

# INTRODUCTION & WELCOME

Aerial view of site with red line



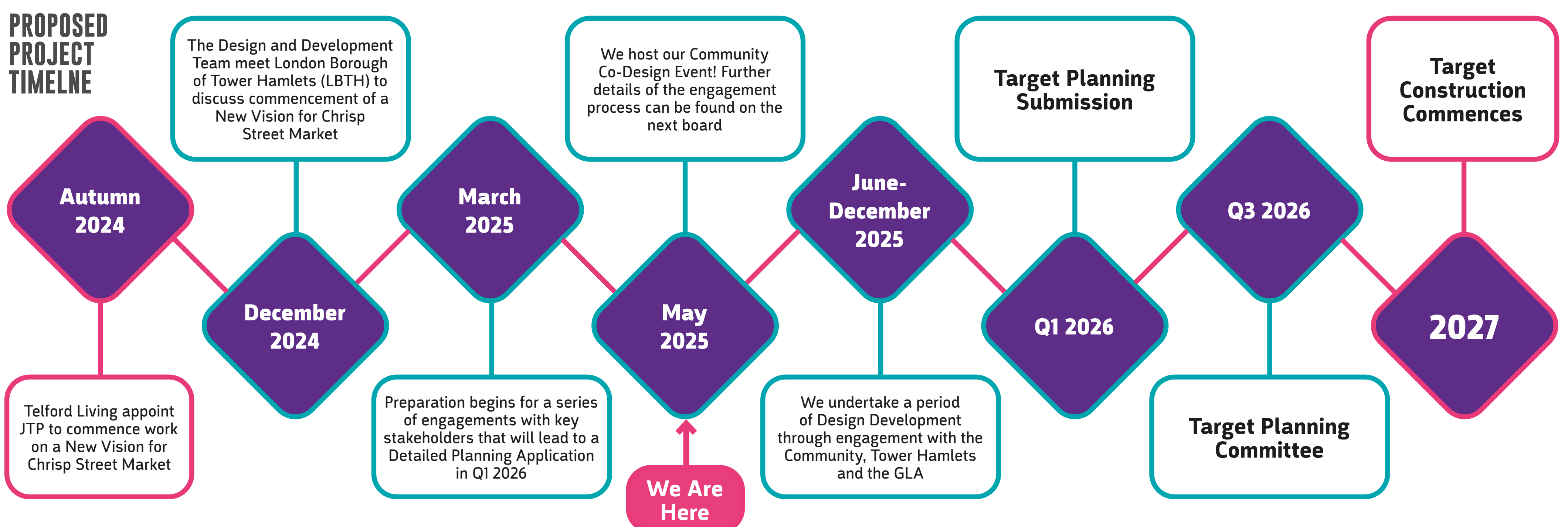
**WELCOME TO THE CHRISP STREET CO-DESIGN EVENT - TO HELP SHAPE A SHARED VISION FOR CHRISP STREET. WE WANT TO HEAR FROM YOU!**

**Feel free to pop in for a few minutes to join in with hands-on, creative activities or participate in a design table workshop – there is no need to pre-register.**

Telford Living has appointed architects JTP and place consultants AND London to engage with the community to co-create a new vision for the comprehensive, residential-led, mixed-use redevelopment of Crisp Street.

The team will then move forward to prepare a new planning application for submission to Tower Hamlets Council early next year.

Subject to obtaining planning permission, Telford Living will be able to embark on the next stage of the redevelopment of the Crisp Street project over the coming years, bringing the vision to life.





## THE ENGAGEMENT PROCESS

### What to expect at a Community Co-Design Event



### COMMUNITY CO-DESIGN

On Thursday 29 May 2025 from 2pm to 8pm and Saturday 31 May 2025 from 11am to 4pm, we are hosting an activity packed, multi-day community co-design event, to help shape the vision for Crisp Street.

You will be able to post your comments on a giant wall map, sit down with the design team to draw your ideas, and take part in lots of other fun and interactive activities for all age groups throughout each day, including:

- AI image generation
- Site walkabouts & photography
- Background exhibition
- Kids activity table
- Face painting
- Free locally sourced food and drink

### DESIGN TABLE WORKSHOP

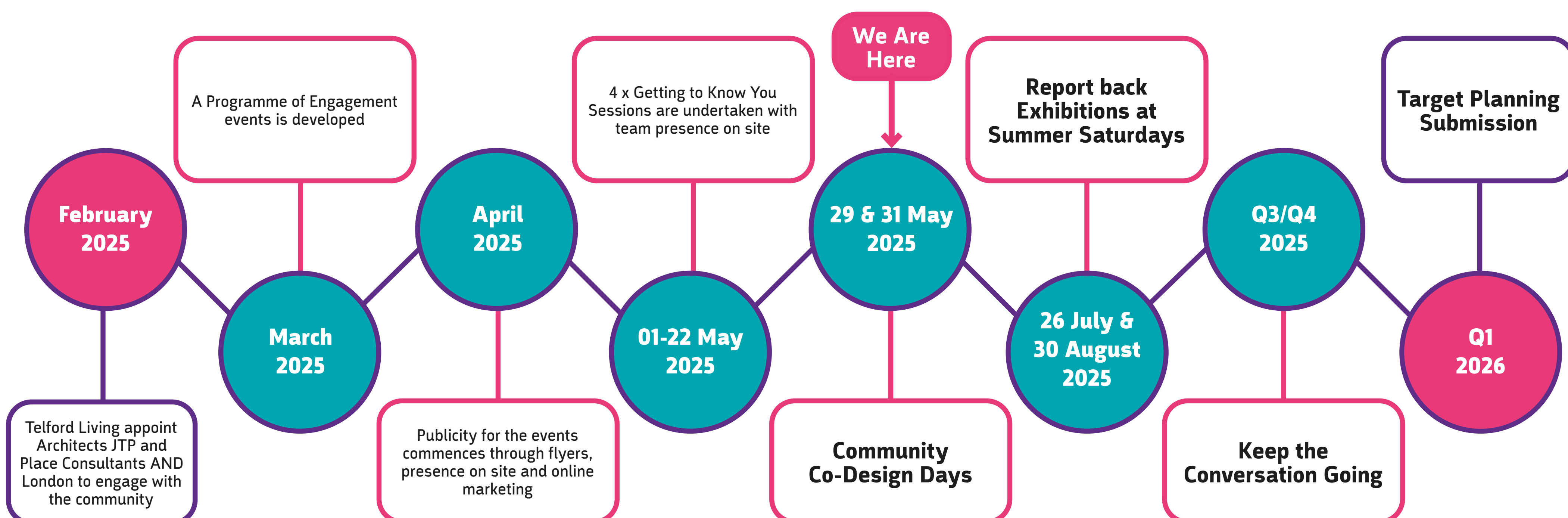
There will also be four opportunities for you to take part in a design table workshop – a chance to sit down with the architects and draw your ideas for Crisp Street. There is no need to pre-register:

- Thu 29 May, 2.30pm to 4pm & 4.30pm to 6pm
- Sat 31 May, 11.30am to 1pm & 1.30pm to 3pm

### HELP SHAPE A SHARED VISION FOR CHRISP STREET!

Following the co-design event, the JTP team will analyse and summarise the outcomes to draw up an illustrated vision for Crisp Street which will be reported back at the first Summer Saturday session on July 26th and then again on August 30th 2025. There will be further opportunities to view and comment on proposals as they are developed in advance of the anticipated planning application submission in early 2026.

### COMMUNITY ENGAGEMENT TIMELINE OF EVENTS





# CHRISP STREET E14 EXHIBITION

Telford Living

HARCA

POPLAR  
TOWER HAMLETS

dp9

AD

M

SmithJenkins  
PLANNING & HERITAGE

jtp

MAY 2025

## THE TEAM

### Telford Living

#### CLIENT: TELFORD LIVING

At Telford Living, our expertise is developing best-in-class homes and sustainable communities across London, with a current pipeline in excess of 2,500 units. Telford Living builds on the legacy and expertise of Telford Homes, which completed £3.25 billion in projects between 2000 and 2024 across a number of London Boroughs.

We have an extensive track record of delivering development within the London Borough of Tower Hamlets which includes private market sale units, affordable housing, and operational Build to Rent assets. We have worked with a number of local partners including the Council itself, Poplar HARCA, EastEnd Homes and St Pauls Way Trust School.



POPLAR  
HARCA

#### HOUSING ASSOCIATION: POPLAR HARCA

Poplar HARCA is an award-winning housing and regeneration community association, deeply rooted in east London. We own and manage over 10,000 homes and invest around £4m each year in community regeneration. That means helping people into work and training, providing state of the art creative spaces for young people, initiatives to improve health and wellbeing, events, volunteering and affordable workspace.

We're partnering with Chrisp Street landlord Telford Living to help deliver the much-needed social rent and shared ownership homes for Tower Hamlets residents.



#### Architects, Masterplanners & Placemakers: JTP

jtp

JTP is a local placemaking practice of architects and urban designers with extensive experience of delivering successful places for both the public and private sectors throughout the UK and internationally. Our goal is to create places where life in all senses can flourish; places that are economically thriving, artistically stimulating, environmentally footprint free, with a strong sense of identity. In short, places where people feel they belong.



#### Commercial Consultancy & Placemakers: AND London

AD

AND LONDON is a multidisciplinary real estate consultancy. From researcher to designers, architects to economists, our diverse team brings a forward thinking and tailored approach to every project. We bring a deep and diverse knowledge of the built environment and planning processes that ensure positive outcomes for people, places, and projects, working across some of the UK's most high-profile regeneration projects.



#### Landscape Architects: Macfarlanes

M

M+A are a B-Corp Certified placemaking agency, delivering meaningful public realm design for complex urban regeneration projects. Our portfolio draws on 20+ years of experience crafting award-winning landscapes in the UK and worldwide, from large-scale masterplanning to local community projects. As an independent studio of landscape architects and urban designers, we provide design solutions through a highly collaborative approach.



#### Townscape & Heritage: Smith Jenkins

SmithJenkins  
PLANNING & HERITAGE

Smith Jenkins Planning & Heritage provide a specialist service to assess significance as a means of informing and managing change to heritage assets and key visual considerations. This informed assessment plays an important role in both design development and in discussions with the local authority and statutory consultees, providing a robust basis for taking proposals forward to a positive outcome.



#### Planning Consultants: DP9

DP9

DP9 was established in 2004 as a specialist and independent planning consultancy practice. It is London based and the majority of its past and current work is within the capital. The practice works on a very wide range of projects, but is especially renowned for its involvement in the successful delivery of the most challenging and high profile sites, whether that be single tall buildings or substantial regeneration and masterplan schemes.



#### Transport: Velocity

VELOCITY

Velocity is a specialist consultancy focussing on transport planning, infrastructure design, and operational waste management. We work collaboratively to provide highway advice, assessment, and design services throughout the project lifecycle: from feasibility, through planning, detailed design, and implementation.



CHRISPSTREETE14.CO.UK

The Chrisp Street E14 community consultation is being organised by JTP on behalf of Telford Living. For more information, please visit [www.chrispstreete14.co.uk](http://www.chrispstreete14.co.uk), contact the JTP team at [community@jtp.co.uk](mailto:community@jtp.co.uk), Freephone 0800 012 6730 or write to us at Freepost JTP (no stamp required).





## THE LOCAL CONTEXT

**Chrip Street Market is an important local landmark within the heart of Tower Hamlets. As the only designated District Centre in the 4 wards of Poplar, Lansbury, Mile End and Bromley South, it plays a key role in serving the local community.**

The site benefits from excellent transport connections with All Saints and Langdon Park DLR station to the south and north respectively, providing direct connections to the nearby hubs of Stratford, Canary Wharf and Bank.

The site is served by primary roads of East India Dock Road to the south, and Chrip Street running along its eastern edge.

Open Green Space provision within 10 minutes walk of the site is available through Langdon Park, Bartlett Park and Poplar Recreation Ground amongst others and we want the public realm strategy to support and build on these existing public green spaces.

Local amenities to the site include Poplar Baths, All Saints Church and Spotlight Youth Club. Do tell us more about the features of the local area that are important to you.

Tell us what's missing by speaking to one of our team members, or adding to our interactive map! Just scan the QR code here



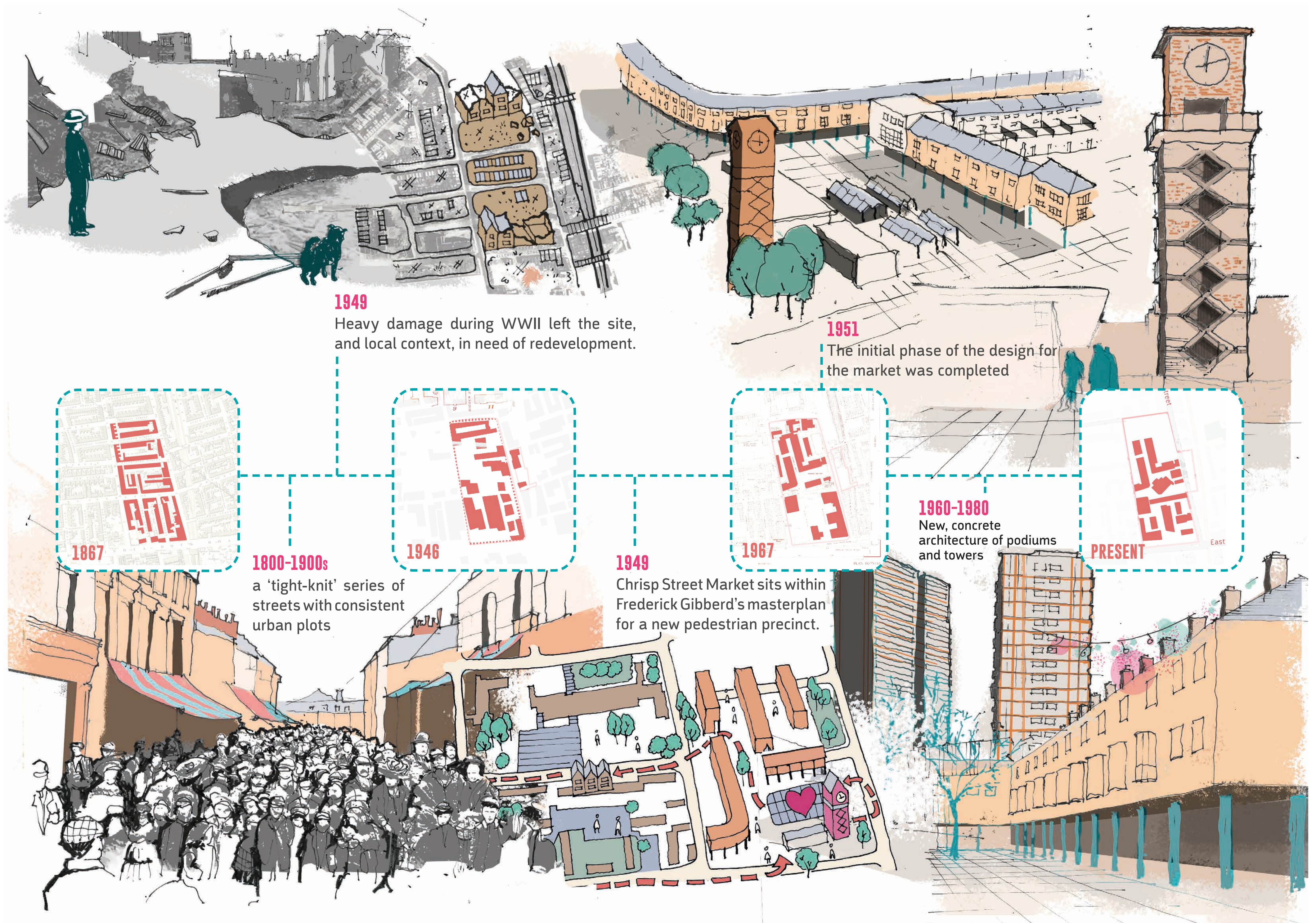


## THE HISTORY

### THE SITE'S EVOLUTION

- In the 19th century the site was a network of Victorian terraced housing in the heart of Tower Hamlets, the site was a 'tight-knit' series of streets providing east-west and north-south permeability.
- Heavy damage during WWII left the site, and local context, in need of redevelopment. The area was comprehensively masterplanned by Arthur Ling in 1949, creating the Lansbury Estate.
- The Lansbury Estate was created to exhibit an exemplary neighbourhood centre with shops, flats and other public amenities during the Festival of Britain in 1951. It focussed on reducing population density and providing modern homes with green space, replacing the tight, rectilinear grid of former Victorian Streets with larger urban plots. A key driver in the design was to avoid monotony through variety in the massing and bulk in buildings, and varying landscape character at street level
- In 1951 Frederick Gibberd designed the market complex and housing to the north, intending to replace the street market with a new pedestrian precinct. The initial phase is all that was completed.
- The urban plots to the south of the Market were the final parcels delivered in the redevelopment of the area, and began to diverge from the original masterplan. Buildings that were envisaged as low-medium rise stock brick structures were replaced by new, concrete architecture of podiums and towers, typical of the architectural 1960s trend.
- The Lansbury Conservation Area was designated in 1997 to safeguard the character 'exemplary postwar housing'. The Crisp Street Market site to the west of Crisp Street sits within this.

### THE HISTORY OF CHRISP STREET



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## THE SITE

The site has a range of features; some good and some bad. The Design Team have spent time understanding the constraints and opportunities for the site and are keen to hear your views.

Existing Heritage Assets



Ideas Store



Iceland Store



Poor Quality Buildings to be Demolished



Hard Landscaped Entrance to the South



Existing Mature Trees



Visual Barrier to the Market



Service Yards



**We have set out some of the constraints and opportunities for the site, but what do you think the opportunities are for Crisp Street Market?**

### KEY

- Site Boundary
- Existing Buildings & Poor Quality Structures
- Heritage Assets (on site and in the local area)
- Visual Barrier to Market Square
- Vehicular Noise
- Existing Mature Trees
- Surrounding Vehicular Network
- Conservation Area
- Vacant Plots
- X Service Yards
- - - Existing Pedestrian Movement
- Existing Iceland Store
- DLR Station
- DLR Network
- Existing Market Square
- ⤴ 5 Minute Walk from DLR Station

Constraints and Opportunities





## THE PLANNING CONTEXT

An application was submitted in 2016 for the redevelopment of the site, providing 643 new homes in blocks ranging from 4-25 storeys, alongside new ground floor uses.

### WHY CAN'T THIS BE DELIVERED?

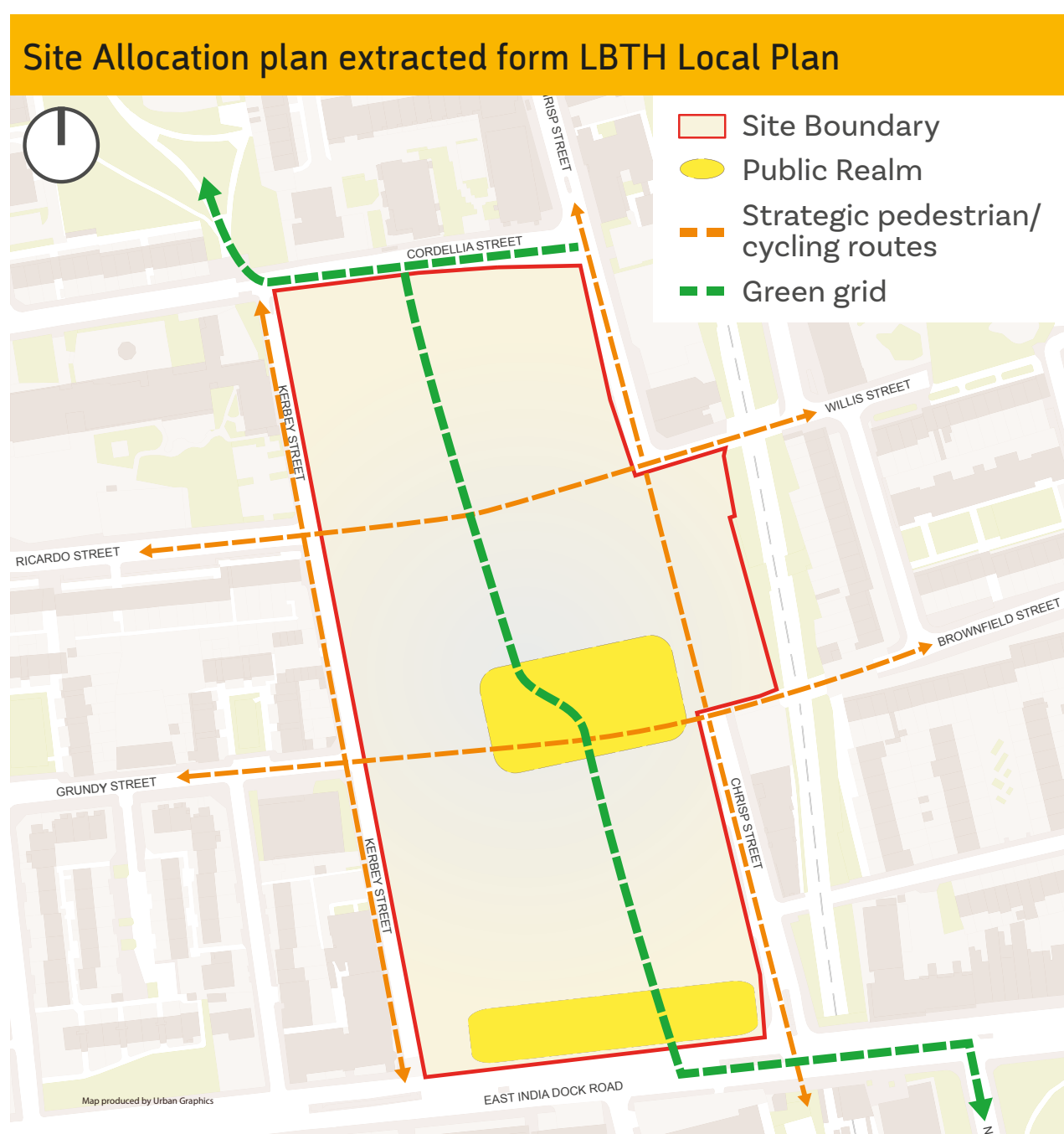
A lot has changed in the last ten years since the inception of the consented Masterplan. New legislation has emerged including the introduction of the Building Safety Act, changing design standards to ensure increased means of escape and improved level of safety for users of taller buildings. Construction costs have significantly increased, and the needs of the population have changed.

The scheme is no longer viable or deliverable and there is an opportunity to enhance the masterplan to respond to the evolving needs of the town centre. We believe now is the time for a fresh look at the site and a comprehensive new vision that delivers an active and attractive new masterplan for Crisp Street Market.



Image produced by Sheppard Robson Architects

**We are excited about the opportunity for this site and for local people and need your input to help build this vision!**



### THE PLANNING CONTEXT TODAY

The Local Plan has ambitious housing targets that the borough will deliver 3,931 new homes per year, which will be delivered through Site Allocations and the intensification of existing brownfield sites.

The Crisp Street Town Centre Site Allocation sets out a number of deliverables and requirements which the updated masterplan seeks to align with, these include:

- Delivering a regenerated Town Centre and Market Square for Poplar
- Improved walking and cycling connections to, from and within the Site
- Improvements to the public realm around and within the Site
- Create a positive sense of place
- Reprovision of the ideas store
- Effective engagement between the developers and local residents

The role and importance of Crisp Street Market Town Centre has significantly changed and developed since the original masterplan was devised in 2016.

The market now serves the needs of an increased population and as such a new planning approach is needed to respond to this unique opportunity to enhance the town centre. As such, the new masterplan offers a more diversified residential and commercial offer to meet these changing needs and ultimately create a more vibrant and mixed community that is befitting in a town centre.

**District Town Centre**

**Conservation Area**

**Site Allocation**

**Heritage Assets**





## BUILDING A BRIEF

BELOW ARE SOME INITIAL IDEAS TO GET YOU THINKING.  
WHAT'S IMPORTANT TO YOU AND WHAT'S MISSING  
FROM THE SITE?

### COMMUNITY

Retain and extend the Ideas Store, integrating it within the new masterplan and providing additional facilities for public use.

A meaningful new community engagement approach, giving everyone a voice in the shaping of the proposed masterplan and opportunity to share what they'd like to see.

### CULTURE

Ground floor uses that provide meaningful cultural spaces such as a community cinema, artist studios or makers' spaces. Tell us what you'd like to see!

An arts strategy that captures the stories of the local people and history of the site.

### DIVERSIFICATION OF OFFER

Celebrating the 'local' with smaller independent retail units and a commitment to nurturing local businesses.

Creating a greater mix of ground floor units to extend dwell time and increase footfall.

### GREENING / PLACEMAKING

More and better public realm, through creation of greened public realm.

Designing to support community wellbeing, biodiversity and water management.

### INCLUSION

A District Centre for all, and a showpiece for inclusive design.

Creation of safe public spaces that encourage existing and new communities to come together.

Access to green space to provide physical, mental, and emotional wellbeing

### CONNECTIVITY / ACTIVE TRAVEL

Increasing the permeability of the site through new routes, helping bring more people to the Market Square.

Greater legibility and wayfinding to respond to both historic and new connections and desire lines.

