

Design for London



**making buildings,
public space and
neighbourhoods fit for a
sustainable world city**

London is growing: the city will add as many people as live in Leeds to its population over the next fifteen years. The Mayor's vision is for London to become prosperous, better connected, more environmentally responsible, fairer, and to offer a better quality of life to all its citizens. It will need to accommodate this growth within its boundaries, without encroaching on green space.

Architecture and urban design are essential tools in meeting these tough objectives. London has a rich and diverse architectural heritage, but too much of our great city has been carelessly planned and built, blighting neighbourhoods and the lives of its citizens. As the city's growth continues we cannot afford to repeat these mistakes.

The Mayor has established Design for London, by combining teams from the Greater London Authority, the London Development Agency and Transport for London, to support the delivery of well-designed projects across London, and to make sure that the Mayor's commitment to design excellence is reflected within all projects that the mayoral agencies commission or fund.

This leaflet outlines what Design for London will do, how we will do it, and how we will work with others to make buildings, public space and neighbourhoods fit for a sustainable world city.

Our vision for London's urban renaissance

With creative, careful and integrated design, London will be able to accommodate its growth, while improving the quality of life available to Londoners and visitors alike. Without it, we will not successfully deal with areas of dereliction or social exclusion, nor meet the rising challenge of climate change.

Higher density development can restore vitality to neighbourhoods if it is linked to an efficient public transport system that is a pleasure to use and complemented by public space that is well designed, well managed and genuinely accessible to all. Renewing London's urban fabric in this way, and bringing the skills of architects and designers to bear on the urgent need for lower carbon lifestyles, will help the city to maintain and share its prosperity.

The diversity of London's people is matched by the diversity of its built environment. The city includes within its boundaries world heritage sites and radical contemporary architecture, industrial estates and skyscrapers, stately parks and deserted marshes, quiet suburban streets and bustling town centres, medieval alleys and Georgian avenues, all grouped round one of the world's great rivers. All of these elements contribute to London's unique character, complexity and charm, and all demand to be respected as the city changes.

Design for London wants London to be a city that works for all its people, for its economy and for the environment. We want to see:

- Beautiful and accessible buildings, with low environmental impacts and the ability to adapt to changing uses and a changing climate;
- Inspiring, well managed public spaces that everyone can use, from pavements to parks;
- Neighbourhoods that blend old and new, respecting London's heritage, and creating places for a diverse population;
- Transport infrastructure that makes moving around the city easy, pleasurable and environmentally responsible.

Our role

We will concentrate on working in the following areas:

Design Excellence

Working with colleagues across the GLA, LDA and TfL to promote exemplary design, giving architectural and urban design advice from project inception, to design sign-off and implementation.

Public space

Developing a far-reaching public realm strategy to make London better connected and more liveable, continuing to implement the Mayor's 100 Public Spaces programme (where further projects will follow Acton Town Square, Gillett Street Square, and Wembley Stadium Station Square to completion), and the East London Green Grid.

Masterplanning and area strategies

Working with the London boroughs and other partners to make sense of the city – from the scale of growth areas like Thames Gateway, to how individual buildings and spaces work in context.

Promotion, exhibitions and events

To raise design awareness more widely among Londoners, and to showcase London's design excellence to audiences at home and abroad.

Policy

Working to ensure that the Mayor's urban design ambitions are fully reflected in policy and guidance documents like the London Plan.

How we work

As a small team, with an overarching role, we need to be both targeted and strategic in order to achieve as much as possible. We do not want to duplicate design review work undertaken by CABE, or to complicate the development process.

We will work alongside existing teams in the GLA, the LDA, TfL and the London boroughs to complement their skills. We will promote open procurement and design processes to attract and promote the widest range of design talent. Environmental sustainability and inclusive design will be priorities across our work programme.

Who we are

Design for London answers directly to the Mayor of London and works closely with staff at the London Development Agency, Transport for London and the Greater London Authority.

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