

IF I COULD DESIGN LONDON...

For us the question prompts a second question; why would London need to be designed?

The answer lies in the diagrams and statements illustrated below. Unprecedented growth in the East of the city will recast the perceived centre of London. A new London is in the making, driven by economic growth and forward looking politicians.

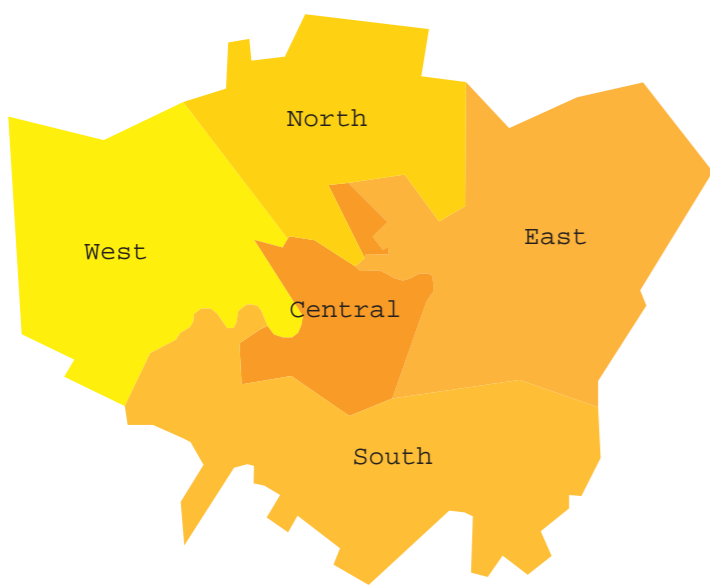
To meet London's growth targets, London will need to provide 305,000 new homes by 2016, which will need the space of 28 Hyde parks. It will become increasingly difficult to find this space. The early wins, sites such as Barking Riverside, are well underway but where will we find the next sites?

The former industrial areas in which this growth will take place are complicated to re-develop, a myriad of land ownerships and multiple interests, infrastructure that is often disassociated from the built environment and communities that suffer from having being overlooked in the past. The East has been an unloved part of our city, although it, crucially, serves the needs of the rest of the city.

London has never been holistically planned (or re-planned), unlike other great world cities such as New York, Paris and Berlin. Growth and change has been incremental, but the city has succeeded at each stage because it retrofitted its infrastructure, its services, its public transport, its parks, public spaces and its streets. Unsung heroes of design such as Joseph Bazalgette can be an inspiration to us today. One of the great English civil engineers of the Victorian period, Bazalgette's major achievement was the creation of a sewer network for London which helped relieve the city from cholera epidemics, while beginning the clean up of the River Thames which had reached a nadir with 'the great stink' of 1858. Bazalgette's contribution was to generally improve the quality of life for Londoners; and in doing so, he prevented the growth of the city stalling and prompted the next wave of expansion.

*Each of the five diagrams relate to the initial diagram indicating the five Sub Regions of London. In each case the sub regions are distorted to reflect the proportional differences between sub regions in relation to the various socioeconomic issues.

London's 5 Sub Regions:



Almost **25% (500,000 people)** of London's predicted population growth up to 2026 will take place in East London.

(GLA Round Demographic Projections, July 08 & GLA Round Ward Population Projections, Oct. 05)

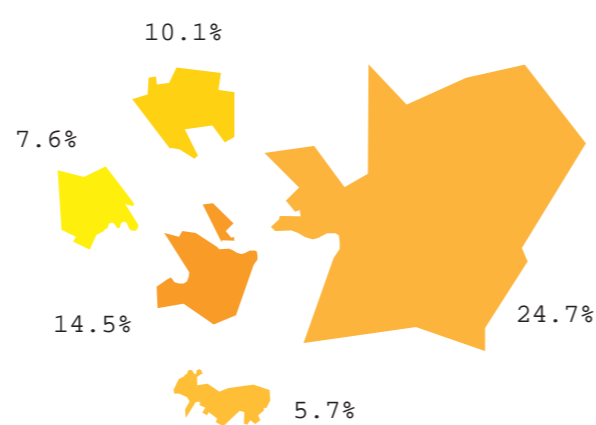
Of the **305,000 new homes** necessary by 2016, over **45% are earmarked for East London.**

(Mayor of London's Draft Housing Strategy, Sept. 07)

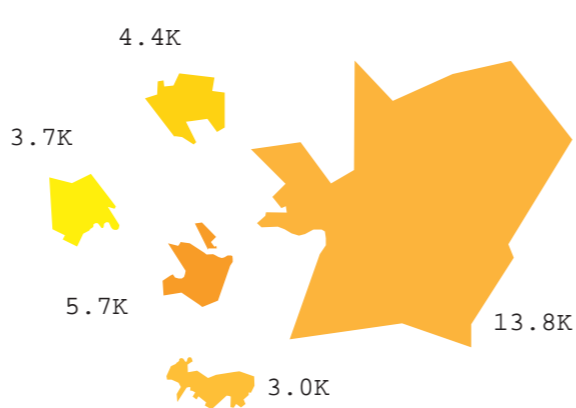
Policy suggests a further **463,000 office based jobs (7.2 to 9.1 Million m² floor space)** by 2016, with a potential current capacity to accommodate **560,000 jobs.**

(Mayor of London's London Plan, 2004)

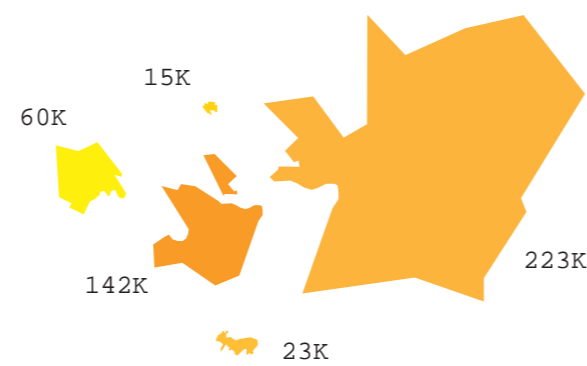
01/Projected Population Growth:



02/Housing Provision Distribution (per annum)



03/Additional Office Based Jobs Distribution (by 2016)



...WHY DESIGN LONDON?

There will not be a big idea for this new London and historical precedent tells us that we should not look for one. We only need remember what happened after the Great Fire of 1666.

'Within a few days, several proposals with sketch plans for radical reorganization of the city's streets were put forward, including one by Wren, but they had no chance of success, because so many interests were involved and the city wanted to get back on its feet quickly. One of them by Richard Newcourt, which proposed a rigid grid with churches in squares, was however later adopted for the layout of Philadelphia, USA' Dr John Schofield.

However, this new London can have a special character built on context, where new development is weaved into a meaningful whole with the existing; and unlike the extension area of other cities we believe it will be richer for its past.

The last five years has been a period where London recognizes that, although not planned, it does work as an entity. Frameworks are now in place for the continued economic and social growth and the first large scale projects are emerging.

In the next five years there needs to be a move away from the concentrated effort focused on a few larger projects (seen at the Royals, Stratford City, Silvertown Quays and at Barking Riverside, to mention just a few) towards embracing the complexity of the overlooked, in-between areas, that do not immediately make up clear development sites.

The challenge is, therefore, to deliver regeneration that brings social, economic and physical normality to these 'other areas' and to spread the potential benefits from current projects beyond the confines of these developments. This can be achieved if we, in the spirit of Bazalgette, improve the general liveability of our city through a continued focus on infrastructure, connectivity and on the public realm.

Wholesale distribution is forecast to grow by 14,000 jobs in the next 15 years, manufacturing jobs are forecast to fall by 25% by 2016.

(Mayor of London's London Plan, 2004)

It is estimated that the current **house price - income ratio in London stands at 8.3 (Compared to 7.2 for England). In poorer inner London boroughs this has risen to 8.5.**

(Property Finder Website, April 2008)

Property prices in East London are 23% lower than the London average (£269, 288). Of the 33 London boroughs, 7 of the 10 lowest average are in East London.

(Where's My Property Website, May 2008)

Life expectancy of people in Newham¹ is 2 years less than the national average² and 6.5 years less than those in Kensington & Chelsea³.

(¹M: 74.4, F: 78.8; ²M: 76.6, F: 80.9; ³M: 81, F: 85; Saving Lives 2007, The Annual Report of the Director of Public Health for Newham)

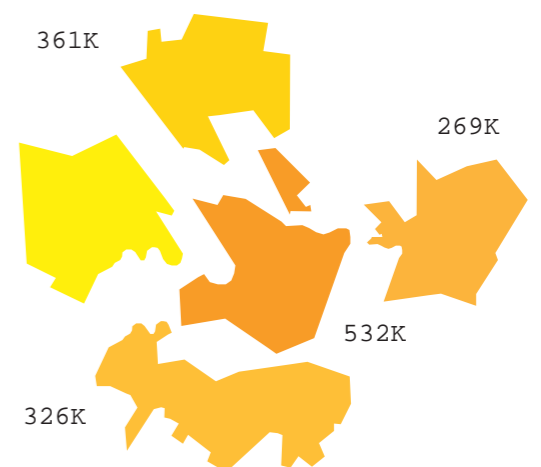
"London has the highest rate of child poverty in Great Britain and only 71% of its working age population in employment."

(LDA's Economic Development Strategy, 2005)

To provide the 305,000 new homes at current development densities¹ you would need the space of approximately 28 Hyde Parks over the next 8 years.

(¹Average Density based on analysis of existing and proposed developments in London equates to 140 dwellings / Ha)

04/Average Property Prices:



05/Unemployment Rates:

