive and provide supplementary opportunities for new experiences in addition to easing navigation along specific routes.

Digital interventions

Digital interventions should be supported by a dedicated app for Culture Mile building upon partner platforms such as the Museum of London's Streetmuseum App. This would support events, local listings, wayfinding, promotions, weather, mobility and history. It could also be used in conjunction with other devices shown here, such as tokens and responsive signage. There is also opportunity to trial projects to better understand public demand and management issues before they become permanent fixtures in the public realm.

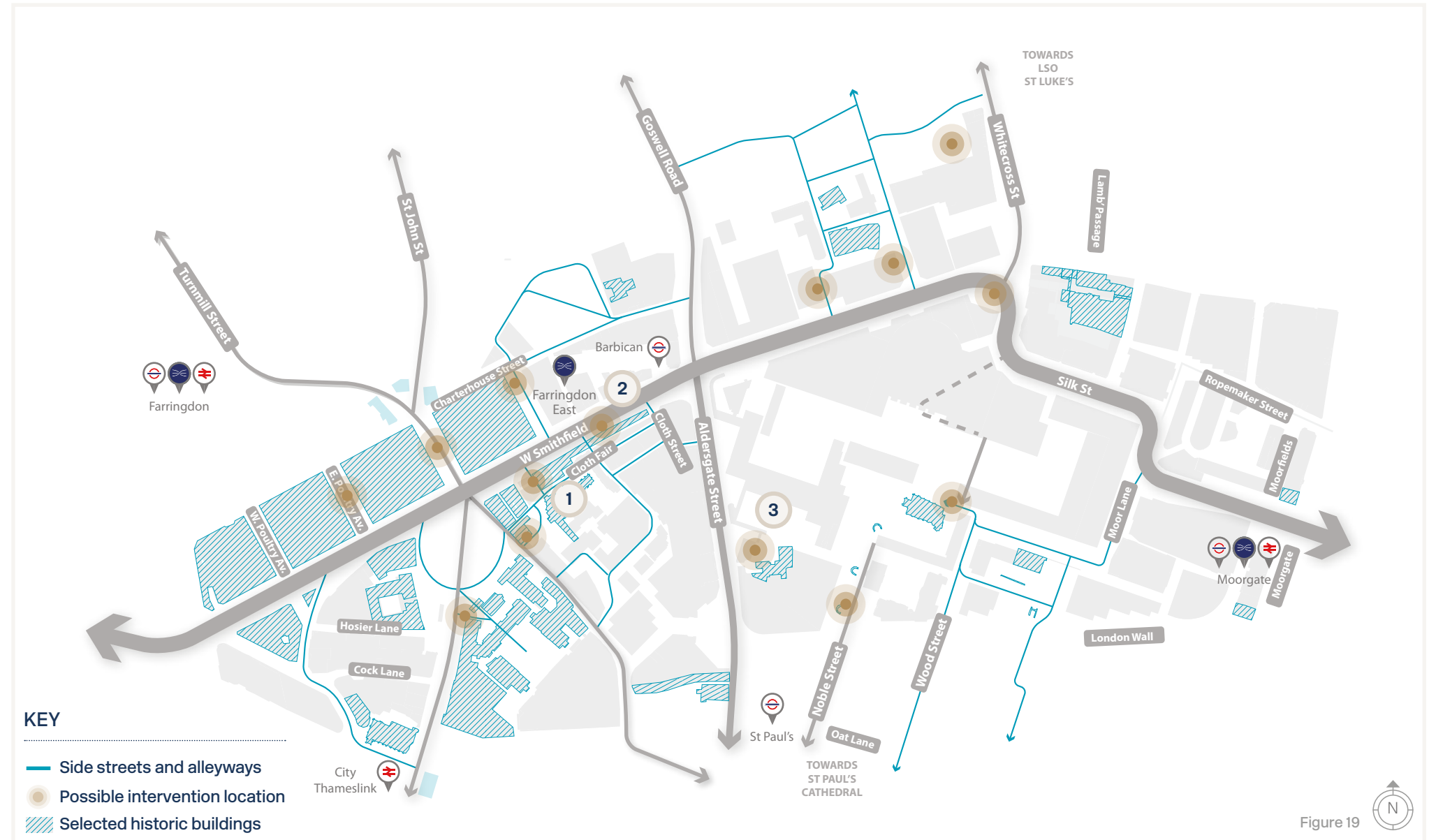
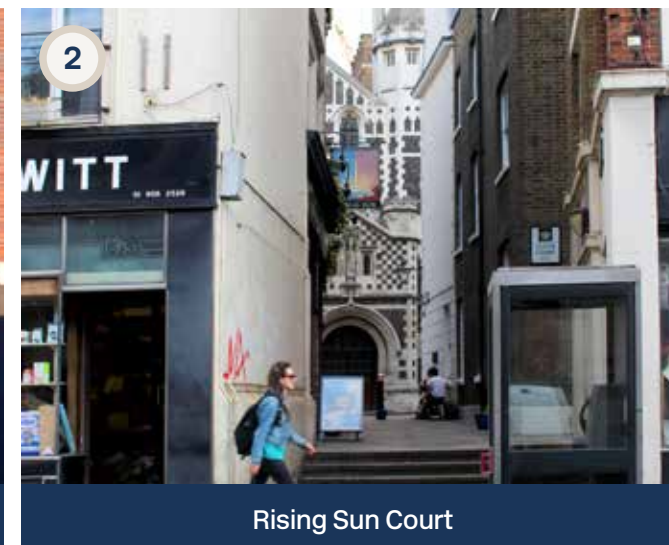


Figure 19



- 3.1.1 Explore augmented reality and virtual reality** - In collaboration with Culture Mile’s partners, explore their potential applications in the public realm to reveal past uses of the public spaces, such as Bartholomew Fair in Smithfield.
- 3.1.2 Commission public art** - To help communicate narratives and drawing intrigue and interest beyond the Spine. Designs should help people explore the area, drawing them into new sites and encouraging them to learn about the area.
- 3.1.3 Commission street signs** - To reveal the lost histories and bring a narrative, intrigue and humour to the street (e.g. Cloth Fair, Cow Cross Street, Lamb’s Passage etc.)
- 3.1.4 Lost views** - Commission the design of installations that restore lost views in the area, such as St Paul’s cathedral.
- 3.1.5 Walking Trail maps** - Turn the area into an outdoor museum to create or highlight existing historic or thematic trails. Branded and visible maps displayed in the public realm at appropriate locations and digital trails through potential partnerships, with an existing geolocation software provider, will unlock the discovery of the area’s hidden assets.
- 3.1.6 New Museum of London** - The public realm next to the new Museum of London in Smithfield should announce and celebrate the arrival to this new cultural institution by revealing layers of history where possible. Historic paving, such as cobbles, are currently partly visible. Their restoration would add to the character of the place. Appropriate lighting will define the building as a new beacon for the area.
- 3.1.7 Digital infrastructure** - Commission new digital infrastructure to enhance historic experiences in Culture Mile
- 3.1.8 Create ‘tokens’** - to be used to unlock stories and turn the outdoors into a museum through additional interactive experiences with elements such as signs. This could be used for translation or unlocking secret tours.

1 2

PUBLIC ART AND REINFORCED STREET NAMES DEFINE SPACES BEYOND THE SPINE



ATTRACTING INTEREST

BESPOKE SIGNPOSTING

4

WALKING TRAILS TO LEARN AND CREATE NEW MEMORIES



BERLIN WALL MAP, INSTALLATION AND TRAIL, BERLIN

8

PHYSICAL TOKENS UNLOCK STORIES AND PROVIDE MEMENTOS OF A VISIT



LOW ENERGY SIGNAGE FOR ROYAL PARKS, FUTURE CITIES CATAPULT

9

NEW DIGITAL TOOLS AND APPLICATIONS TO APPROACH CULTURE IN A NEW WAY



VIRTUAL REALITY

3.2 A LIGHTING STRATEGY IS IN PLACE

Lighting should create a strong visual identity, support wayfinding and encourage visitors, workers and residents to dwell and appreciate Culture Mile's unique spaces.

Recommendations have been identified to enhance the area as well as to address the following lighting issues in the Culture Mile:

- Light spill and glare are currently considerable problems and lead to significant light pollution, nuisance for neighbours or poorly defined public spaces. For example, around Smithfield Market the frequent use of flood lights to aid market operations has led to a cold and unwelcoming colour temperature dominating the public realm.
- Some open spaces within the study area, that are accessible at night, have poor quality illumination and have become places to be avoided.
- Areas like the Barbican podium presents long stretches of blank and inactive frontages which can have a negative impact on liveliness and perceived safety.

To address these current problems, City of London are adopting light emitting diodes (LED). They are known to better illuminate the environment, to provide a better optical control and thanks to their small size, to allow greater uniformity without recourse to glare. Using LED technology will reduce energy use and light pollution, ease maintenance whilst reinforcing a sense of safety in the area.

All recommendations have been created in accordance with the City of London Lighting Strategy. Together they will create a lighting strategy which strives to deliver an identity, distinguishable from its surroundings, to illuminate key elements at night, whether that be a landmark or building or a key feature and to address negative perceptions about the area after dark.

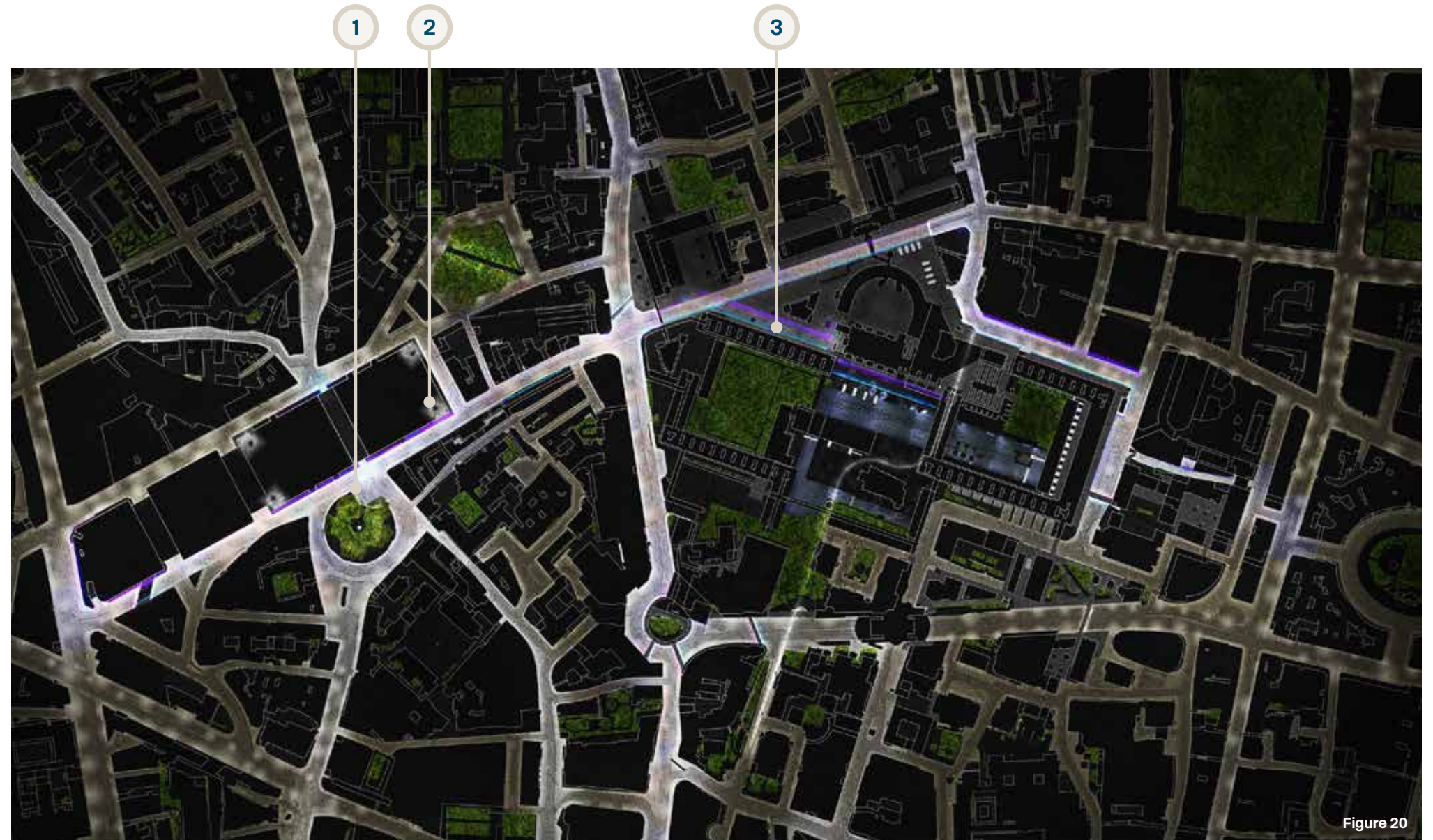
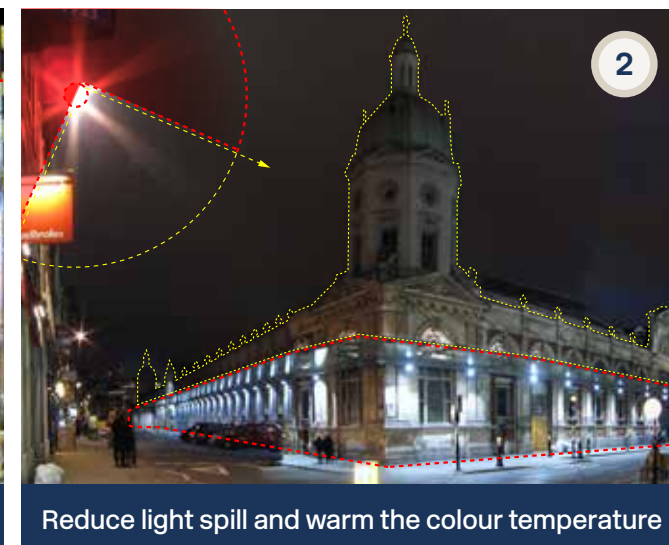
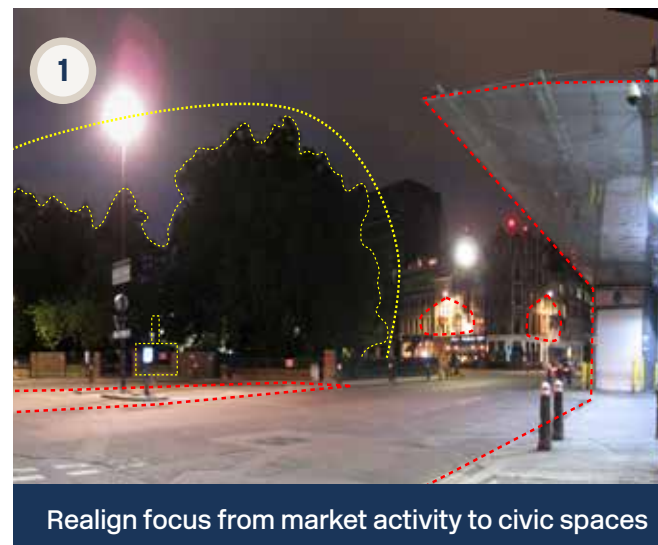


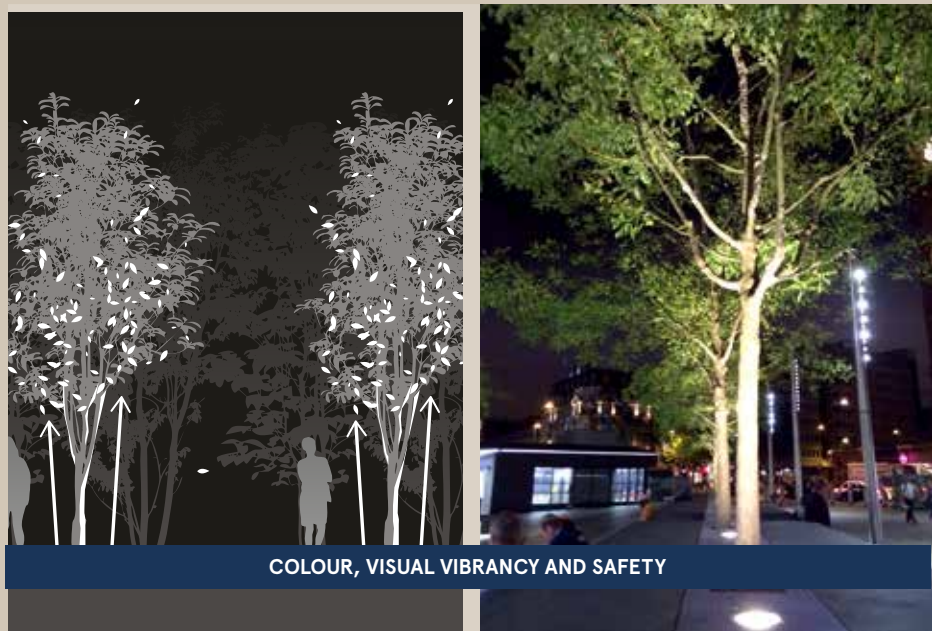
Figure 20



- 3.2.1 Ensure quality throughout the area** - The City of London recognises and celebrates the diversity of character of their streets. The City Lighting Strategy identifies categories of lighting for different types of streets. Implement appropriate lighting to ensure the characters of the area are revealed and their qualities enhanced. This will provide an optimal experience for users.
- 3.2.2 Light the Spine** - Commission a lighting project to define the Spine as a destination, including lighting columns along its length.
- 3.2.3 Open Spaces** - Provide low level lighting with late night 'scene settings' such as scheduled dimming for greenery in spaces such as Smithfield Rotunda and the Barbican Podium to denote quiet late hours. Consider lighting of certain features on the podium to aid wayfinding, drawing people along specific routes (e.g. route to the Lakeside Terrace via Defoe Place).
- 3.2.4 Reduce lighting pollution** - Adopt a strategy to reduce glare and cold colour temperatures where possible.
- 3.2.5 Biodiversity** - Ensure lighting schemes are designed to guarantee the protection of wildlife and biodiversity in open spaces.
- 3.2.6 Smart lighting system** - New lighting should avoid any increase of energy consumption or maintenance costs. Smart technologies to provide reports and replacement strategies.
- 3.2.7 Policy** - Within the planning and policy processes and in compliance with City of London Lighting Strategy recommendations, advocate for changes to light levels in commercial developments to reduce the risk of light nuisance and intrusion into adjacent properties and in the public realm. Late night scheduled dimming or perimeter switching should be considered.
- 3.2.8 Artistic lighting / media art** - Identify key façades for temporary lighting installations or artworks. Collaborate with local institutions or businesses to stage light installations in the area.
- 3.2.9 Functional** - Install appropriate lighting infrastructure that allows for the staging of local cultural events and Culture Mile wide programmes.
- 3.2.10 Commission lighting projects** - To reveal materials and textures on historic and key buildings. Lighting can accentuate the semi-circular motif present in the area and the texture of blank surfaces. At night, it can emphasise the unique architectural qualities of the Barbican as well as making pedestrian routes feel safer.

2

LIGHTING TO DEFINE THE SPINE AND CELEBRATE GREEN SPACES



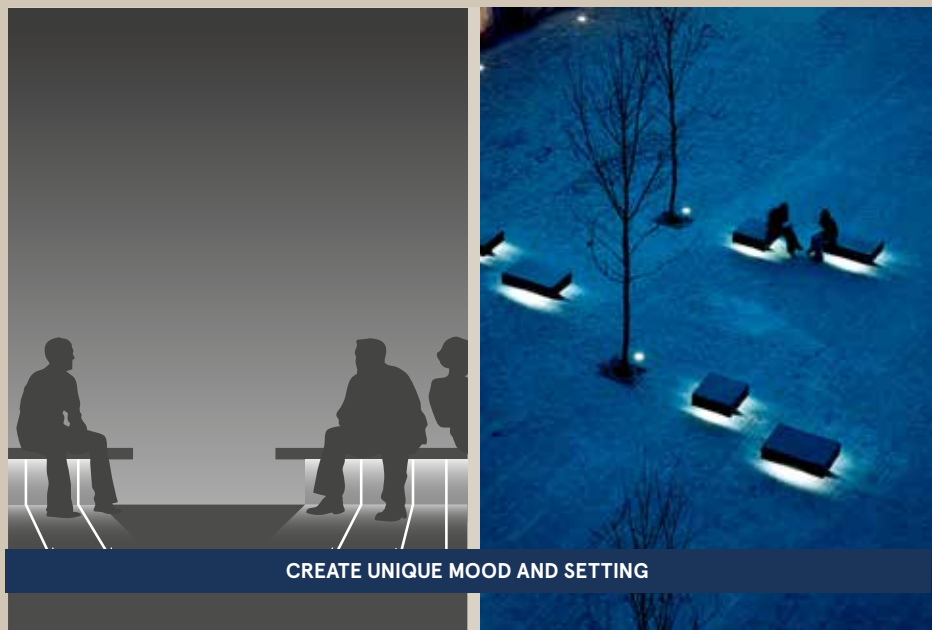
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CELEBRATE LANDMARKS AND CREATE POINTS OF REFERENCE



3

A SPINE, KNITTING INTO ITS CONTEXT AFTER DARK AND SUPPORTING EVENTS OR INSTALLATIONS



Green infrastructure should feature strongly in Culture Mile to create a distinct and recognisable area with a variety of green spaces that function as part of a coherent citywide network. Green Infrastructure should help form an attractive, vibrant and resilient place; a welcoming destination with a clear identity that enhances the quality of life for residents, workers and visitors.

Proposals should stitch into projects already completed in the area including improvements on Noble Street and Foster Lane leading from St Paul's. The successful work by Nigel Dunnett at the Barbican provides an aesthetic and practical reference in terms of its sustainable approach and focus on increasing the base level of biodiversity. Key principles including colour, texture, scale and seasonality can be drawn upon to create a singular identity for landscaping the area.

Green innovation may include technology such as environmental sensors, which could be used to track the difference that green spaces make, creating the possibility of 'before and after analysis' and enabling advocacy and behaviour change campaigns.

New greening initiatives should introduce sustainable methods of drainage. An areawide SuDS strategy is required to increase water attenuation, acting to slow down, reduce and store rainwater run-off from hard standing areas.

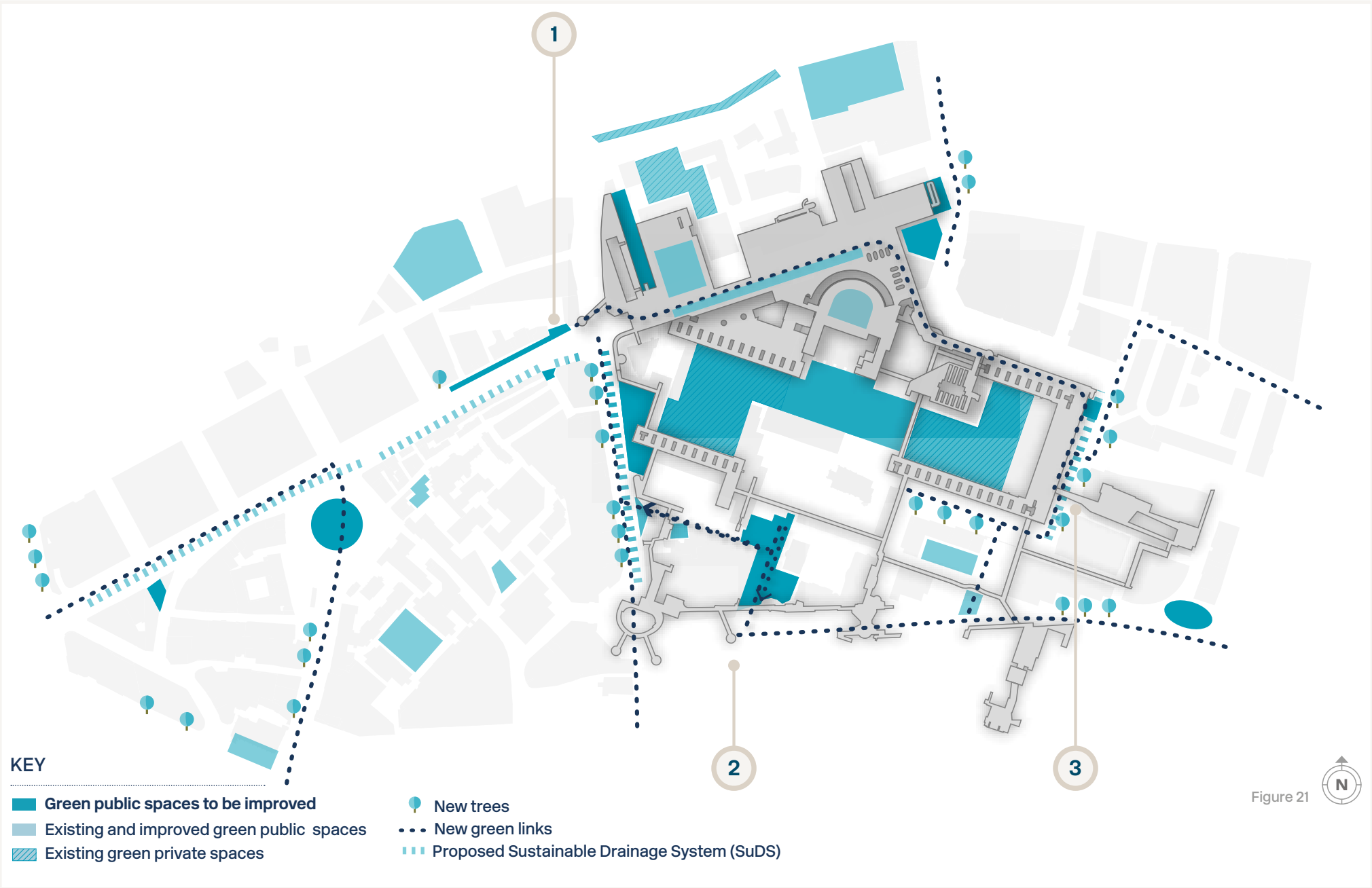
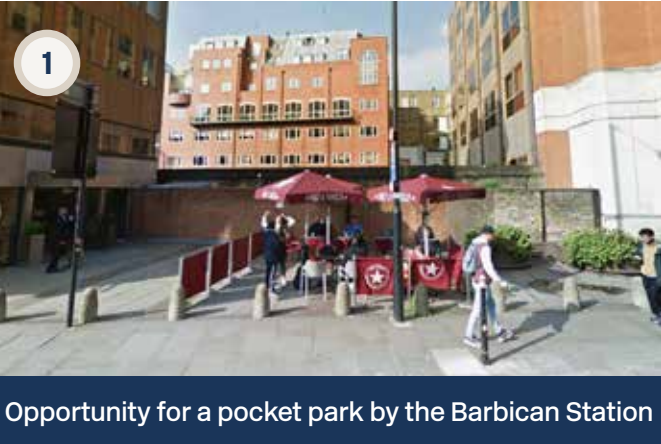


Figure 21



- 3.3.1 Introduce and encourage green routes in Culture Mile -** Communicate to visitors that they can use alternative routes such as the podiums and the new green routes, which are low emission and easy to navigate.
- 3.3.2 Humanise blank façades and service areas -** Through greening and embed this into development discussions as well as public realm projects. Conduct a study to identify blank façades and opportunities such as ramps that can adequately support vertical planting systems.
- 3.3.3 Develop a SuDS strategy for Culture Mile -** Including consideration of the flood risk area on the Western side of Culture Mile and consideration of flood risk mitigation innovations such as permeable pavements.
- 3.3.4 Landscaping strategy -** Develop an innovative Culture Mile landscaping strategy taking into account site micro-climates and including methods for protecting green spaces from damage during events.
- 3.3.5 Expand the green grid -** Create new green spaces in Culture Mile on vacant sites or irregular pieces of land to offer temporary or permanent opportunities for community uses.
- 3.3.6 Introduce planning policy -** To ensure permanent public realm enhancement works incorporate effective SuDS principles.
- 3.3.7 Tree planting -** Conduct a ground level study of existing and proposed infrastructure to identify areas for tree planting.
- 3.3.8 Raising awareness -** Include sustainability, greening, environmentalism and air quality as key areas for exploration in a programming strategy for Culture Mile, to raise awareness and to make positive change.
- 3.3.9 Monitoring and evaluating -** Of issues relating to green infrastructure and air quality to be set up and form the basis of further projects.
- 3.13.10 Traffic segregation-** Consider introducing low-level greenery alongside cycle routes to emphasise traffic segregation.

1

MOVE HEALTHILY THROUGH THE CITY



2

A STEALTHY WAY TO GREEN THE ENVIRONMENT



3

INCIDENTAL GREENERY BRINGS INTEREST AND AIDS SUSTAINABLE DRAINAGE



4

GREEN FRAMES FOR CULTURAL EVENTS



The Culture Mile Learning partnership is working to establish a world-leading learning destination, bringing together the skills and expertise of 26 cultural organisations across the City and beyond.

The partnership is well-placed to support improved social mobility by enabling Londoners to benefit from cultural activities, training, skills development and employment opportunities in ways that ultimately enhance their life chances.

In order to achieve this impact the expertise and resources of the partners must be fully utilised and organised into a coherent offer that sits firmly under the Culture Mile banner.

The City of London should continue to be very active in collaborating with stakeholders, providing a range of programmes and learning opportunities for schools, families and learners of all ages that can be grown and enhanced as part of the Culture Mile offer.

Continual dialogue and collaboration between the cultural partners will ensure that their learning programmes will become greater than the sum of their parts, combining to create a unique quality to the area.



THE MUSEUM OF LONDON'S ARCHAEOLOGICAL
ARCHIVE HOLDS INFORMATION AND ARTEFACTS
THAT CAN BE USED FOR RESEARCH VISITS AND
SCHOOL WORKSHOPS

- 3.4.1 Collaborations** - Culture Mile Learning partners should continue to be very active in collaborating with stakeholders. Whilst they will continue to operate their own learning programmes both on- and off-site, they could be seen under a clear Culture Mile banner and be considered as part of the wider offer
- 3.4.2 Work with Culture Mile Learning** - To embed learning opportunities into public realm projects where appropriate. For example, explore possibilities to work on projects in collaboration with Higher Education partners; commissioning local SMEs, including through design competitions; skills development in public realm projects; and through finding spaces in Culture Mile for learning activity.

Refer to Appendix 3 for further details

1

SPECIALIST TRAINING FOR YOUNG PEOPLE
THROUGH SATURDAY MUSIC SCHOOLS



GUILDHALL SCHOOL OF MUSIC AND DRAMA

1

LSO DISCOVERY BRINGS PEOPLE OF ALL AGES AND
BACKGROUNDS INTO CONTACT WITH THE ORCHESTRA



THE LONDON SYMPHONY ORCHESTRA'S EDUCATION AND COMMUNITY PROGRAMME

2

EUROPE'S MOST EXCITING COMMUNITY OF
EMERGENT MAKER BUSINESSES



MAKERVERSITY, SOMERSET HOUSE

2

SOCIAL ENTERPRISE PEMPEOPLE'S TRAINING,
MAKING AND SOCIALISING INITIATIVE



LIVESEY EXCHANGE, OLD KENT ROAD

3.5 THE URBAN OASIS IS MAINTAINED

The area is perceived as an ‘urban oasis’ in the City. Its green spaces offer dramatic views and unique opportunities in Central London to be close to nature. This character of the area is cherished by many. Culture Mile has the opportunity not only to celebrate but reinforce this perception of oasis in the city with being a place of health and well-being that provides a balance between activity and contemplation.

Culture Mile is a unique place in London that celebrates the area’s natural assets, providing safe and attractive places that are enriching and encourage people to stay.

Culture Mile should be a place of ambitious environmental credentials incorporating noise and air pollution measures well supported by a network of quality green spaces.

A place where one can find pockets of quiet and calm that provide a balance between the activity and life of the spine and the need to disconnect.

These pocket spaces could be disconnected spaces amidst the otherwise pervasive digital fabric that may be temporal and change location via a programme of temporary or seasonal events.

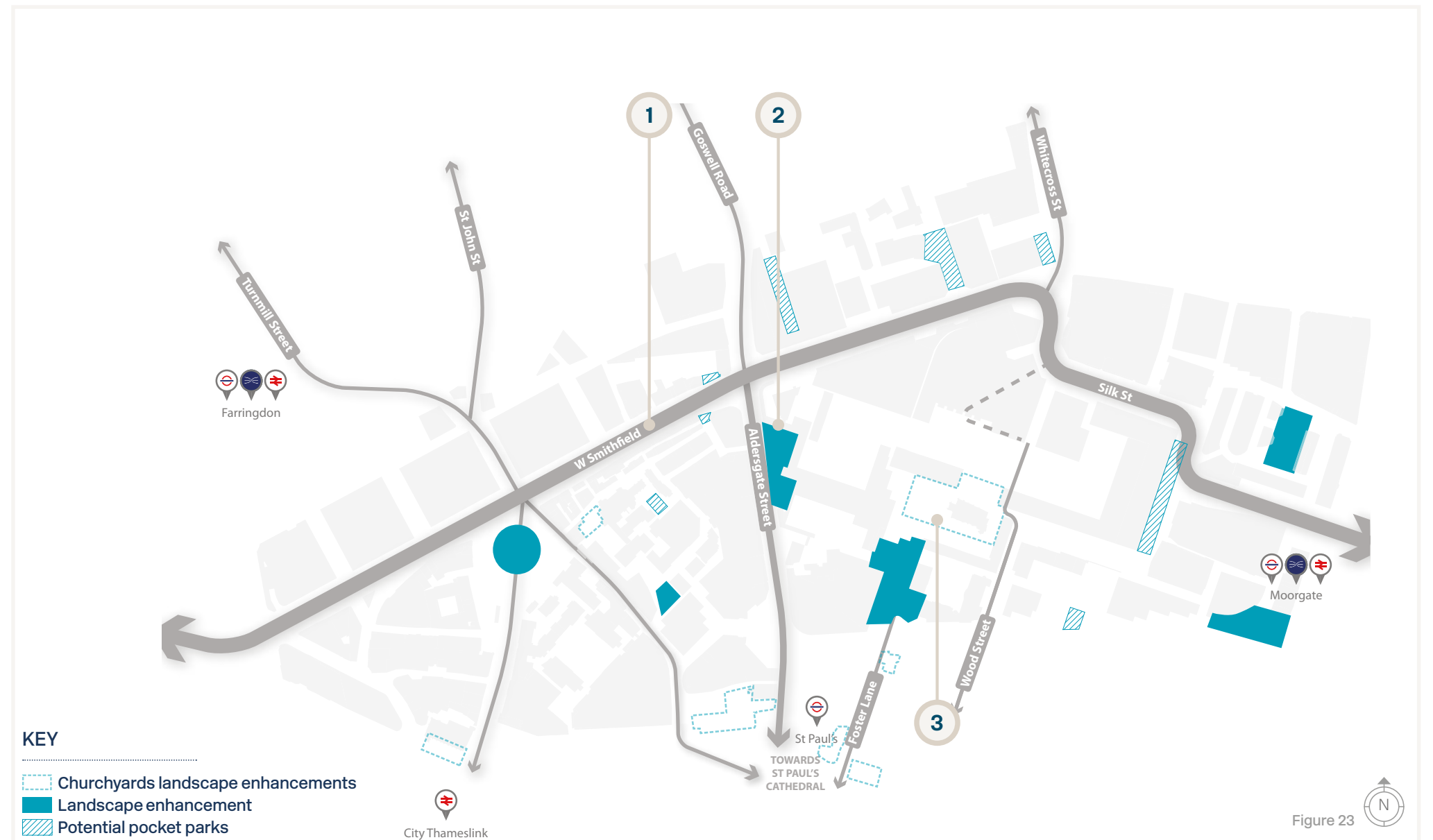
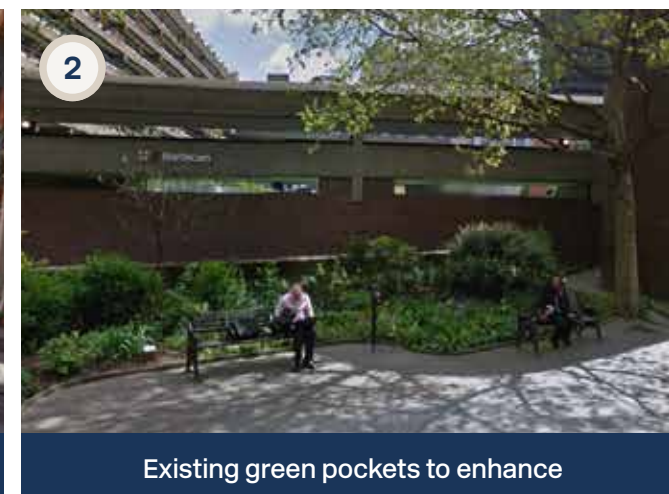


Figure 23



- 3.5.1 Enhance the oasis** - Landscape enhancements should seek to retain the green pockets that offer moments of respite and a unique green landscape in the heart of Culture Mile.
- 3.5.2 Digital Strategy** - Consider networks and wifi dampening in selected areas to create quiet and calm space.
- 3.5.3 New pockets** - Develop a strategy for developing new pockets of tranquil green spaces off the Spine, which provide areas for rest and a counter-point to the Spine. Ensure these new pockets do not take away from pedestrian space and accessibility.
- 3.5.4 Air Quality** - Introduce a Culture Mile Air Quality Pledge that partners can commit to.
- 3.5.5 Churchyards** - Implement proposals for relandscaping and other improvements to local churchyards, in partnership with the Church of England, to meet the aims as set out in the Churchyards Enhancement Strategy. The following churchyards should be considered:
- St Anne & St Agnes
 - St Olave Silver Street
 - St Bartholomew the Great
 - Christchurch Greyfriars
 - Postman's Park

1

MOMENTS OF RESPITE AND UNEXPECTED SPACES



PEACEFUL EXISTING POCKETS TO ENHANCE

3

PARKLETS TO CREATE EXTRA GREEN SPACES



TEMPORARY OR PERMANENT INSTALLATIONS

4

ENCOURAGE INITIATIVES THAT IMPROVE AIR QUALITY



DHL CYCLING DELIVERIES

5

CREATIVE LANDSCAPE PROJECTS TO ESTABLISH A DIALOGUE WITH HERITAGE



CHRIST CHURCH GREYFRIARS' GARDEN

With the arrival of Crossrail in the area, Culture Mile is expecting more visitors, high levels of footfall and increased use of spaces which will place a heavy demand on their enhancement and maintenance.

An extra million and a half visitors per year are expected to visit Culture Mile by the launch of the East Farringdon and Moorgate Crossrail stations in 2019. This, along with appropriately reflecting the Culture Mile ambitions, stresses the need for the public realm to be well maintained and cared for.

Culture Mile Management Plan

To ensure the area's identity is not compromised, a unified management plan should be created including the individual existing maintenance and management guidelines. These have been developed for listed buildings such as the Golden Lane Estate, Barbican Estate and Barbican Estate Landscape.

Material and infrastructure

The management plan will include a palette for surfaces and furniture which will help fulfil the sense of place whilst allowing for easy maintenance and repairs, ensuring the continual promotion of Culture Mile.

Smart technologies should be integrated or updated into all infrastructure in order to allow for economical, quick maintenance and repairs.

PROPOSALS

3.6.1 Initiate a management and maintenance plan for Culture Mile -

To provide the framework and information describing how Culture Mile is managed and maintained. The plan should set out the CoL's aims of conserving and enhancing Culture Mile's heritage value and varied character whilst continuing to provide and improve facilities and activities for the local community and wider visiting public. The plan should also identify responsibility, detail of what is involved in management and maintenance, resources required and costs. Information on operational and organisational matters should include maintenance of key spaces after events.

3.6.2 Green spaces - Work closely with the resident groups, such as Friends of City Gardens, the Barbican Wildlife Group which collaborates with the City of London Garden team and the Barbican Gardens Advisory Group which steers for new projects and trials, such as the introduction of allotment planters in the estate. Investigate new potential partnerships, e.g. with the Woodland Trust to secure funding across the area.

3.6.3 Sustainable and smart- repairs and maintenance should be undertaken using robust materials. Enhancements should not increase energy consumption or maintenance costs. Use smart technology to provide usage reports and inform any replacement strategy.

3.6.4 Comply with management guidelines - the maintenance of buildings and spaces in Culture Mile should comply with local management guidelines and strategies to include conservation areas' management strategies, Barbican Listed Building and Landscape Management Guidelines and Golden Lane Listed Building Management Guidelines.

3.6.5 Signage - ensure signage across Culture Mile is maintained at all times. If retained the 'Yellow Line' should be kept in a proper state of repair and to an approved colour that is consistent throughout.

3.6.6 Shop fronts - improvements to shop fronts in areas such as Long Lane should comply with guidance provided by the City of London 'Shop fronts - A Design Review' report and the 'Smithfield Area Character Summary and Management Strategy' to ensure conservation of the area's character.



Barbican Estate's scenic landscape



Fann Street Wildlife Garden



Yellow Line by St Giles' Cripplegate



Nigel Dunnett's planting scheme for the Barbican Estate

Connections below ground or at podium and ‘high walk’ level offer alternative routes that allow visitors to discover Culture Mile’s hidden assets.

Although the focus for pedestrian movement will remain at ground level, clearly sign posted vertical connections can assist greatly with wayfinding through Culture Mile, and if well lit, increase the sense of security.

Vertical connections can help to provide memorable moments like stolen views towards St Giles Cripplegate or the joy of fleetingly hearing and seeing music and performers practicing within the Guildhall School of Music.

Proposals for the New Museum of London include a sunken garden and a see-through tunnel to Thameslink, providing access to lost subterranean spaces formerly used to store and deliver goods to Smithfield Market.

Figure 22 identifies key areas that would benefit from improved vertical connections or where existing access points would benefit from improved visibility to provide a more inviting experience.

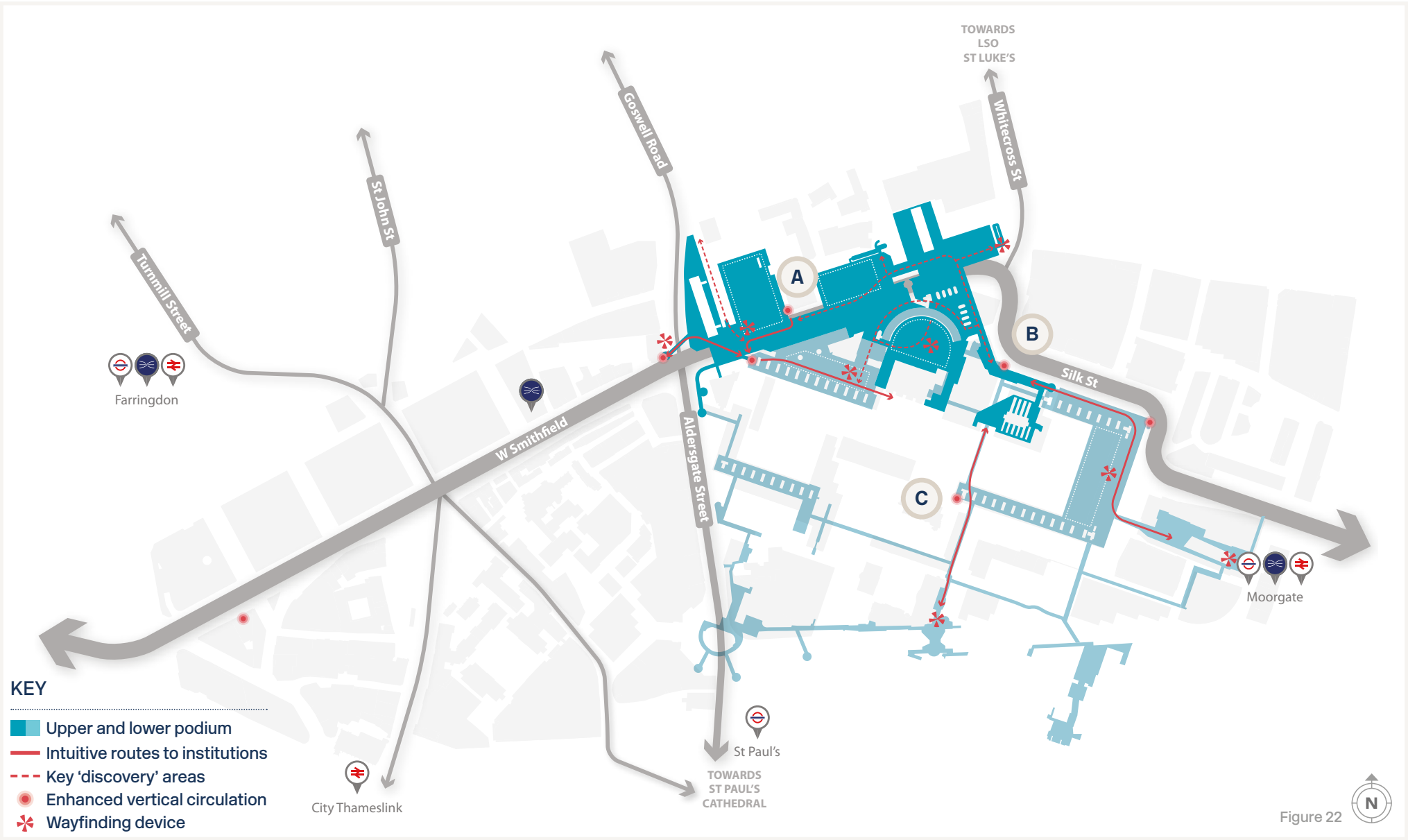
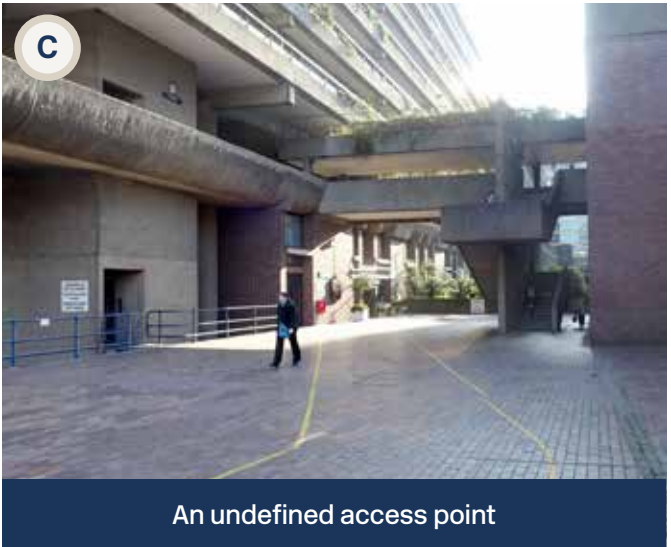
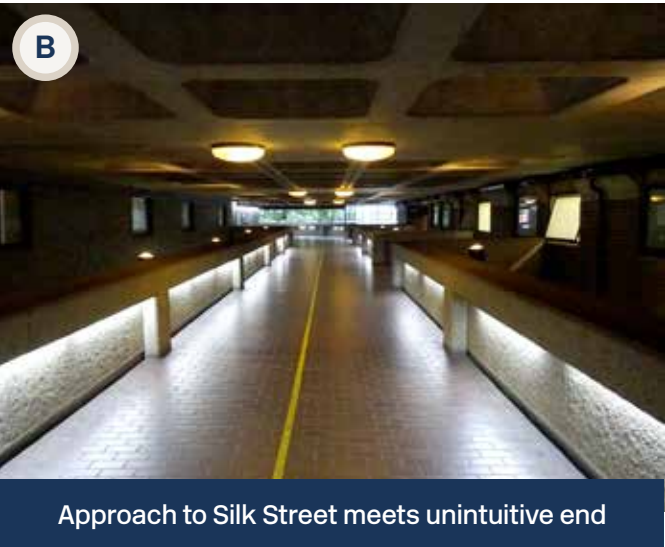


Figure 22



- 3.7.1 Enhance vertical connections** - To allow intuitive movement up to the podium level and down to the basement level, when appropriate. This could include signage and temporary artistic interventions or other creative means.
- 3.7.2 Visitor routes at podium level through the Barbican** - Create a hierarchy of preferred vertical connections to encourage visitors to use preferred routes advised by the Barbican Association (e.g. west / east route from Barbican Station toward Lakeside Terrace and Moorgate Station at podium level; or north-south from St Giles Cripplegate to the Barbican Centre / Lakeside Terrace/ Silk Street.)
- 3.7.3 Visibility and safety** - Ensure that vertical connections are lit in such a way to assist with wayfinding and increase a sense of security. Ensure lighting does not increase overall glare.
- 3.7.4 Landscape** - Enhance memorable moments and views with historical or other interpretation.
- 3.7.5 Reinstate the Yellow Line** - Or a version of it, such as an artistically-led ‘breadcrumb trail design’, or a “green line” (a planted route).
- 3.7.6 Curate the Sculpture Court** - As a place of art and quiet for the majority of the time with occasional events (e.g. LSO Simon Rattle).
- 3.7.7 Install legible signage along key routes** - Ensure the visibility of a clear coherent signage at key vertical connections.

1 2

ALTERNATIVE ROUTES INDICATED
AT CREATIVE AND ORIGINAL ACCESSES



LOW ENERGY SIGNAGE FOR ROYAL PARKS, FUTURE CITIES CATAPULT

3

EXPERIENCE REINFORCED BY VIEWS OR OVERLAPS BETWEEN
PUBLIC SPACE AND ADJACENT USES



CAN DWELL SPACES LINK TO KEY VIEWS?



ENCOURAGE RELATIONSHIPS

4

EVOLUTION OF THE YELLOW LINE THROUGH PLANTING
OR APPROPRIATE ART AND FURNITURE



INTUITIVE THREADS



A 'BREADCRUMB' TRAIL

AIM 04

BE RECOGNISABLE & BE DIFFERENT



THE AIM

Culture Mile will be a place that is recognised for its distinction and difference in both its physical fabric and conceptual ethos.

Ambitious planning policy tailored to suit the area will enable diverse life. Smart infrastructure will help create vibrant activity. While providing facilities for families and being welcoming to everyone, the area's key streets will embody an identity and spirit that will come to reflect a recognisable brand.

Culture Mile will be known as a place that strives to achieve ambitious environmental credentials, that seeks innovative solutions to funding and delivery and continuously provides a distinct experience for visitors. Culture Mile will be a place where creativity is the most valuable currency.

It will be a place that rejects mediocrity and challenges the ordinary perceptions of the City and what it should be.



Figure 24

THE OUTCOMES

4.1 Suitable policies and development management to encourage creativity are implemented

Ensure policy allows the implementation of ambitious ideas, Culture Mile’s vision is upheld and placemaking is championed.

4.2 Culture Mile’s physical environment is its brand

Exploring how the concepts and values of the Brand Strategy, “joined-up, generous, experimental and agile” are shared and built-upon by the Look and Feel Strategy.

4.3 The area encourages creative employment and economy

Facilitate the necessary environment to support creative talents - artists and small businesses - to set up and grow in Culture Mile.

4.4 A sustainable funding model is established

Exploring initial funding options to deliver the recommendations identified in this strategy.

4.5 A pro-active security strategy that enables activity is in place

Setting out an ambitious and pro-active security strategy that will be a distinct enabler for cultural activity rather than a system that restricts inhabitation.

4.6 Smart infrastructure is installed and used

Setting out the management and technical considerations needed for Culture Mile to achieve this creative objective.

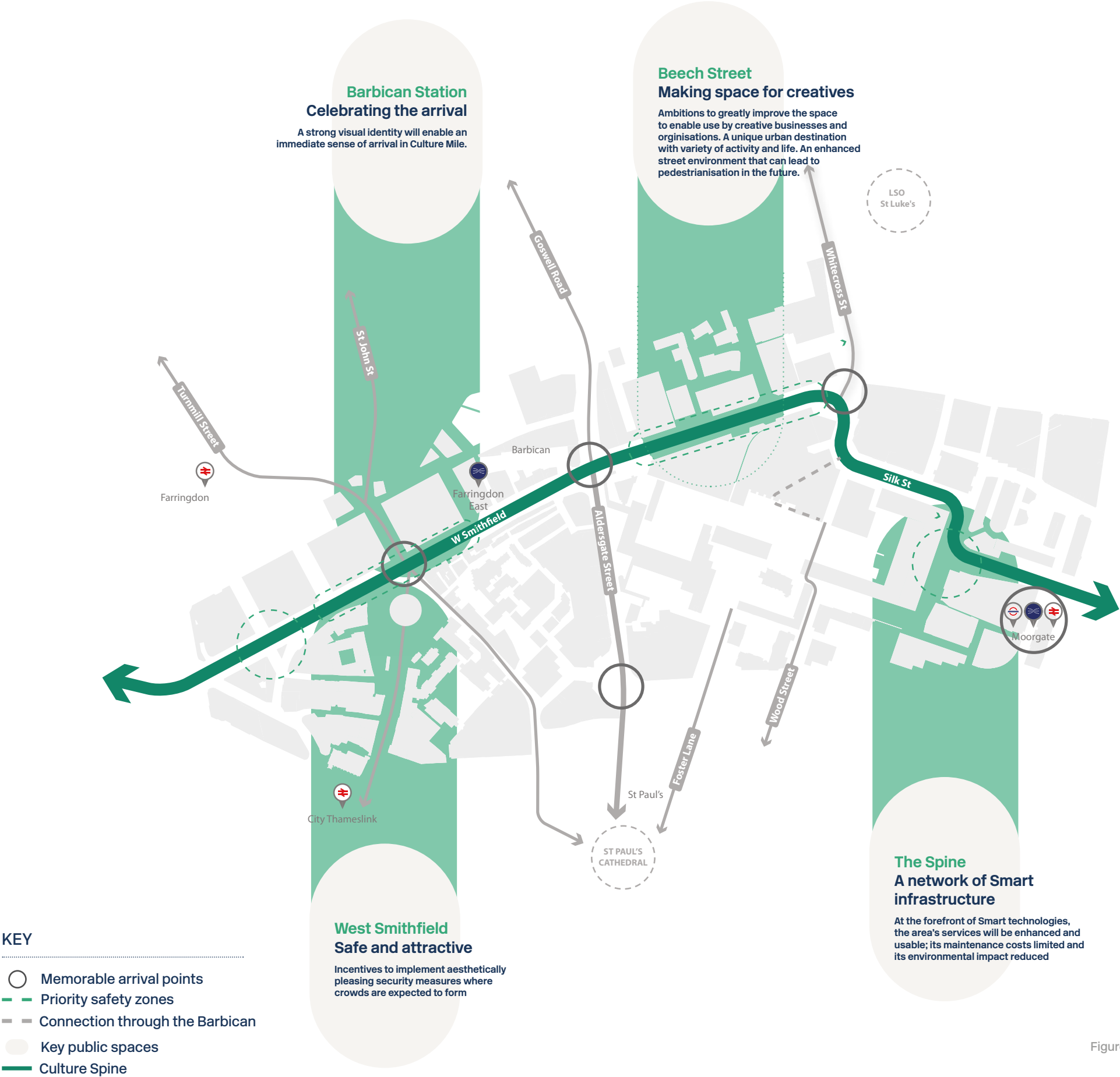


Figure 25



To the right are a series of recommendations to existing policy that could be considered by the City of London to strengthen the ambitions of Culture Mile.

Many of the recommendations here can be applied across Culture Mile and there implementation will ensure a coherent vision for the area. To strengthen the ambitions of the Culture Mile policy additions have been recommended. Recommendations include more general approaches to development, such as underlining Culture Mile's ambitions clearly during pre-application advice.

Cultural and event programming in the public realm also needs to be facilitated and encouraged through a streamlined and responsive approach to permissions and licenses. A technical manual is recommended and will also include detailed sites and stakeholders to support the development of projects that are bespoke to each location. A model should be established that allows internally and externally generated activities to be assessed and supported. The existing Film Unit approach, which manages licensing through a customised application could be used as a model to establish internal processes.

PROPOSALS

- 4.1.1 Ensure Culture Mile-specific placemaking** - Planning policy in Culture Mile should respond to the specific aims of placemaking to support creativity in a sustainable way. Strengthening policy allows City of London to inform and guide the cultural contribution of key opportunity sites, e.g. opportunities for mixed use and encouragement of new forms of use along Beech Street.
- 4.1.2 Transport** - Ensure transport policies prioritise pedestrians, create accessible routes, and allow for active transport.
- 4.1.3 Active frontages** - In Culture Mile, policy should seek to increase the amount of active frontages at street level on buildings as part of development.
- 4.1.4 Public information** - Agree an approach to advertisement and public information in the public realm that allows the display of visual material related to Culture Mile, its cultural programme and that of its cultural partners'.
- 4.1.5 Hoarding requirements** - Put together Culture Mile-specific guidelines on art-focused requirements for hoardings.
- 4.1.6 Technical manual** - Produce a series of operational manuals to support and facilitate the development of cultural programming in key sites and public spaces for:
 - noise management
 - crowd management
 - light pollution management
 - safety and security
 - other logistical considerations within the public realm spaces with a focus on avoiding disruption for local residents and businesses.
 - informing local people about events and installations that may affect them.

4.1.7 Key sites - An approach to key sites informed by the Culture Mile Programming Strategy should be adopted. Defining key sites as predetermined locations for cultural events and public art within Culture Mile and would be recognised as such within the Local Plan. Such an initiative would ease servicing, management and licensing concerns whilst allowing for a certain flexibility in the space.

4.1.8 Zoning - Establish a broad zoning strategy in compliance with the aims in the City of London Open Space Strategy for the management of quiet places such as churchyards, pocket parks and gardens identified in 3.6.

Commission landscape improvement and the provision of seating where necessary. Establish these zones on either a permanent or rolling programme. In the case of Smithfield Rotunda, a rolling programme will be appropriate.



Smithfield Rotunda is a key site



Accessible and pedestrian-focused junctions



Hoardings that reflect the local area

The Culture Mile Brand Strategy, developed by Jane Wentworth Associates and Pentagram, provides clear prompts for how the identity of Culture Mile should be pursued and established.

The Brand Strategy was built on concepts of “animating the spaces in between” the institutions and its values. Joined-up, generous, experimental and agile - are shared and built-upon by The Look and Feel Strategy.

The logo, developed as part of the Brand Strategy, is inspired by the area's physical environment. It is developed as a ‘viewfinder’ which allows for a range of interpretations to emerge and a platform for displaying the area's cultural programme.

Transposing the Brand Strategy in the public realm

Whilst the logo and brand strategy will have a huge role to play on event posters, merchandise and websites, to name a few, its usage in the public realm has not yet been set out with clear guidelines.

As such, physically manifesting the logo in the public realm on buildings, surfaces or furniture could risk repeating mistakes seen in the Barbican where layers of outdated signage and branding serve to confuse its overall message.

It is important to note that currently the Culture Mile logo appears alongside those of its principle partners and such a proliferation of ‘branding’ could clutter the public realm, confuse visitors, and detract from other aspects of local culture, such as community projects or incidental activity, that will also form a key part of the area's appeal.

To counter these issues and ensure the Culture Mile identity is expanded, the “concepts underlining” the Brand Strategy should be reflected by the public realm. They should animate the spaces in between and the design processes used for interventions should feel relevant to the Culture Mile values. This will ensure the ethos is clear for visitors exploring the area.

PROPOSALS

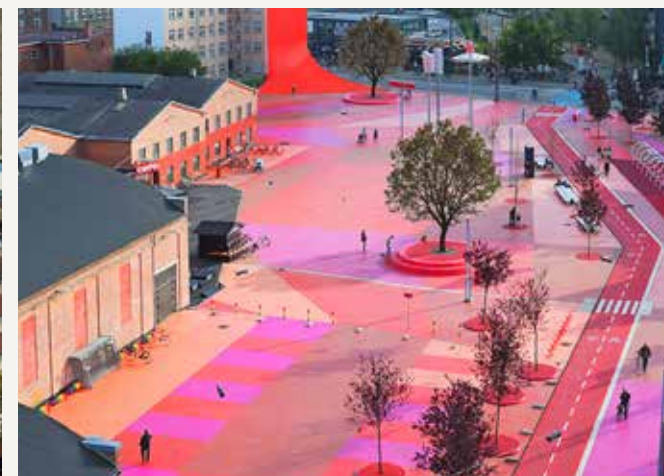
4.2.1 Developing brand guidelines - Further work is expected to explore ways in which the Culture Mile brand can be expressed through visual identity, including further development of brand guidelines. This work should specifically address the use of visual identity in the public realm.

4.2.2 Expanding brand values - Undertake study of key spaces and techniques for how to embody the brand values in the public realm.

4.2.3 Shared sense of welcome - Work with the Culture Mile Network and locals organisations across the area to create a shared identity and sense of welcoming using shop fronts' windows to display branding material, for instance.



Temporal or responsive manner to display the brand



Textures, patterns and colours are part of the brand

Culture Mile's environment becomes its brand

Activity and life lead to a continually evolving identity

The denomination of Culture Mile as an area for Creative Enterprise will help to facilitate the necessary environment for an inclusive community of creatives to gravitate towards the area to play a major role in defining Culture Mile as an exciting and inspiring place.

Current rising rents, increased property prices and the decline in affordable workspace have all contributed to the pressure on creative communities, London is predicted to lose 30 per cent of affordable creative workspace by 2019.

All across London, creative industries and related businesses have proven to be an essential part of the revitalisation some areas were craving for. Creatives brought culture, vibrancy and new economical perspectives.

With culture as its core aim, Culture Mile will facilitate and support not only creative activity but also creative production and businesses. A series of measures will be undertaken to encourage the use and development of creative skills used in as creative skills are established and thrive, new creative skills will be encouraged.

Increasing capacity for creative making space will ensure Culture Mile becomes a place where culture is generated, not just consumed.

PROPOSALS

- 4.3.1 Development management for creatives** - Ensure development management allows for spaces in Culture Mile for creative activity, cultural industries, and production of artistic content.
- 4.3.2 Space** - Secure creative workspace and flexible spaces :
- Look to curate tenancies in new and existing developments to provide an increase in the broader cultural offer, e.g. artists' studios, workshops, or unique independent retail offer.
 - Ensure that there are no net loss of creative workspace through new developments in the area
- 4.3.3 Flexible Leases** - Explore options to encourage flexible accommodation for creative industries within Culture Mile, including flexible leases and space renting arrangements.
- 4.3.4 Accommodation for creative industries** - Work with the creative industries to explore options for mitigating the costs for creative businesses located within Culture Mile
- 4.3.5 Skills and support** - Build entrepreneurial skills and offer affordable business support to artists start-ups, sole traders and small businesses.

- 4.3.6 Community** - Work to ensure that young and local people can access new jobs within Culture Mile by creating socially inclusive places.
- 4.3.7 Policy** - Develop Local Plans with pro-culture policies within Culture Mile in the areas of planning, housing, business development, technology, super-fast broadband and infrastructure.
- 4.3.8 Research** - Alongside City Colleagues, commission research that assesses issues relating to locating creative enterprise and creative industries in Culture Mile, including :
- The case for Creative Enterprise in the City
 - Understanding the creative ecology of Culture Mile, identifying key issues and opportunities
 - Identifying a sustainable model for creative enterprise
 - Understand possible metrics/targets for Culture Mile in this field.



Somerset House Trust supports Makerversity



The Livesey Exchange delivers new skills and jobs



Green Rooms, affordable accommodation for creatives

Evidence supporting placemaking as a way of enhancing an area, physically, socially and economically is growing. Public realm improvements, asset management and temporary or permanent cultural activity are a core part of this approach.

The text to the right includes recommendations to approach applying for funding and some of the major funding streams and mechanisms that the City of London could utilise to bring forward the Culture Mile Vision.

Making a successful case for funding will rely on a robust justification backed up with a sound evidence-base identifying what value the projects such as public realm enhancements or public art projects will bring to Culture Mile.

Demonstrating this value needs to be embedded across a diverse range of policy areas ranging from health and well-being to education, public realm enhancement to tourism. The benefits to audience numbers, residents, existing retailers, businesses, and the environment also need to be articulated.

PROPOSALS

4.4.1 Financial sustainability - Establish a mixed funding model for Culture Mile public realm that is financially sustainable.

4.4.2 Specific funding routes - Consideration should be given for using CIL (Community Infrastructure Levy) or Section 106 funding as a development process explicitly linked to funding culture with a percentage or payments ring-fenced to contribute towards art or similar projects within the public realm.

4.4.3 Heritage and conservation funding - Scope ability to seek grant funding to support any heritage and conservation projects identified by working in partnership with external bodies.

4.4.4 External event programming - Could see Culture Mile as a 'venue for hire' where fees for staging commercial activity i.e. Fashion Week, promotional events could contribute to pooled funding that is used to facilitate cultural production. Contributions could also be sought from the Champions, local businesses, the Guilds or Livery Companies as the improvements will bring significant benefits to these organisations.

4.4.5 Processes - Establish a structure and responsibility for the managing of funding processes and bid submissions in a joined-up manner within Culture Mile.

4.4.6 Commercial sponsorships - Put together a strategy or a model for commercial sponsorship to contribute to this process.

4.4.7 Measuring value and impact - Establish metrics for identifying and measuring the value that projects such as public realm enhancements or public art projects will bring to Culture Mile. This will include a range of policy areas ranging from the environment, health and well-being to education, public realm enhancements, tourism, and benefits to residents, retailers, businesses and visitors.

4.4.8 Incentivise local private landowners - Put in place a model or plan in line with Culture Mile's aims, such as developed in Montreal for 'Art Public Montreal' (an initiative that makes public and private art accessible), in order to:

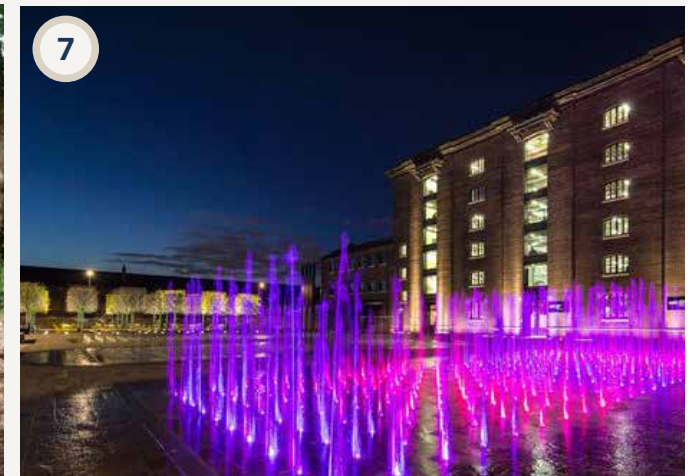
- Incentivise local private landowners and businesses
- Generate cultural activity and programme in their own spaces
- Champion the benefits of being included in the scheme and the area



Public realm enhancement in Marseille



Woodland Trust supports Fann Street Wildlife Garden



Art installation at privately owned Granary Square

A safe and secure environment is critical to the successful activation of space, sense of personal safety and comfort. The ambition is for the Security Strategy to be pro-active, a distinct enabler for activity rather than a system that restricts inhabitation. Below are components which need further exploration as part of a wider study. Workstream overlaps can help create a cohesive environment and build-upon investment in other areas.

Target hardening - The strengthening of the security of a building or installation will be required around crowded spaces to minimise risks posed by vehicles. This requirement has the greatest impact on the 'Look and Feel.' Figure 26 locates these measures whilst the following page describes how they can be incorporated creatively. Measures must blend into the street scene and 'hard' measures needed to control access will be in the form of landscape, furniture and public art, not just bollards.

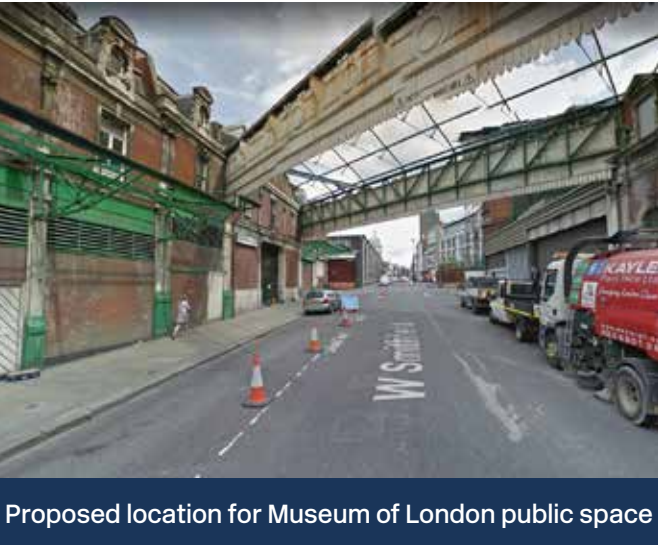
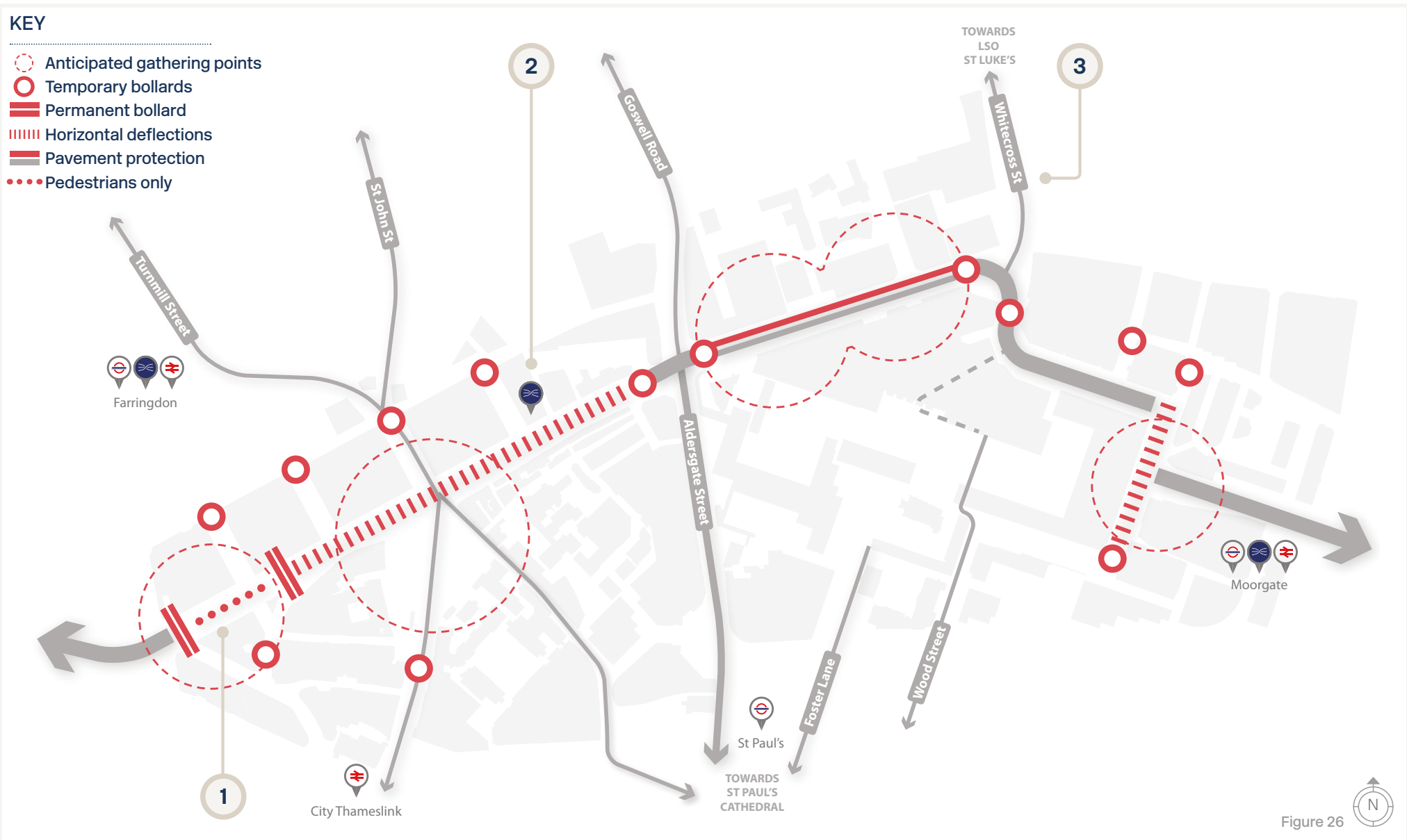
Territoriality - The strategy's route hierarchy forms definitions between public and private space, creating clarity of purpose and use. Concerted effort is needed to reassure Barbican residents and key stakeholders that maintaining existing privacy and sense of ownership is central to future projects. Laying claim to semi-public spaces such as the Barbican podiums by encouraging residents to use them, will create 'defensible space' that discourages unwanted activities.

Coalition of the willing - Working with neighbouring boroughs to develop a unified approach to traffic controls and road closures on the northern margin of Culture Mile is essential. Furthermore, possible education programs through Business Advisory or similar groups could help companies and communities meet risk identification and mitigation measures.

Reclaiming and animating - Vacant spaces will be critical to developing a safe space character that reduces fear of crime. This will encourage natural surveillance and a sense of ownership across all public spaces.

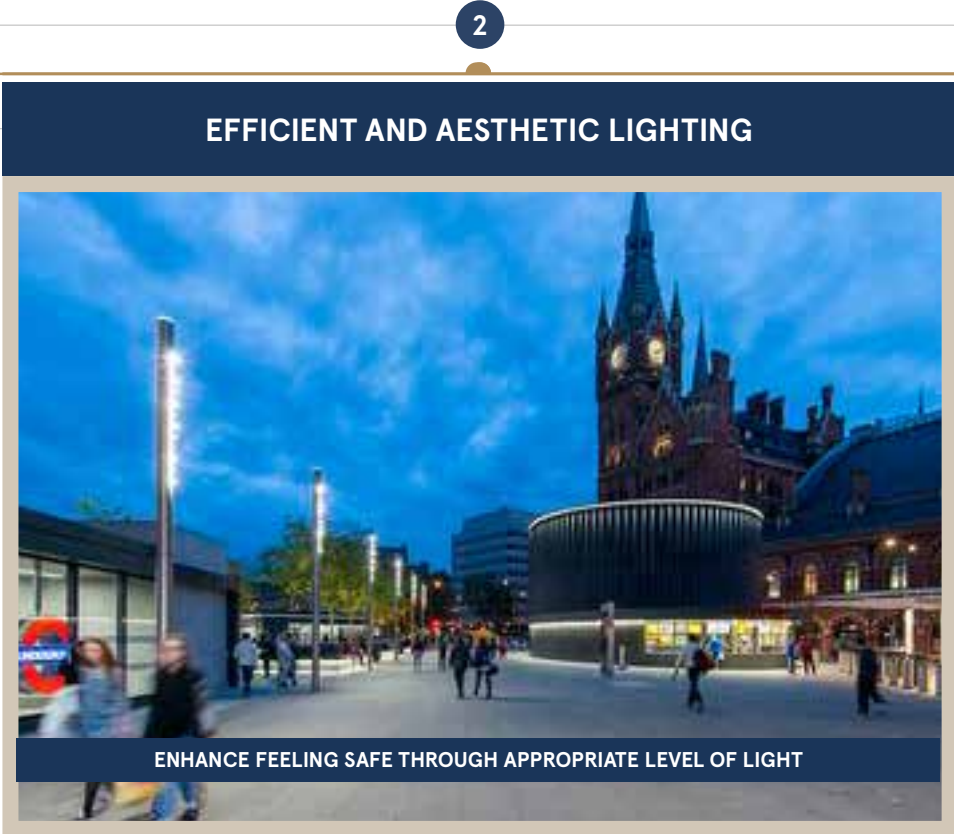
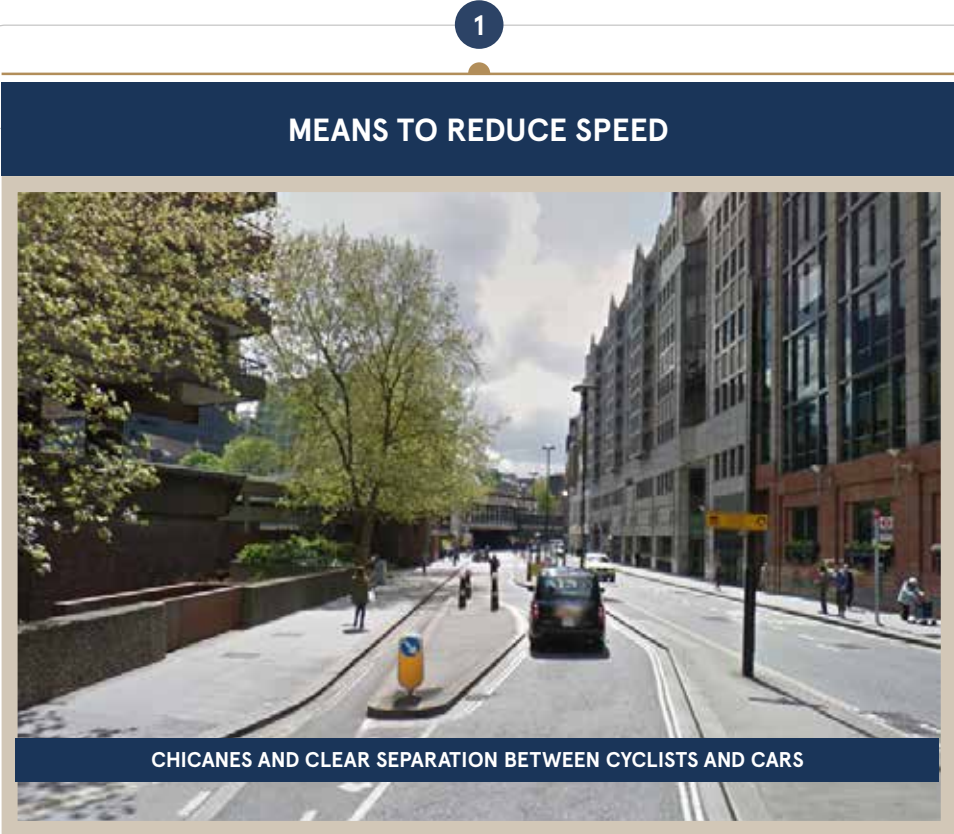
Easy maintenance and repair - For streets and furniture. It will provide a sense of place and therefore ensure the continual promotion of a positive image of the area.

Digital platforms - They can augment a security strategy, providing detailed information on places. However, these can also be a security risk in themselves with digital platforms storing personal vulnerable information. Security of this information will be the responsibility of the Culture Mile team overseeing digital infrastructure. Risk assessments will be an essential part of any future design process.



PROPOSALS

- 4.5.1 **Security measures** - Implemented to enable people to feel safe, whilst not detracting from the design of the public realm. Natural surveillance should be encouraged in and around key public spaces shown on the map. People dwelling increases ‘eyes on the street.’
- 4.5.2 **Lighting Strategy** - Future lighting strategy to include light levels adequate for modern cameras.
- 4.5.3 **Policy and pavement protection** - Ensure differentiation between vehicular and pedestrian zones is developed in early stages of public realm design processes. Encourage the creative use of Passive Vehicle Security Barrier (VSB) devices to reach security goals while reflecting Culture Mile’s ambitions. Lining of the pavement edge to provide a robust but aesthetically pleasing security solution to protect pedestrians could be achieved with:
 - Temporary bollards: Fixing points are to be made available to accommodate temporary, surface mounted bollards. These can be rapidly deployed to allow for easy pedestrianisation for events
 - Permanent bollards - These could be used to restrict vehicle access on West Smithfield to aid its pedestrian-focused ambitions
 - Street furniture, such as benches
 - Possible planters or trees
 - Signage
 - Public art
 - Horizontal Deflections : To be implemented and enforced by VSBs to limit hostile vehicle approach speed thus (E.g. bends and chicanes for discreet integrated protection.
- 4.5.4 **Site programme** - Ensure opening times and rules for open space in newly created spaces are appropriate to function.
- 4.5.5 **Personal information** - Specialist consultants overseeing the security of personal information contained within digital platforms should be incorporated into future design teams.
- 4.5.6 **Digital Surveillance** - Future digital infrastructure study should explore the potential for a pro-active smart City surveillance layer.



Culture Mile can be a leading prototype for Smart City strategies. It is fundamentally important that the City of London is highly engaged in the implementation of smart infrastructure, the design and development of the public information strategy and associated digital platforms.

Smart infrastructure

Culture Mile will be a pioneer in the implementation and development of smart technologies across all its infrastructure. Smart technologies will support the day-to-day maintenance and proper functioning of the area but will also contribute to provide unique experiences, reflecting Culture Mile's cultural activities and its ethos, "culture everywhere, at all times".

Facilitating cultural activity digitally

Good digital services require ongoing management and development. However, as all institutions already have some form of digital presence, much of the Culture Mile digital experience can be delivered via automatic aggregation and light-touch curation. A new curatorial and coordination role could also be responsible for Culture Mile information and interaction, i.e. for social media content (Refer to Figure 27).

In this way, a rich digital presence can be produced almost immediately, and at minimal additional cost. Events listings, exhibition content and key information can all be accumulated quickly. Another option could be to develop a Culture Mile-specific digital content that is extra to partner content, such as new information, history of an area, information about public realm and public design, wayfinding, VR, digital access to collections or performances.

A coherent approach to gathering and maintaining information, including personal information from users as well as general information gathered about how the sites, services and spaces are being used, will transform the way that Culture Mile can operate. Culture Mile should procure its own approach to this opportunity, rather than copy-paste a system from another city. The GLA can provide useful guidance, potential funding and resource as well as a policy backdrop. This includes the new London Office for Technology and Innovation, the work of the new Chief Digital Officer, and that of the Mayor of London's Design Advocates.

PROPOSALS

4.6.1 Pioneer - Culture Mile will be a leading exemplar of City of London's 'Smart City' Strategy for public information, maintenance, transport and for infrastructure - such as lighting, for example.

4.6.2 Digital tools - Create a detailed digital infrastructure and information plan for Culture Mile. Explore how digital technology can increase access, connect up the offer across sectors and make the navigation between organisations across Culture Mile easy.

4.6.3 Digital Information team - Set up a specific team for coordinating information from partners, to be responsible for the overall user experience of the public information platforms.

4.6.4 Meeting goals - Key metrics to be established by this team, working with the partners and stakeholders, in order to meet the shared goals of the Culture Mile Public Information.

4.6.5 Data Policy - A clear policy should be established for data. Adopt a coherent approach to gathering and maintaining information (including personal data) in line with current legislation.

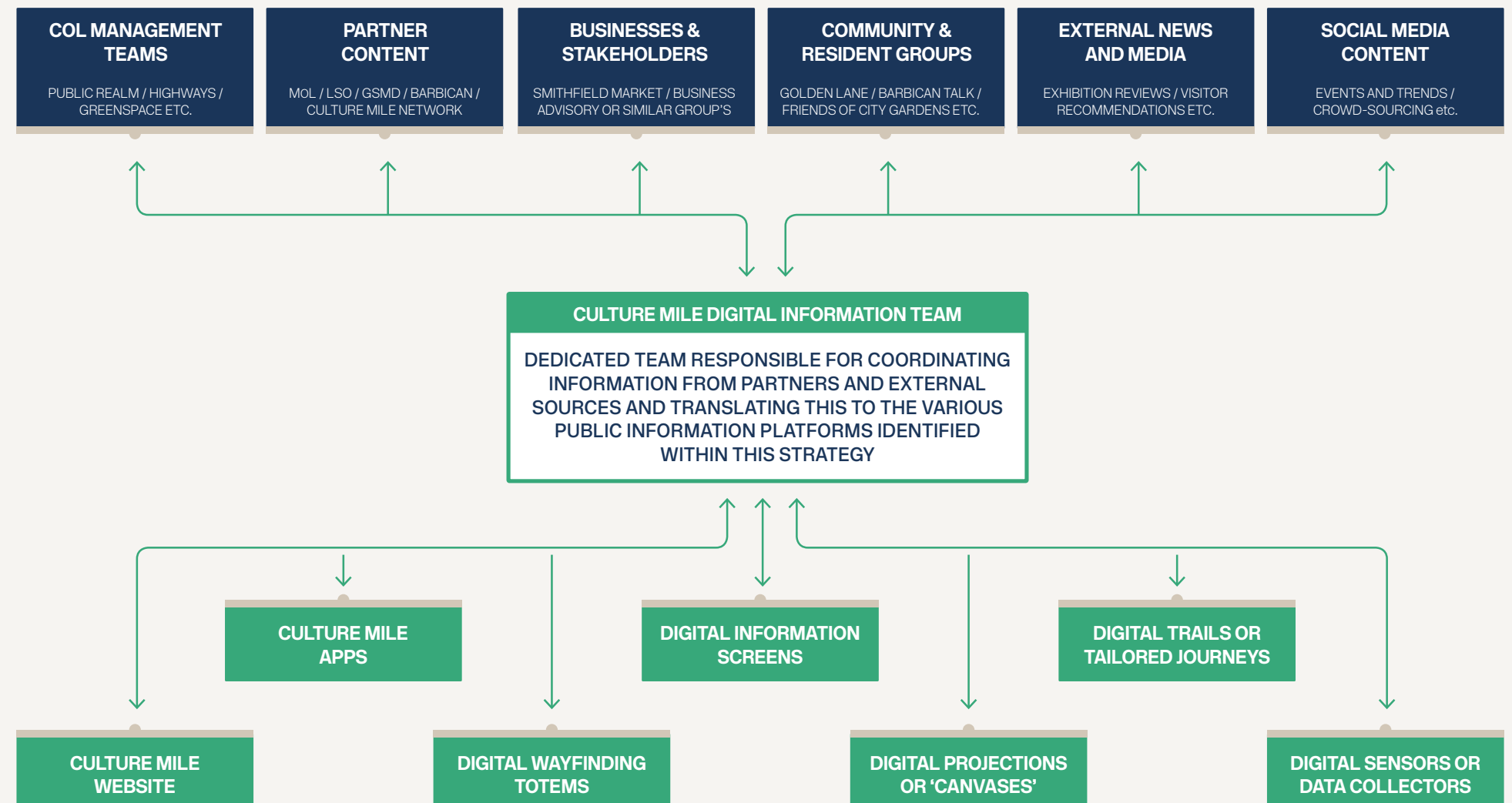
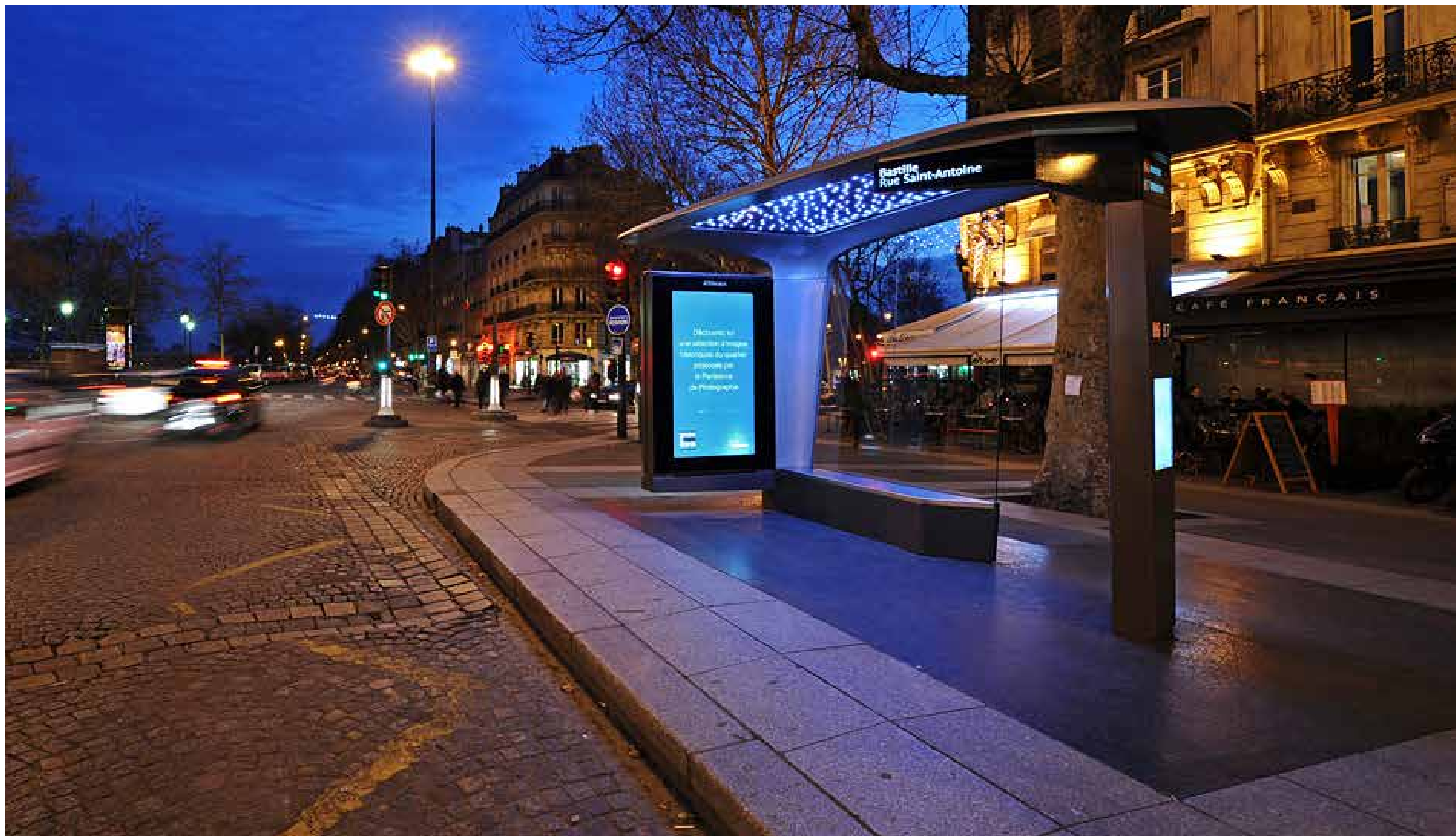


Figure 27



Smart street furniture providing with digital public information

CULTURE MILE
LOOK & FEEL STRATEGY

SUMMARY DELIVERY PLAN



DELIVERY PLAN

Programme	Proposals	Priority	Detailed Delivery Plan reference	Culture Spine							Inside Out						Discovery and Explore							Recognisable and Different							
				1.1	1.2	1.3	1.4	1.5	1.6	1.7	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	3.5	3.6	3.7	4.1	4.2	4.3	4.4	4.4	4.5	4.6	
Museum of London and Rotunda	New Museum of London public realm	1	1.1.1 / 3.1.6	✓	✓							✓	✓		✓		✓		✓								✓			✓	
	Extend the Smithfield Rotunda	1	1.1.4 / 1.2.9	✓				✓				✓	✓				✓		✓												
	Connection to Farringdon Street Station	2	1.2.10		✓	✓		✓	✓																						
Temporary installations and Public Art	Public art and temporary event programme	1	2.3.2/2.3.3/1.1.2/2.2.1/2.6.1/2.6.10			✓					✓		✓		✓	✓										✓					
	Public art as landmarks	1	1.3.2									✓	✓			✓	✓														
	Reveal history via creative means	2	3.1.2 / 3.1.1	✓								✓	✓				✓				✓										
	Commission street signs	2	3.1.3			✓		✓					✓				✓				✓					✓					
	Walking trails map	2	3.1.5			✓					✓		✓		✓		✓				✓										
	Curate the sculpture court	3	2.24 / 3.7.6										✓	✓										✓		✓					
	Reveal institutions' cultural activity	1	2.1.3			✓						✓						✓					✓		✓						
	Private collections	1	2.6.4									✓	✓				✓											✓			
	Restore lost views	3	3.1.4 / 1.1.2			✓								✓				✓			✓	✓									
Implement the Culture Spine	New public space and widen pavements on Long Lane	1	1.1.5 / 1.1.11	✓	✓		✓		✓			✓	✓	✓		✓			✓						✓	✓					
	Commission a suite of street furniture	1	1.3.6			✓						✓				✓										✓					
	Design a planting strategy	2	1.3.7		✓	✓														✓						✓					
	New public realm materials	1	1.3.1	✓		✓					✓					✓		✓				✓				✓					
	Cycle infrastructure	1	1.4.3	✓	✓		✓	✓																							
Beech Street	Transform and animate Beech Street	1	1.13 / 1.2.12	✓	✓		✓				✓			✓													✓				
	Connection to Golden Lane	2	1.5.5	✓	✓			✓	✓		✓			✓	✓																
Silk Street and Moor Lane	Animate and make pedestrian and cycle-friendly	2	1.1.7	✓	✓		✓																								
	Improve Guildhall School entrance	1	2.1.3	✓		✓			✓		✓			✓							✓										
	Implement Moor Lane enhancements	1	1.1.6	✓	✓											✓				✓		✓									

DELIVERY PLAN

Programme	Proposals	Priority	Detailed Delivery Plan reference	Culture Spine							Inside Out						Discovery and Explore							Recognisable and Different							
				1.1	1.2	1.3	1.4	1.5	1.6	1.7	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	3.5	3.6	3.7	4.1	4.2	4.3	4.4	4.4	4.5	4.6	
Accessibility and pedestrian improvements	Enhance appearance of service areas	1	1.2.6		✓	✓					✓			✓					✓		✓										
	Transform key junctions into pedestrian/ cycle-friendly spaces	1	1.6.3		✓				✓																						
	Pedestrian crossing improvements	1	1.2.4/1.2.8		✓				✓																						
Signage System	Upgrade on-street signage and maps	1	1.3.4			✓			✓																					✓	
	Introduce digital system of wayfinding	2	1.3.8			✓																								✓	
	Design intuitive wayfinding	3	2.1.2			✓					✓						✓						✓							✓	
	Enhance legibility of institution's entrances	2	2.1.3/2.6.6						✓		✓					✓															
	Reinstate Yellow Line or new equivalent	3	3.7.5			✓					✓												✓								
	Install legible signage along key routes	1	1.5.2/1.5.4/3.7.7			✓																	✓								
Public information (Physical and Digital)	Commission a public information system	1	3.1.8			✓											✓														
	Experiments with use of digital information screens	3	1.7.2			✓				✓																					
	Install digital totems	3	1.7.3							✓																					
	Place entrance mats that aid wayfinding	2	1.7.4			✓				✓																					
	Projection of public information with LED nets	3	1.7.5							✓																					
	Digital infrastructure	1	4.6.2/2.4.4/1.4.2/ 3.1.7/1.4.1			✓	✓							✓	✓			✓	✓											✓	
	Create tokens	2	3.1.8								✓				✓		✓													✓	
Lighting Enhancement	Implement lighting infrastructure along the Spine	2	1.3.5/1.4.4/ 3.2.2			✓	✓											✓													
	Lighting for staging of events and installations	1	3.2.9									✓	✓					✓													
	Commission lighting projects	1	3.2.3/4.5.2/3 .2.10											✓				✓											✓		
	Identify key facades for temporary lighting		3.2.8			✓					✓						✓	✓							✓					✓	

DELIVERY PLAN

Programme	Proposals	Priority	Detailed Delivery Plan reference	Culture Spine							Inside Out						Discovery and Explore							Recognisable and Different						
				1.1	1.2	1.3	1.4	1.5	1.6	1.7	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	3.5	3.6	3.7	4.1	4.2	4.3	4.4	4.4	4.5	4.6
Infrastructure/ Policy and Processes	Hoardings guidance	2	4.1.5			✓					✓		✓	✓		✓								✓	✓					
	Maintenance and protection plans	1	2.2.2/3.7.1			✓							✓	✓			✓					✓	✓	✓						
	Create a digital infrastructure	1	1.4.1/2.3.5/4.6.2				✓						✓																	✓
	Plug and play infrastructure	1	1.4.2				✓					✓	✓									✓		✓						✓
	Technical manual for programming	1	2.3.4/3.7.1/4.1.6/2.3.6/2.3.8									✓	✓									✓		✓						
	Programming and mapping sites	1	4.44/2.2.3/2.2.4/4.1.7									✓	✓															✓		
	Commission feasibility studies	1	2.4.5											✓	✓					✓						✓				
	Undertake study of key spaces for brand values in the public realm	2	4.2.2																						✓					
	Establish a funding structure	2	4.4.1																									✓		
	Create a strategy/model for commercial sponsorship	2	4.4.6																									✓		
Moorgate	Improve public spaces	1	1.6.2	✓	✓				✓																					
	Transform key junctions into pedestrian and cycle-friendly spaces	2	1.6.3		✓				✓																					
Community projects	Ensure system of communication, engagement and involvement with community	1	2.3.9										✓		✓															
	Collaborations with wider strategic organisations	2	2.3.9										✓			✓														
	Form a local community working group	1	2.5.2										✓		✓															
	Partner with community groups and the Culture Mile engagement lead	2	2.5.1/2.5.8												✓															
	Incentivise local private landowners	2	2.6.4/4.4.8												✓	✓											✓			

DELIVERY PLAN

Programme	Proposals	Priority	Detailed Delivery Plan reference	Culture Spine							Inside Out						Discovery and Explore							Recognisable and Different							
				1.1	1.2	1.3	1.4	1.5	1.6	1.7	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4	3.5	3.6	3.7	4.1	4.2	4.3	4.4	4.4	4.5	4.6	
Green and Sustainable	Green routes	2	3.3.1/3.3.5																✓			✓									
	Introduce cycle-friendly amenities	2	3.3.10		✓																										
	Charging points for electric vehicles	3	1.4.5		✓		✓																								
	Low-level greenery alongside cycle routes	3	3.3.10		✓		✓													✓											
	Tree planting	1	3.3.7																	✓											
	Develop new pockets of tranquil green spaces	1	3.6.3																	✓			✓								
	Introduce a Culture Mile Air Quality Pledge	2	3.6.4		✓															✓			✓								
	London Wall green links project	2	1.2.3		✓									✓						✓			✓								
	Improvements to local churchyards	2	3.6.5																	✓			✓								
Security	Security measures	1	4.5.1/4.5.3																										✓		
	Pro-active Smart City surveillance layer	2	4.5.6																										✓	✓	
Creative enterprise	Reactivate the exhibition halls	1	2.4.6	✓									✓	✓												✓					
	Commission research that assesses issues relating to locating creative enterprise/ industries	1	4.3.8												✓	✓									✓						
	Establish metrics for identifying and measuring project value	1	4.4.7																							✓	✓				
	Creative workspaces	1	4.4.2																								✓				
Future Centre for Music	Enhanced public realm along a key vista from the south	1	1.1.8	✓	✓			✓												✓											

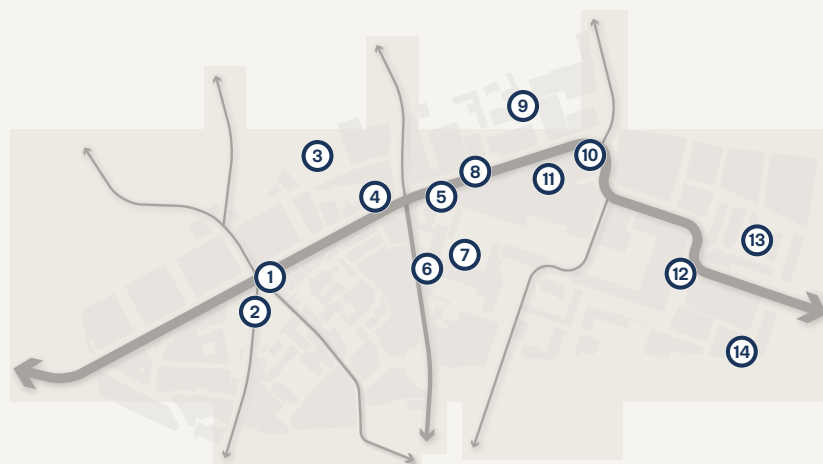
APPENDIX



Four key sites to activate were identified in the main part of this document: **Smithfield Rotunda**, **Beech Street**, the proposed **Centre for Music site** and **Moor Lane / Silk Street**. Additional sites have been identified as important to be considered for activation for Culture Mile to meet its goals.

The following should be considered:

- 1. Entrance to Smithfield Rotunda** - Opportunity for a public art installation to act as a wayfinding device whilst encouraging animation and gathering, as part of a rolling programme. Bespoke seating and other forms of public furniture could be incorporated within any proposals.
- 2. Smithfield Rotunda Garden** - Art or space specific interventions to animate the area throughout the day. Seating encouraged around the perimeter alongside markets or similar uses. Internally play is encouraged with opportunities for occasional performance.
- 3. Charterhouse Square** - Public art as part of a rolling programme. There is an opportunity to incorporate play equipment into any proposals or use interventions to accommodate occasional performance or activity during daytime hours.
- 4. Long Lane, pocket space** - Public art as part of a rolling programme. Opportunity to accommodate seating, an ideal space for a pocket park providing short-term relief from the main road for visitors.
- 5. Carpark service vents, Beech Street** - A 'cabinet of curiosities' rolling programme of public art could infill the space, performance or objects. Interventions to focus on revealing internal activity of institutions.



1

Entrance to Smithfield Rotunda



2

Smithfield Rotunda Garden



3

Charterhouse Square



4

Long Lane



5

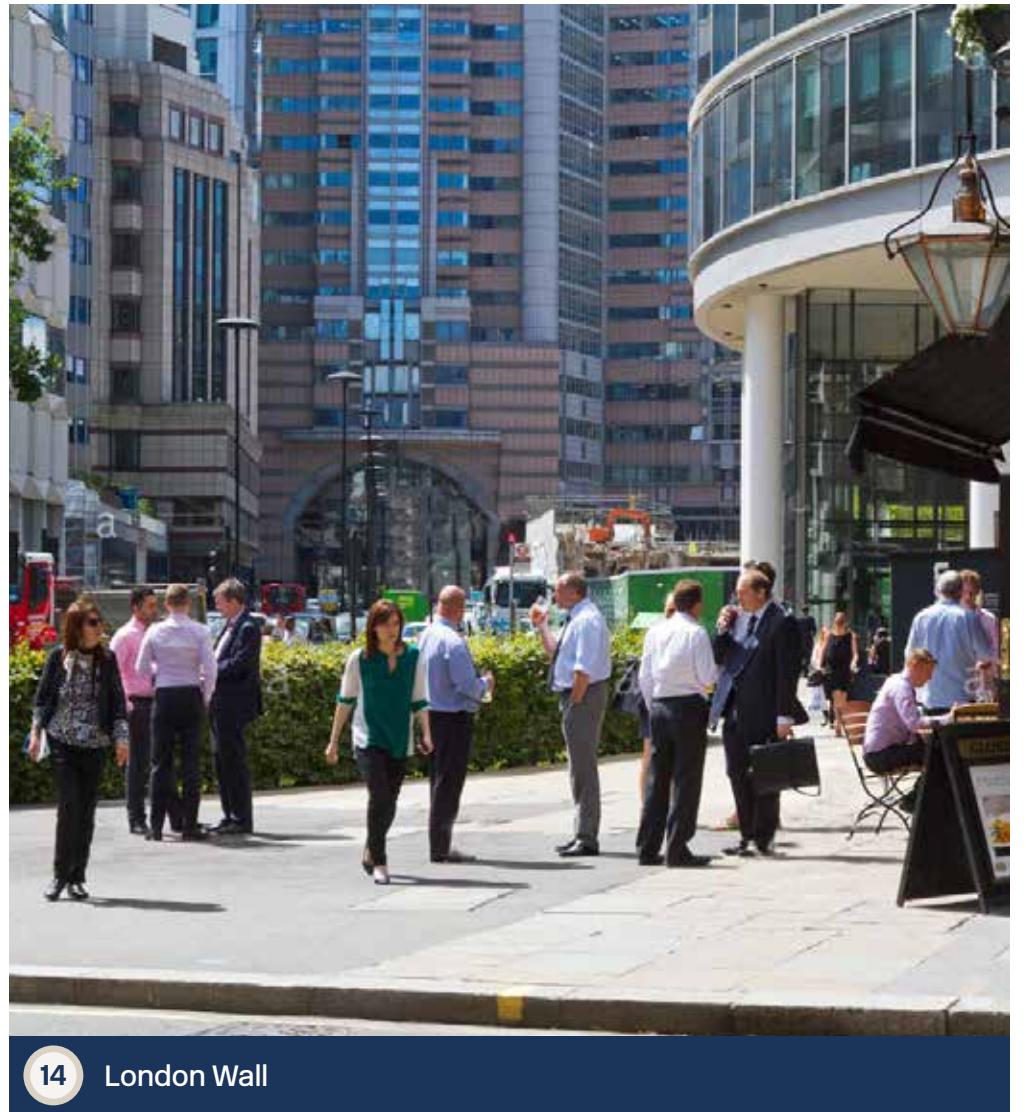
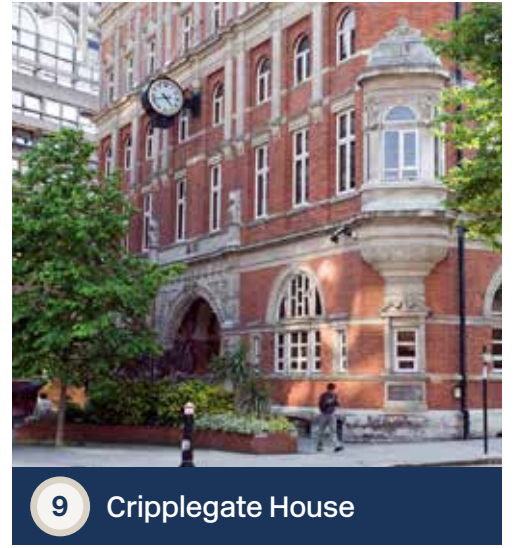
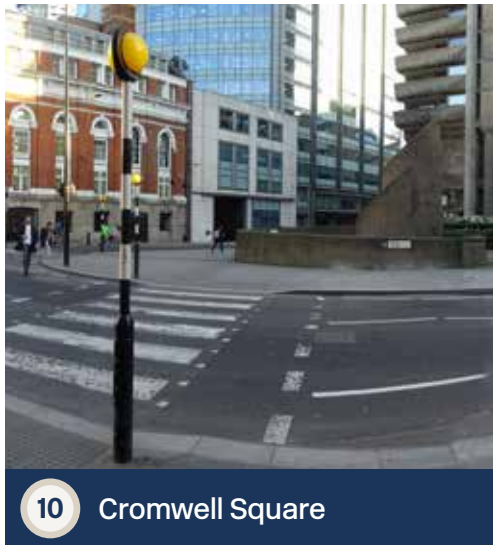
Beech Street



6

Aldersgate Street

- 6. Aldersgate Street** - Extension of greenery to provide pocket spaces where public art would be encouraged through briefs to build on the area's creative content. Soundscapes projects could soften the presence of the main road.
- 7. St Giles Terrace** - Existing steps could act as tiered seating to host outdoor events or performances linked to institutions.
- 8. Barbican Podium** - Leading from Barbican Station this site occupies a key sight-line that could benefit from a piece of public art to both assist wayfinding and generate a sense of arrival for those that will continue to use this route.
- 9. Cripplegate House, Golden Lane** - Public art opportunity. Interventions should seek to reveal the site's history and former connections with adjacent communities. Playful and family focused structures would be encouraged.
- 10. Cromwell Square** - Public art to signify arrival and lend a sense of place.
- 11. Barbican Sculpture Court** - Hidden within Frobisher Crescent new public art programmes should help this place live up to its name. Outdoor exhibitions could also be held here and on the more public Barbican Lakeside Terrace.
- 12. Moor Lane** - Opportunity for creating a pedestrian and cyclists-focused linear park providing seating facilities and greening.
- 13. City Point** - Public art and enhanced seating, an improved lunchtime destination for city workers. Improvements fitting of a more formal city environment.
- 14. London Wall** - Public art and enhanced public seating.



Sitting on the Spine, at the door of the future Museum of London and of Smithfield Market, Smithfield Rotunda has the potential to become a generous public space and is a key site for this Look and Feel Strategy.

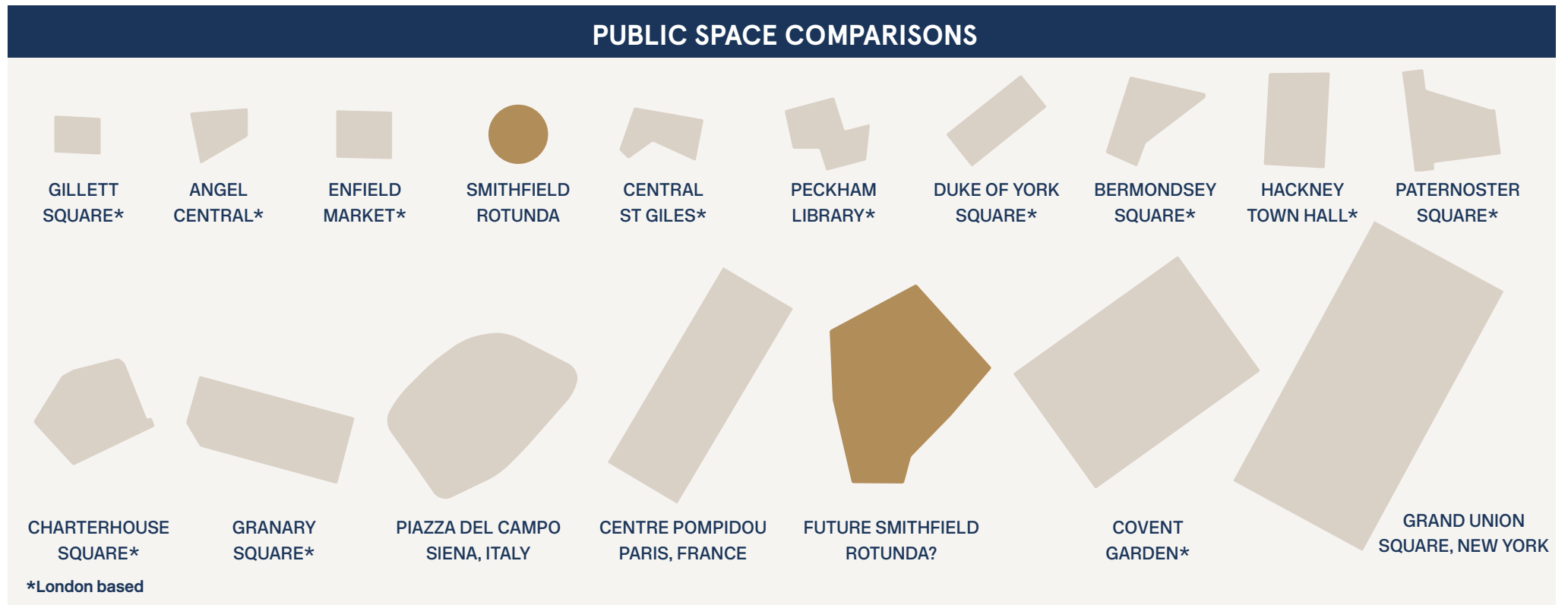
Smithfield Rotunda has a long history, originating as a medieval cattle market, it served as a place of public execution and hosted the annual Bartholomew Fair before the open market was redeveloped as a covered meat market in the 1860. The new structure was built with a railway goods station underneath accessed via a circular ramp. Today the garden is located within this ramp, creating a hard to access focal point with overgrown planting limiting views and fragmenting the larger space in which it sits. The garden is comparable with London's more 'local' squares, but if extended towards the buildings line which sits on the historical limits of Smithfield, it could re-become one of London's eminent public square.

The following should be considered:

1. Crown lift the trees and re-landscape the shrubbery to create views through.
2. Reveal historic façades to help establish this area as one large public space, reinstating the sites significance as a historic market and gathering place.
3. Create a new public route through the central garden by bridging over the ramp along a key desire line.
4. Activate the edges of the Rotunda with seating and planting to allow it to 'bleed-out.'
5. Introduce traffic control measures and increase opportunities to park within the basements to prioritise pedestrians within the public realm.
6. Activate the public space around the Rotunda with new uses.
7. Creative interventions to add interest and intrigue, such as a periscope to reveal a lost views.
8. Use digital elements to uncover previous histories and potential futures as well as today's activities.



Figure 29



Currently mostly negatively perceived as highly polluted, car-dominated and hostile to cyclists and pedestrians, Beech Street's activation is paramount for the delivery of the Culture Spine. Its distinct configuration presents a unique opportunity for becoming a fantastic new type of public place and hosting memorable activities.

Beech Street is a unique example of Brutalist architecture and a major east-west link in the area, connecting the Barbican Centre to the Barbican Station. When planned, Beech Street first meant to facilitate vehicle traffic while the upper podium would accommodate pedestrians. The podium healthy route remains mostly unknown to this day, leading pedestrians to walk along Beech Street.

The following should be considered:

1. Firstly, consider introducing vehicle control measures to reduce pollution.
2. Allow a westbound-only traffic, with a wide pavement and cycle lanes. Consider occasional temporary road closures.
3. Activate the street frontages with a creative public offer so the street becomes a destination.
4. Make full use of the Barbican Exhibition Halls with cultural and creative activity. Consider pedestrianising Golden Lane between Fann Street and Beech Street with retaining residents only access to the car park. Consider introducing play facilities or playful furniture in Golden Lane.
5. In the long term, consider the full pedestrianisation of Beech Street, retaining a resident only access to the car parks. Investigate the impact of such an initiative on the traffic on nearby east-west links.

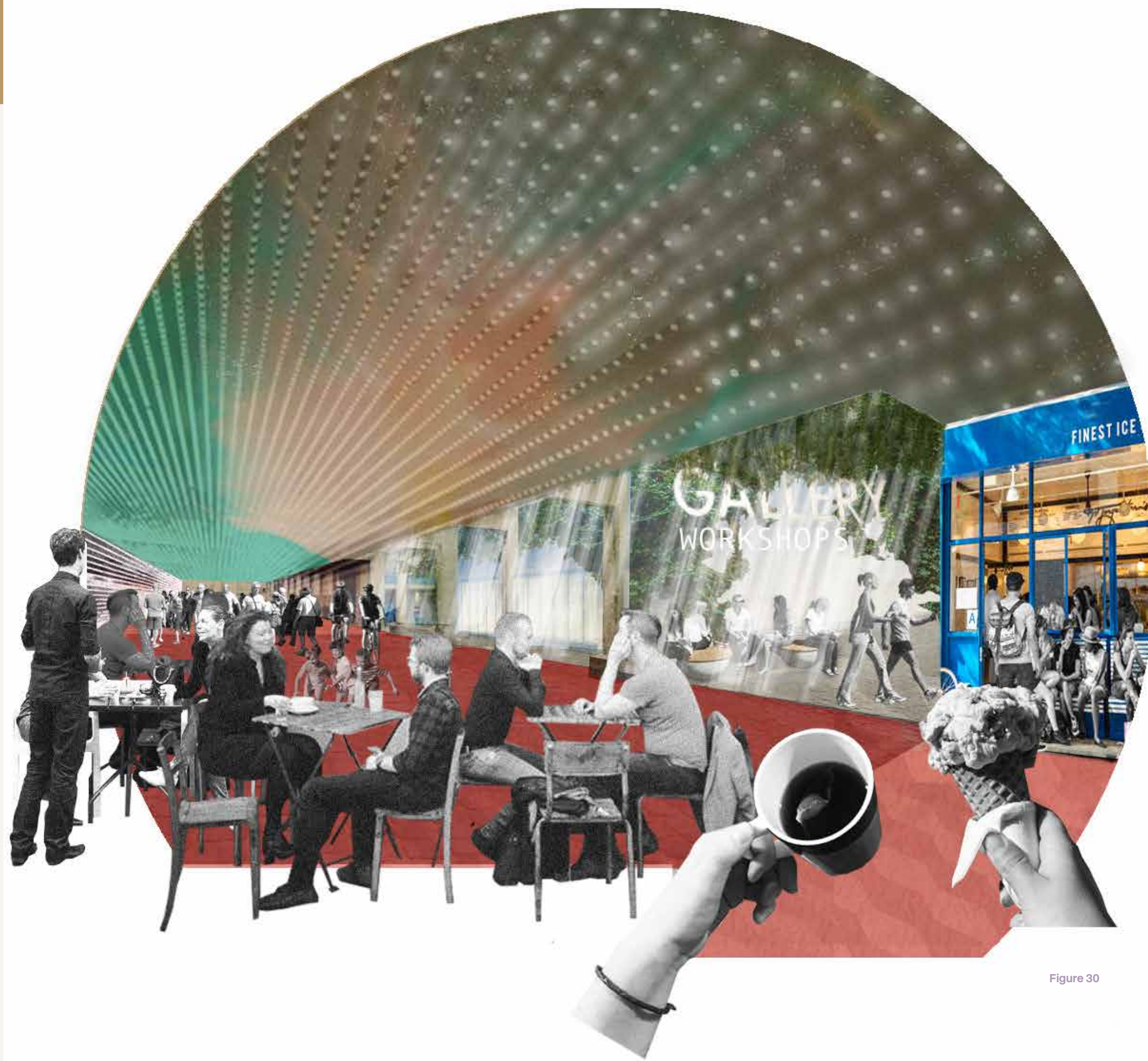


Figure 30

Moor Lane has been identified as a key site as it links Moorgate Station - and Liverpool Street Crossrail Station- to the Barbican Centre's entrance on Silk Street, and to the Spine.

At the time of the construction of the Barbican Estate, Moor Lane was a street dedicated to industrial activities and vehicular traffic. Moor Lane is currently a service street with very little active frontages - offices' glazed facades on one side, the access ramp to the Barbican Estate car parks on the other. This gives a corridor-like impression to Moor Lane and represents an opportunity for it to become a linear park.

Moor Lane is also a quiet north-south link between the green public space redevelopment of St Alphage on London Wall and the Spine. It has been identified as a Quietway - a cycling preferred route - by TfL.

A new green space would provide the space with an activity respectful to the nearby residential areas and give the street a strong identity which would support an intuitive wayfinding in Culture Mile.

The following should be considered:

1. Transform the street into a linear park with soft landscaping and seating provision for day use. Investigate if innovative greening initiatives such as SuDs are possible to introduce.
2. Consider limiting traffic along Moor Lane and partially along Silk Street, retaining a delivery and residents-only access to the car parks.
3. Reinforce sense of ownership with introducing community gardening spaces.
4. Consider introducing public art at the junction of New Union Street and Moor Lane. This would create a new focal point visible from New Union Street and would help with wayfinding.
5. Encourage the use of the Quietway by cyclists in Moor Lane with promoting it and providing cycle lanes and related provision.

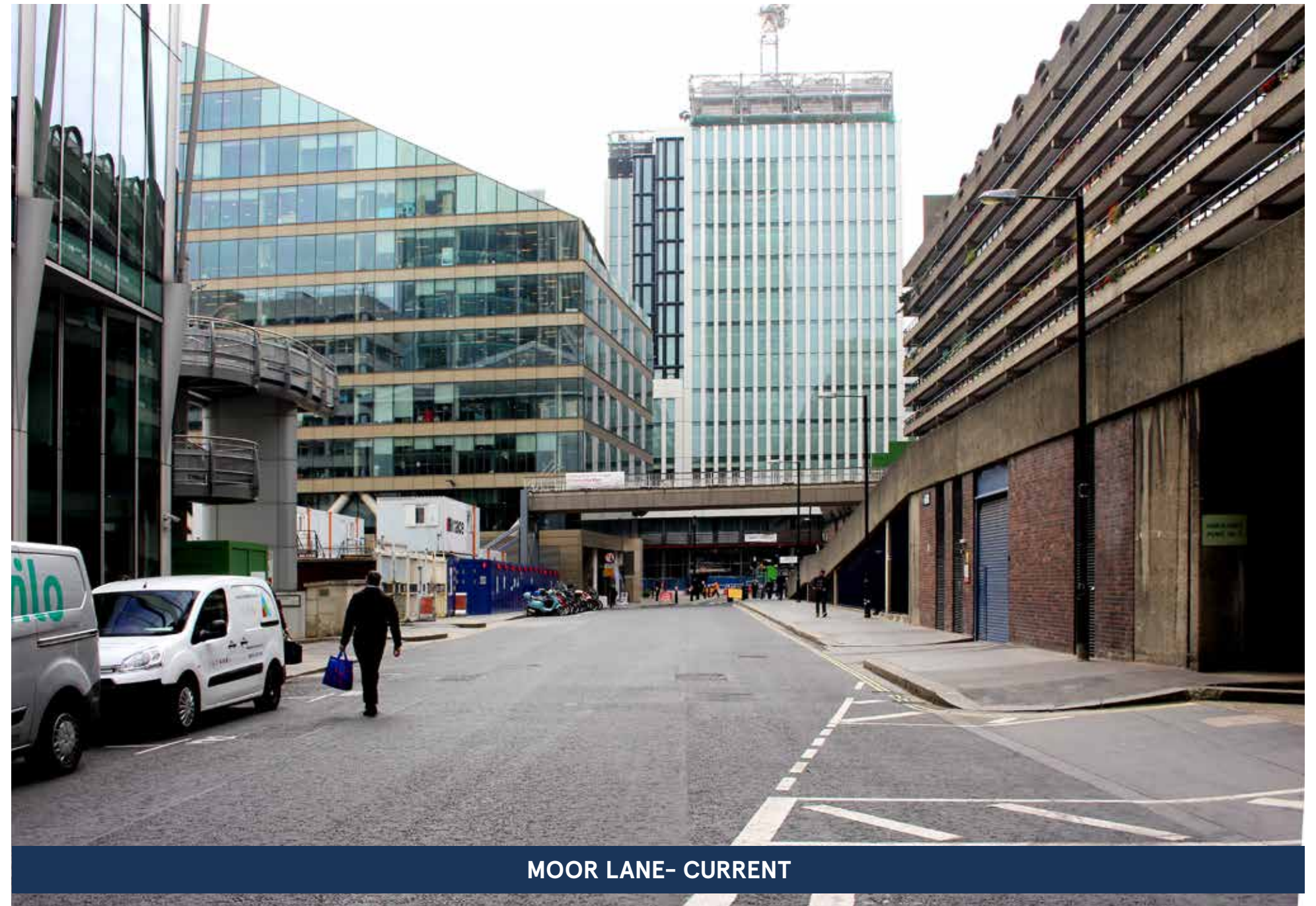


Figure 31

An analytical report identified a series of sites in need of lighting improvements and actions to undertake specifically for each of those sites.

These actions should respect the architectural merit of some of the façades and their contribution to the local character.

The numbers on Figure 32 correspond to the following:

- 1. Two bridges defining entrances to Beech Street tunnel -** While expressive of the Barbican aesthetic, they become dark objects at night. They sit on key pedestrian routes and are an ideal location for LED nets activated with public information. Lighting encouraging visitors along Beech Street at ground level should also be used.
- 2. The Barbican's perimeter wall on Aldersgate Street -** Can appear unwelcoming. However, the facade is a strong expression of the developments underlying architectural references, recalling fortified outposts with apertures referencing arrow slits used for defence. Digital overlays provide non-intrusive ways of revealing this hidden story and architectural ambition.
- 3. Bridges at the entrance to Beech Street tunnel -** Sitting on secondary routes, the need for digital projection is not so strong. Lighting strategies should be employed to define the bridges, making them positive contributions to the streetscape whilst encouraging footfall along Beech Street at ground level.
- 4. Silk Street / Beech Street junction -** Is critical to wayfinding and sense of arrival. In the evening it there are few reference points to aid navigation. The elements identified provide opportunity to create visual landmarks that reveal routes and entrances.

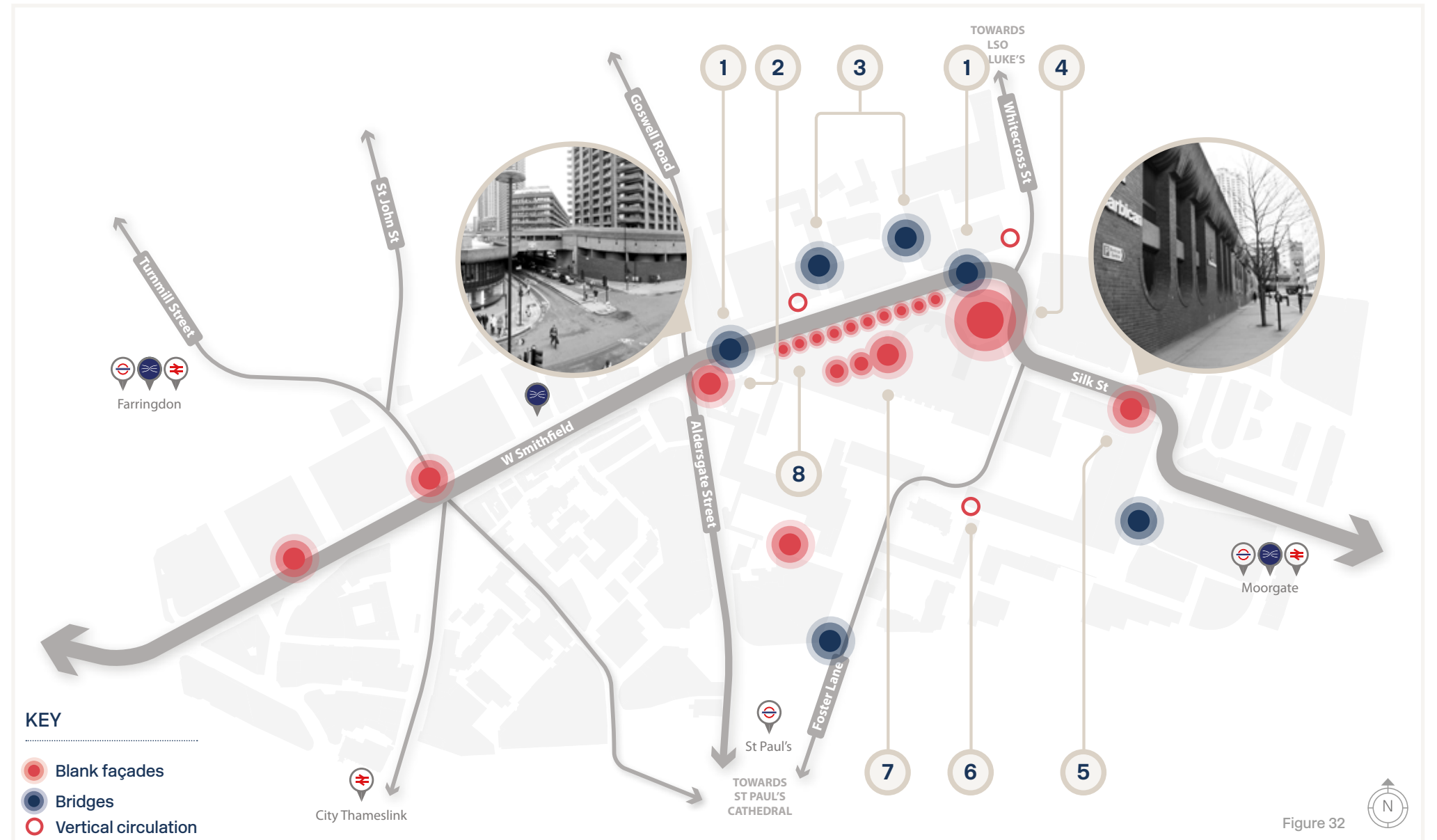
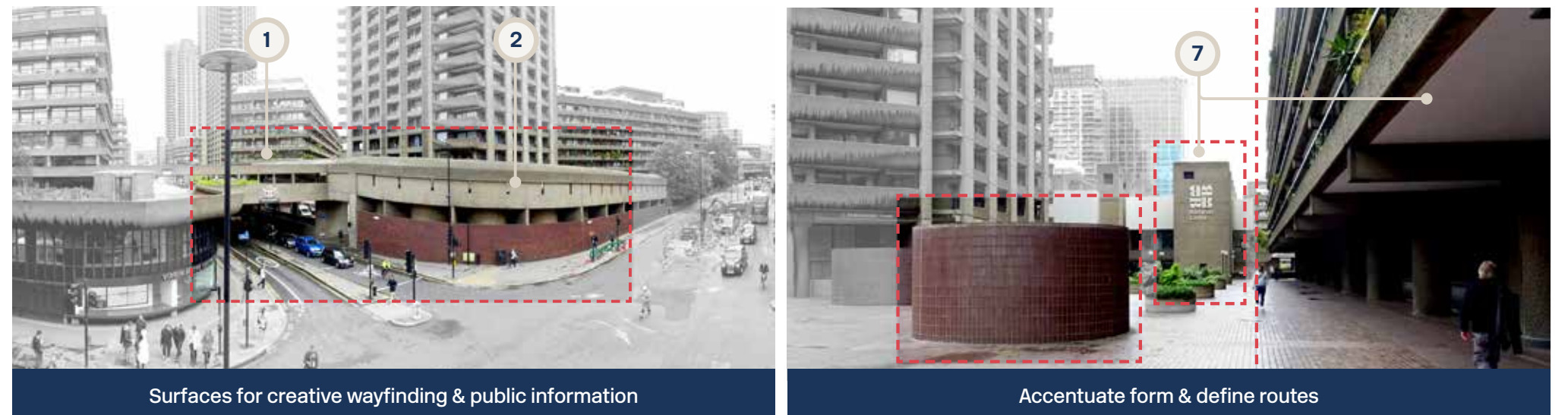
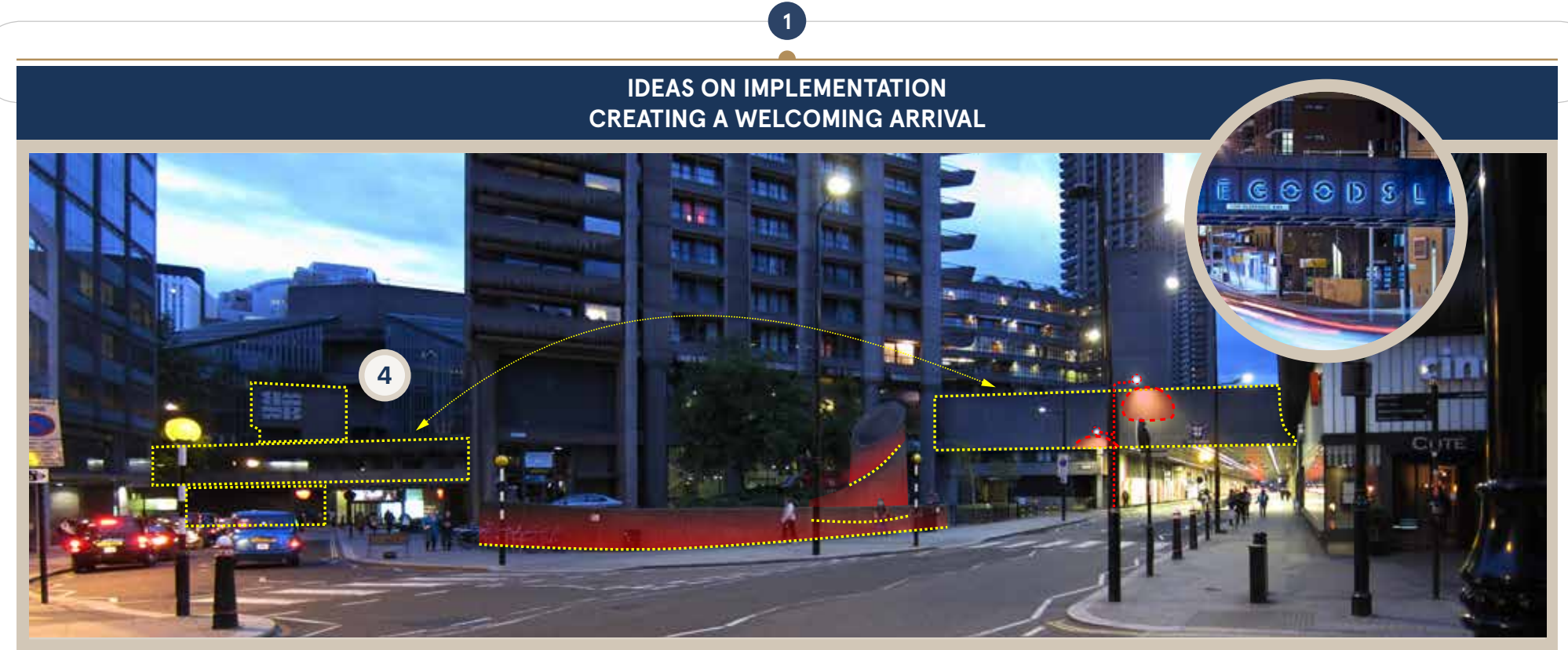


Figure 32



- 5. **Motif** - Opportunity to accentuate the semi-circular motif inherent in the perimeter walls and texture of blank surfaces. The unique architectural qualities of the Barbican can become features at night. Lighting will make these pedestrian routes feel safer.
- 6. **Vertical connection** - Consider new measures for the lift between St Giles' Terrace and Gilbert Bridge to be easily visually located by users and easily used by the public during public opening times.
- 7. **Defoe Place** - This space provides opportunity to light unique architectural features, with the Brutalist forms of the centre and soffit lighting of Defoe House, drawing visitors along a path. Lighting should be responsive to times of peak footfall with control systems to manage activity and avoid light pollution to residents.
- 8. **Beech Street** - In the short-term, outdated cladding panels on Beech Street could be reinvigorated via art or lighting interventions. Temporary galleries and public display cases can be made of these long walls, perhaps opportunities to feature community work and engage the public in a dialogue about cultural ongoingings. Issues with glare being omitted from the tunnel should also be addressed.

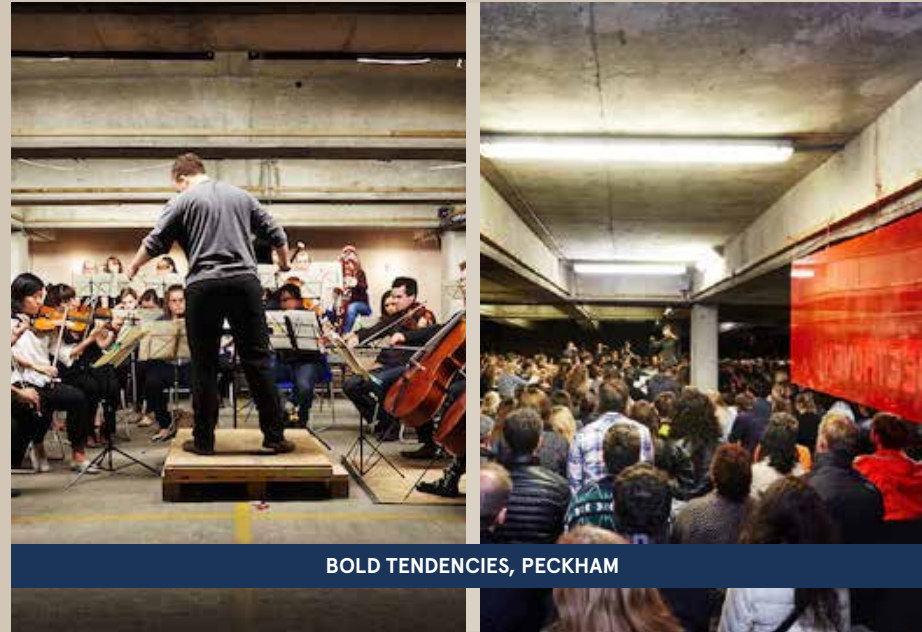


These case studies provide a catalogue of valuable projects that are seeking to make use of underutilised space or help introduce a new creative focus to an area.

1. **Bold Tendencies** - Is a not-for-profit creative enterprise located on the disused top four floors of a car park. They have transformed the space through an annual programme of visual art, classical music (hosting Steve Reich for the BBC Proms in 2016), poetry and literature and pioneering architectural commissions including Cooke Fawcett's Concert Wall. The project has attracted more than one million visitors so far. Alongside arts commissioning, they have delivered education and community initiatives. Funding was secured through Arts Council with sponsorship from companies including Bloomberg.
2. **The Green Rooms** - Took over a vacant building to deliver the UK's first arts hotel, a social enterprise offering affordable accommodation to the creative community. It also functions as a commercial hotel. An art gallery and cafe by day, it also hosts events such as London Fashion Week shows and opens as a bar and restaurant in the evening with its kitchen running six-month residencies for young chefs who are given guidance from a Michelin-starred mentor.

1

SPACES THAT LIE BETWEEN LEARNING AND PLAY, EDUCATION AND ENJOYMENT



BOLD TENDENCIES, PECKHAM

2

A SOCIAL ENTERPRISE THAT OFFERS AFFORDABLE ACCOMMODATION



THE GREEN ROOMS, WOOD GREEN

The 'discovery routes' aim to reveal the area's hidden stories and provide visitors with a sense of discovery. Clues from different epoques are still visible in the public realm today.

1. **Bartholomew Fair** - The most spectacular event of its kind, with acrobatics and tightrope walkers, exhibitions of exotic animals, boxing competitions, puppet shows and displays of human strength taking place at Smithfield.
2. **St Paul's Cathedral** - A long lost view, historic visuals of Smithfield show St Paul's as a distinctive landmark in the background. Could a periscope or creative piece of public art reinterpret this?
3. **Smithfield market** - A "smooth field where every Friday there is a celebrated rendezvous of fine horses to be sold, and in another corner are placed vendibles of the peasant, swine with their deep flanks and cows and oxen of immense bulk". William Fitzstephen, clerk to Thomas à Becket 1174.
4. **Pubs and cafés** - 8am fry up and a pint of stout, once an integral part of the market, bedrocks of a community steeped in blood and tradition should be preserved and respected.
5. **Barbican** - Following the 29 December 1940, when thousands of bombs were dropped on the City by the Luftwaffe, the Barbican Estate began to rise in the mid-60s, fulfilling a pre-war dream separating traffic and pedestrians.
6. **Remains of the London Wall** - The last major building project undertaken by the Romans before their departure from Britain in 410 AD juxtaposes the Brutalist architecture.



Bartholomew Fair, 1808



St Paul's with Smithfield in the foreground



Smithfield meat Market, 1956



The Hope Pub and Smithfield Cafe



Cripplegate after the Blitz



London Wall and the Barbican Estate

- 7. **Golden Boy of Pye Corner** - The spot where the 1666 Great Fire of London was stopped. 'This Boy is in Memory Put up for the late FIRE of LONDON Occasion'd by the Sin of Gluttony.'
- 8. **St Bartholomew-the-Great** - Half of the priory's church was demolished in 1543 during the Dissolution of the Monasteries.
- 9. **James Bond** - Made Smithfield Rotunda the entrance to an MI6 underground facility in Skyfall.
- 10. **Drinking fountain** - Philanthropist Samuel Gurney built the first London's public drinking fountain- a simple granite basin attached to the gates of St. Sepulchre-without-Newgate Church, in 1859. 7,000 people stopped by for a drink every day.
- 11. **William Wallace Memorial** - A plaque to honour the memory of the Scottish hero who was executed in Smithfield in 1305.
- 12. **Museum of London Rotunda** - Is currently used to store the bones excavated from Spitalfields cemetery, the largest cemetery ever excavated in an urban centre for redevelopment purposes. All the skeletons were recorded spatially and chronologically, permitting the study of human remains from the eleventh century.



Golden Boy of Pye Corner in his original position



St Bartholomew-the-Great



James Bond Skyfall, 2012



London's first public drinking fountain



Wiliam Wallace Memorial



Museum of London Rotunda

3.4 LEARNING AND EDUCATION

These case studies aim to show successful examples of initiatives involving communities in learning and skills development programmes.

1. **Somerset House Trust supports Makerversity** - Enabling them to operate an affordable workspace for emerging businesses. Makerversity is a major cross-disciplinary workspace running spaces for professional makers, combining co-working space with clean and messy workshop space, machines and tools. They also provide learning programmes for young people to inspire and increase diversity in creative industries.
2. **The Livesey Exchange** - Aims to deliver new skills and jobs. Former garages are filled with makers from a range of industries, opening up opportunities for training and strengthening the network of manufacturers operating in the local area. There will soon be a complimentary educational programme. It has attracted funding from the Mayor's Regeneration Fund, Southwark Council, Southwark Tenant Fund, Airbnb, residents and businesses who supported a Crowdfunding campaign in 2016.
3. **Schools at the Charterhouse** - In collaboration with the Museum of London, the Charterhouse opens its doors to schools through learning workshops, engaging pupils with the history of London and of the United-Kingdom.
4. **Creative Learning**- An initiative led by the Barbican Centre and the Guildhall School which aims to provide young people with a platform to explore their creativity and develop new skills, such as photography, visual arts, poetry (etc.).

1

COMMUNITY OF EMERGENT MAKER BUSINESSES INSPIRING THE NEXT GENERATION



MAKERVERSITY, SOMERSET HOUSE

2

VACANT GARAGES BRINGING THE LOCAL COMMUNITY LIFE, NEW SKILLS AND JOBS



LIVESEY EXCHANGE, OLD KENT ROAD

3

HISTORIC INTERIORS OFFER AN IMMERSIVE ENVIRONMENT IN WHICH TO CAPTURE THE IMAGINATION OF PUPILS



THE CHARTERHOUSE

4

A RANGE OF FREE ACTIVITIES AND EVENTS FOR SCHOOLS, YOUNG PEOPLE, FAMILIES, COMMUNITIES AND ARTISTS



THE BARBICAN

The text to the right is an initial summary of some of the major funding streams and mechanisms that the City of London could utilise to bring forward the Culture Mile Vision. This is a complex area and the City of London would benefit from creating a clear role for an individual or team tasked with identifying funding opportunities and compiling applications.

GLA

There may be opportunity to seek funding through the Mayor of London's Good Growth Fund to support developing civic infrastructure, enhancing public space, secure and create workspace, build skills and employability and delivering community led improvements.

Further funding may also be secured through the Local Implementation Plan set up by the GLA and TfL to reduce dangers on the roads, transform local areas, encourage cycling and walking, and improve the capital's air quality. Funding to the value of £1m was secured in 2016 including £380,000 to improve safety around areas and junctions prone to accidents, such as the area of West Smithfield.

The GLA has recently secured additional funding to support innovative projects that deliver greening in urban areas combined with sustainable urban drainage.

This can be used to leverage funding for greening projects connected to the sustainable drainage.

Planning obligations

Where public realm improvements are identified as necessary to enable future development, contributions should be sought from the developers. Section 106 and Community Infrastructure Levy (CIL) may provide substantial mechanisms through which the programme could be funded.

Alternatively, highway related Section 278 agreements might be used. It may be appropriate for the contributions to be financial or in the form of physical improvements.

TfL may approve further contributions to Crossrail's public realm scheme for Farringdon station to support continued regeneration at locations along the route. This would align with aspirations to maximise the long-term benefits Crossrail delivers by extending beyond the project's immediate requirements.

Broader plans could see improvements delivered beyond the immediate station footprint and connect to the new Museum of London environs, creating vibrant new spaces to knit in with the wider local area for commuters, residents and visitors to enjoy.

Consideration should be given for using CIL or Section 106 funding as a development process explicitly linked to funding culture with a percentage or payments ring-fenced to contribute towards art or similar projects within the public realm.

City of London capital funds

The Council may consider some of the identified public realm schemes to be of especially high priority, and so some improvements may be funded, wholly or partially, from the City of London capital funds.

City of London revenue funds

Although it is acknowledged budgets for maintenance and programmed improvements might be limited, it may be possible to draw down money from this source for changes such as street furniture upgrades to be carried out gradually over a number of years, rather than waiting for a large one-off sum of money.

Applying for funding from other external sources

There is opportunity to seek grant funding to support any heritage and conservation projects identified in the strategy by working in partnership with external bodies such as Historic England, Heritage Lottery Fund and the GLA.

Working with partners

Commercial sponsors and partnership activity may support the cultural programme and could contribute meaningfully given the appropriate brand recognition and benefits.

Consideration should be given to how landowners and businesses in the area can be incentivised to generate cultural animation and programming (for example Broadgate's City Art Programme). Particularly relevant sites would include street frontages, public foyers and privately managed public realm.

External event programming could see Culture Mile as a 'venue for hire' where fees for staging commercial activity i.e. Fashion Week, promotional events could contribute to pooled funding that is used to facilitate cultural production. Partner conference facilities can also be used for major events.

Contributions could also be sought from the Champions, local businesses, the Guilds or Livery Companies as the improvements will bring significant benefits to these organisations.



Culture Mile's installation "Tunnel Visions: Array ", a free light and sound installation in Beech Street as part of Barbican OpenFest.

CONTACT US

To ask a question or to register for updates, please contact Culture Mile consultation team at City of London on:

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W | www.culturemile.london/