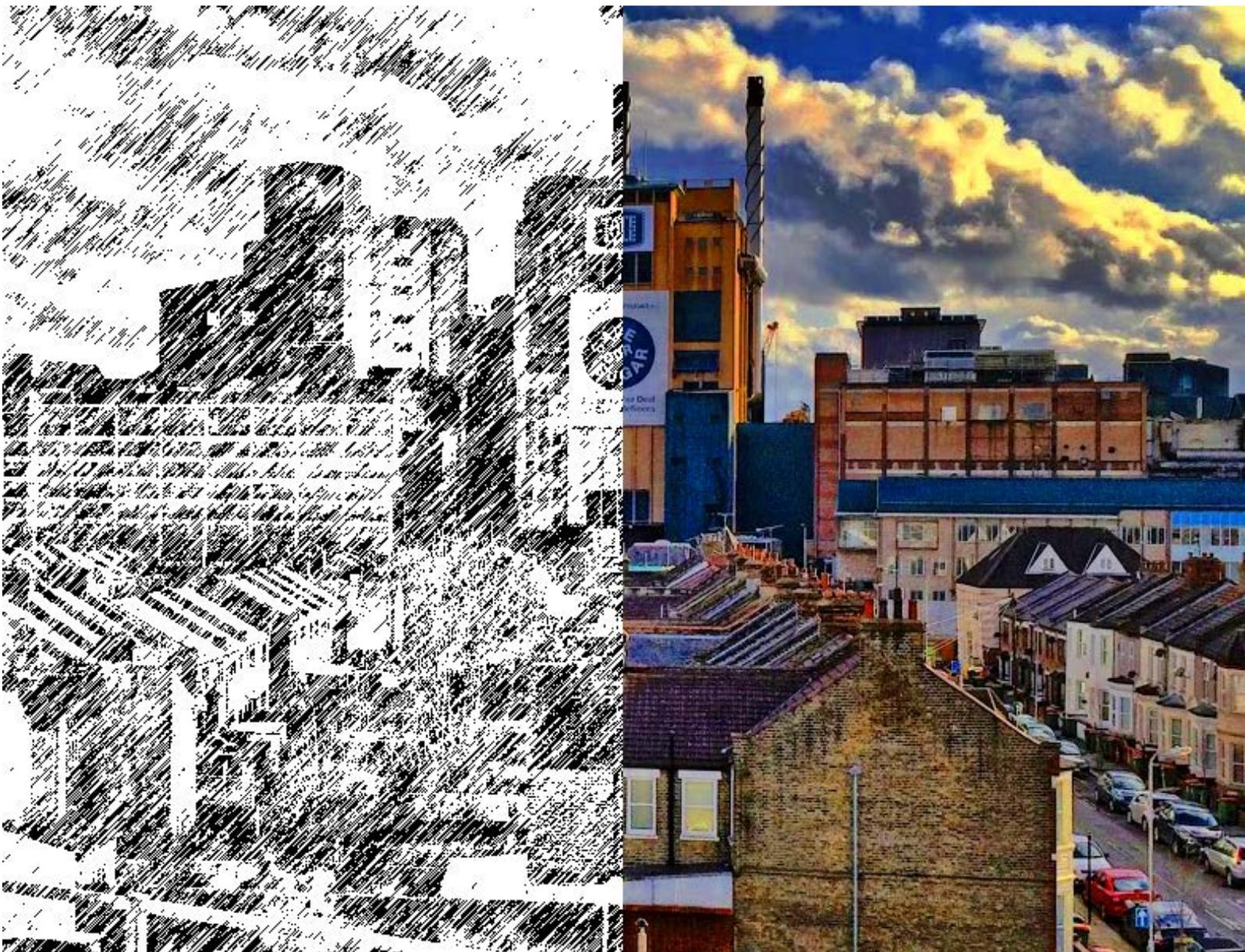


CREATING NEW URBAN REALITY

RE-ENVISION, RECONNECT, REVITALIZATION

CREATING A CRITICAL DESIGN RESPONSE



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Coursework 2: Critical design response report
<Creating New Urban Reality: Re-envision, Reconnect, Revitalization>

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TABLE OF CONTENTS

Executive summary	3
I. Introduction	5
II. Synthesized analysis	7
1. Urban analysis summary										
2. SWOT analysis										
3. Critical identification of potentialities and weakness										
III. Critical Design Response	14
1. Vision										
2. Design principles and guidelines										
3. Intervention sites and design responses										
IV. Conclusions	25
Bibliography	I
List of figures	III

EXECUTIVE SUMMARY

Objectives

The objective of this critical design response is to combine the six lenses of urban analysis to create an alternative design response for the area. The six lenses of analysis include housing and dwelling, urban fabric and landmarks, open and public spaces, leftovers and thresholds, cultures and economies and infrastructures and space of mobility/immobility provide for a comprehensive analysis of the current and prospective conditions of Silvertown and North Woolwich.

Methods of Analysis

Methods of analysis include site visits, interviews, photography, literature reviews and data analysis. Site visits served as a preliminary process for data collection, where we both participated in the space and observed the space. Interviews of local residents of the North Woolwich community provided us with qualitative data and insight into people's feelings, attitudes and everyday experiences about the area. Using photography as a visual research method we could see and represent spaces differently. Photography also allowed us to illustrate examples of certain spatial conditions of the built environment through a photo. The literature review helped us to evaluate and synthesize the literature in order to identify strengths and weaknesses in previous work. Using data analysis to evaluate data we came up with a conclusion.

Findings

Results from the urban analysis identified internal weaknesses and strengths and external threats and opportunities of our study area. The urban analysis highlighted the lack of local amenities that are accessible in terms of location and hours of operation for residents' use of these services. Uneven urban development damaged economic activities in the area by concentrating these activities in certain areas while leaving other areas abandoned. Social relations in the area are also affected by uneven development resulting in lack of ownership for communal spaces and no shared sense of identity. In comparison with past years, the increasing rents pose a threat of eviction to local residents in the area who cannot afford the increasing rent prices.

In particular, large transport infrastructure has the greatest impact in the area. Crossrail, DLR and London City Airport create physical and psychological barriers that shape people's experience of moving in and through the space. Although the area is well connected to central and greater London, it is more of a transitory space and not space where people spend time in remaining geographically isolated. These types of transport infrastructure generate noise and air pollution which directly impacts a person's quality of life.

Vision and Principles

This critical design response presents a revitalization vision for North Woolwich to transform dormant spaces into dynamic spaces. Our vision is a process which must involve all actors in imagining and communicating what North Woolwich wants to become in the future.

Three key principles guide our vision; open spaces, economic development and appropriation. The open space principle involves reactivating existing abandoned structures and other underutilized spaces through activation programming. The economic development principle is intended to stimulate economic growth and strengthen the business economy. Lastly, the appropriation principle encourages the expression of local identity and facilitate solidarity through neighbourhood driven projects.

Design Response and Conclusions

The critical design response addresses the issues of open space, economic development and appropriation to create new urban realities for all stakeholders impacted by the developments in the area. The open space strategy seeks to transform underutilized spaces into active spaces that serve for gatherings and conversations to happen, improving open spaces for everyone's benefit. The aim of the economic development strategy is to strengthen local economies that are economically viable. Different businesses can meet the varying needs of the community. The appropriation strategy aims to create spaces of opportunity for residents to be active participants in North Woolwich through resident led and managed neighbourhood driven projects. New urban realities are the expression of people's everyday actions and interactions in an urban context. In shaping new urban realities we can create better place for people to live, work and play in Silvertown and North Woolwich.

The major areas that require further research include actor diagramming and mapping to identify strategic partnerships, project management and budgeting. Recommendations for the future include improving social and economic activities, reducing the negative side effects from the transportation infrastructure and increasing interaction among all actors in the area. Ultimately, it is a combination of investments that will improve the area.

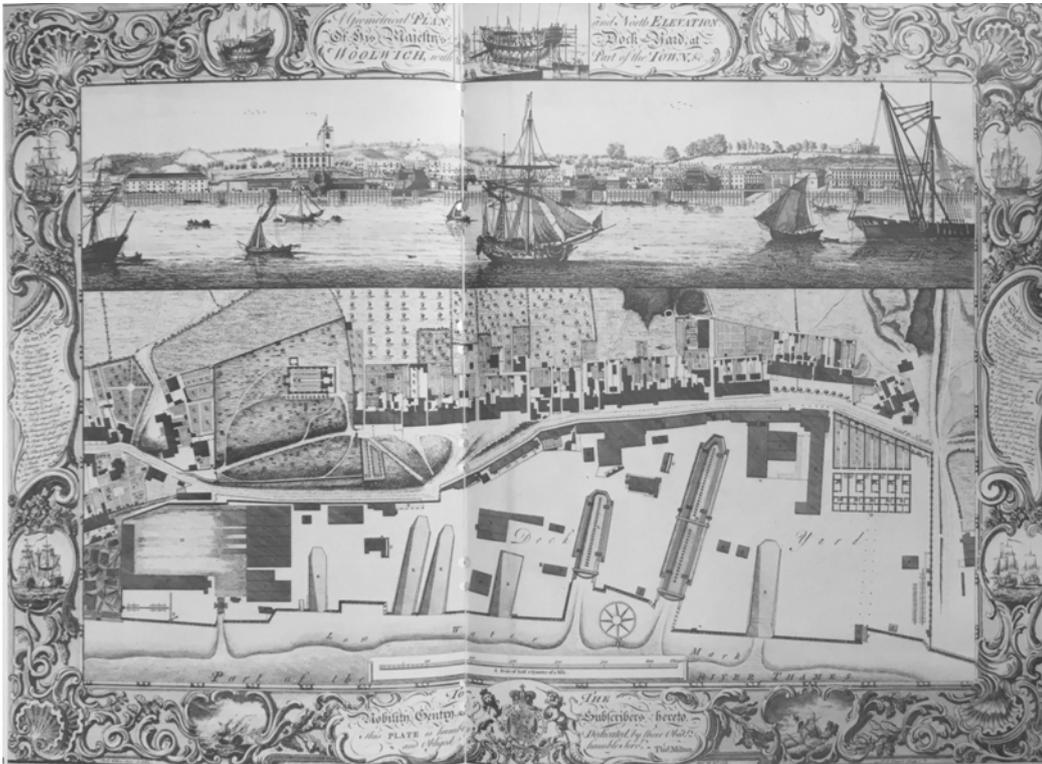


Figure 1.
A geometrical plan, and north elevation of His Majesty's Dockyard at Woolwich
Source: Dockland : an illustrated historical survey of life and work in east London

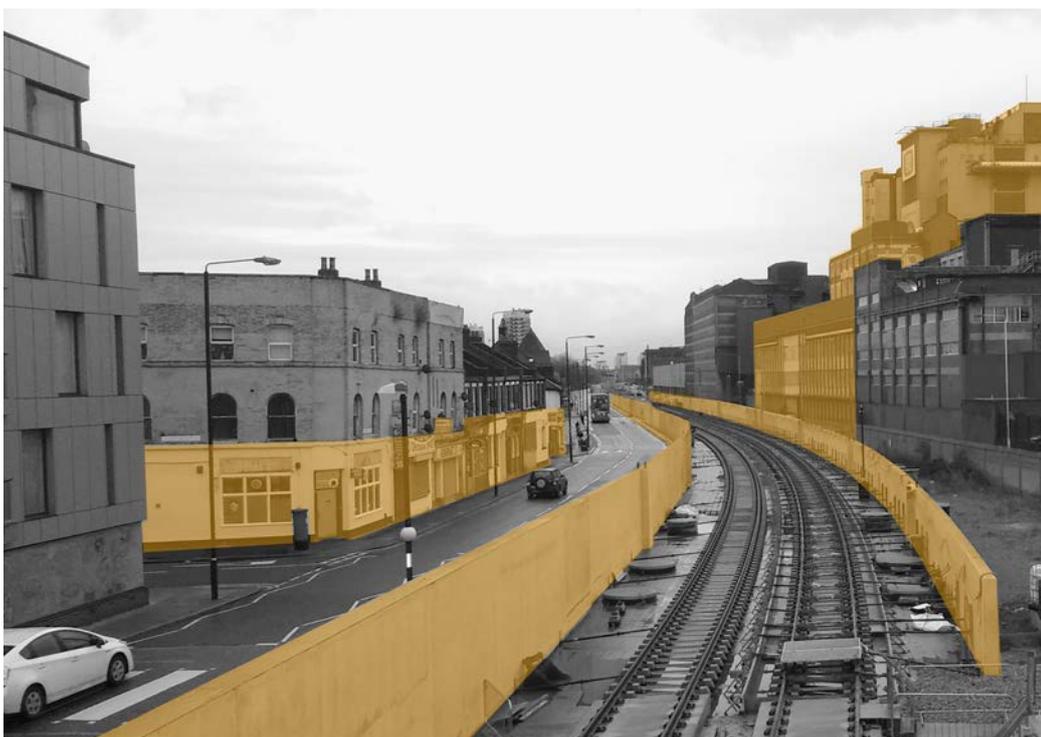


Figure 2.
current Crossrail Construction overview and possible features for design response
Source: produced by group

I. INTRODUCTION

The Royal Docks continue to be an important and strategic location based on its' economic and industrial background. In the mid-1800's the area experienced major development with the creation of factories and housing complexes to house the influx of factory workers. During the II World War the area was completely devastated as consequence of the attacks that the city suffered. It was not until the 1980's where a formal regeneration process took place establishing various development projects such as the London City Airport, the University of East London, among others.

Future developments continually being established around the area greatly affect the community of North Woolwich; this includes the DLR, housing complex and different commercial projects. Although the area is surrounded by development it is not integrated as part of the development and there are limited opportunities in favour of increasing mobility, economic alternatives and social interactions.

The urban design response analysed the socio-spatial conditions people in the North Woolwich community and the Royal Dock industrial area experience today. In general, people feel a sense of isolation from the greater London area, this experience resulting from the physical and mental barriers that exist within the environment. The urban design response tries to work in eliminate these barriers.

Silvertown and North Woolwich have certain existing potentialities that can be improved and others that need to be built. Nevertheless, all of these strategies require participation and input from many actors for the success of these strategies. These strategies will help to revitalize the area, acknowledging its importance in London's history, strengthening people's local identity and appropriate spaces within the neighbourhood to call their own.



Figure3. Section elevation of our study area/ Source: produced by group

II. SYNTHESIZED ANALYSIS

1. Urban analysis summary

Housing and dwelling

The different housing typologies identified in North Woolwich include: row houses, medium-rise apartment buildings and high-rise apartment buildings.

The physical density of building mass versus open space suggests new housing is needed within the area. The market price has increased substantially, making it difficult for current residents to remain living in the area.

Through interviews the people highlight the challenges they face in their everyday lives such as the increasing prices for products and services and the lack of amenities in the area.

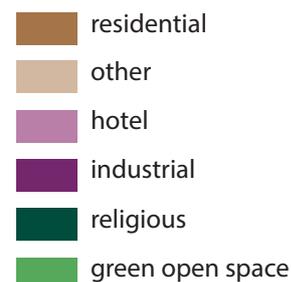


Figure 4.
Building use map
Source: Goup A report

Urban fabric and landmark

The urban fabric analysis classifications found in North Woolwich include special use, domestic use, industrial and business use. The analysis also identified the typologies: building height, density, open space/ building, public/ private space, coarse/ fine grain and historical change.

The industry's past influence is visible today in the physical form of the large scale blocks and infrastructure of the area which occupy large spaces in the area. Presently, the area changed due to economic decline with many unemployed people and underutilized spaces.

Landmarks in the area were identified based on their physical and social significance from the perspective of residents and visitors. It often function as reference points to easily differentiate North Woolwich from other places in London.



Figure 5.
Public space type map
Source: Goup C report

Open and public spaces

The open and public spaces analyses uses Lefebvre's analytical framework of conceived, perceived and lived spaces to study open space and public space in North Woolwich.

Conceived space refers to the North Woolwich as a promising residential and industrial area to develop by planners and policy-makers alike. Perceived space refers to segmentation where boundaries debilitate free-movement; meanwhile, the use of space is uneven between residential development and open/public spaces. Lived space refers to the feeling of unsatisfactory for the residents of North Woolwich and there is no common use of open space either.

The analysis also considers that private courtyards and gardens need further research to explore how they can serve as semi-public spaces for people to socialise. Finally they recommend that the cultural diversity needs to be considered when designing, planning and upgrading these spaces.

- landmarks for visitors
- landmarks for locals
- landmarks for both



Figure 6.
Landmark map
Source: Goup B report

Leftovers and thresholds

The leftovers and thresholds were identified by layering history and physical manifestations. There are spaces that are inaccessible to the public and the construction of the new Crossrail will further trap the residential zone between the transport infrastructure and industrial areas.

The infrastructural interventions shaped the urban fabric have been imposed by top down process, ignoring local concerns. A land tenure study is proposed for the entire study area to address demolishing or preserving historical and significant buildings in the area.

- empty spaces
- abandoned
- interstitial
- marginal



Figure 7.
Leftovers map
Source: Goup D report

Cultures and economies

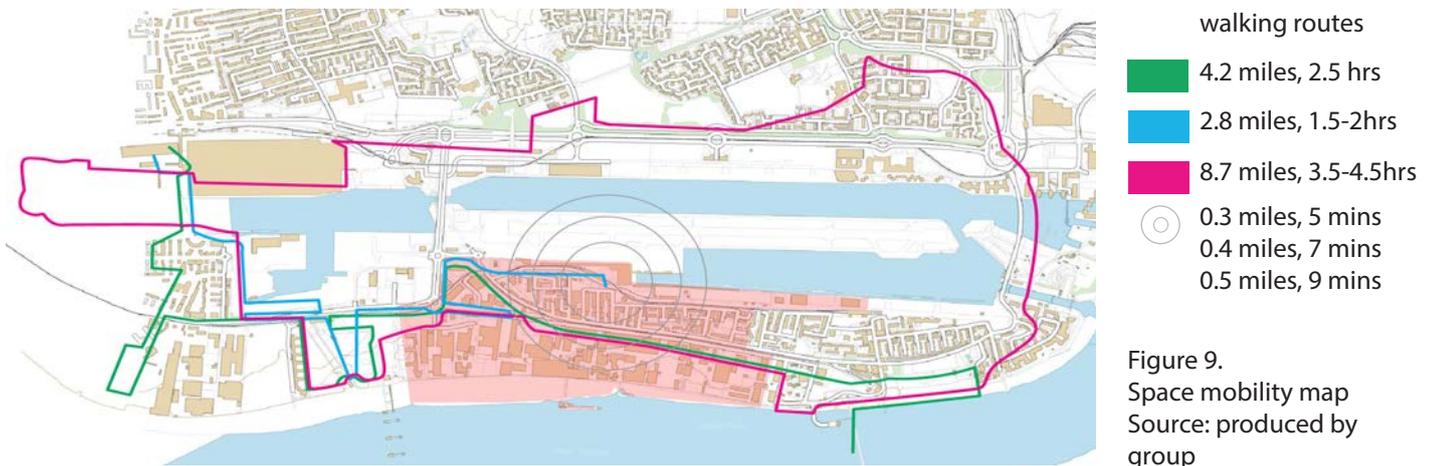
The outcomes of the survey make evident the lack of social and cultural activities in the Silvertown and North Woolwich area which create a situation of depravity and isolation felt by locals. Nevertheless, the people felt safe in the locality even though it appears run down and find it friendly and open.

In the economic aspect, it was found that none of the residents work in for any of the developments, companies or factories near the area. Most of them criticize lack of commercial establishments which forced them to make long trips with the use of the transport system which are also perceived. In the other hand, community market could be expanded but faces many challenges from city regulation, need for a bigger site location, parking and space for covered stalls.

Infrastructures and spaces of mobility/immobility

The infrastructure and spaces of (im)mobility analysis examine how people in Silvertown and North Woolwich move in the area and beyond. The analysis explores the experience of moving in the area to identify key elements that encourage or discourage a person from using a certain mode of transportation or not.

Although there are many transport options, the site remains isolated. People both perceive and feel the sense of isolation in the area. This perception is constructed at different urban levels: macro, meso and micro. The lack of integration among the three levels creates a sense of negligence since these transportation facilities do not directly benefit the people in the neighbourhood. At the same time, the lack of activities and abandonment present possible spaces of insecurity. Some pathways are not user friendly while others are not well maintained.



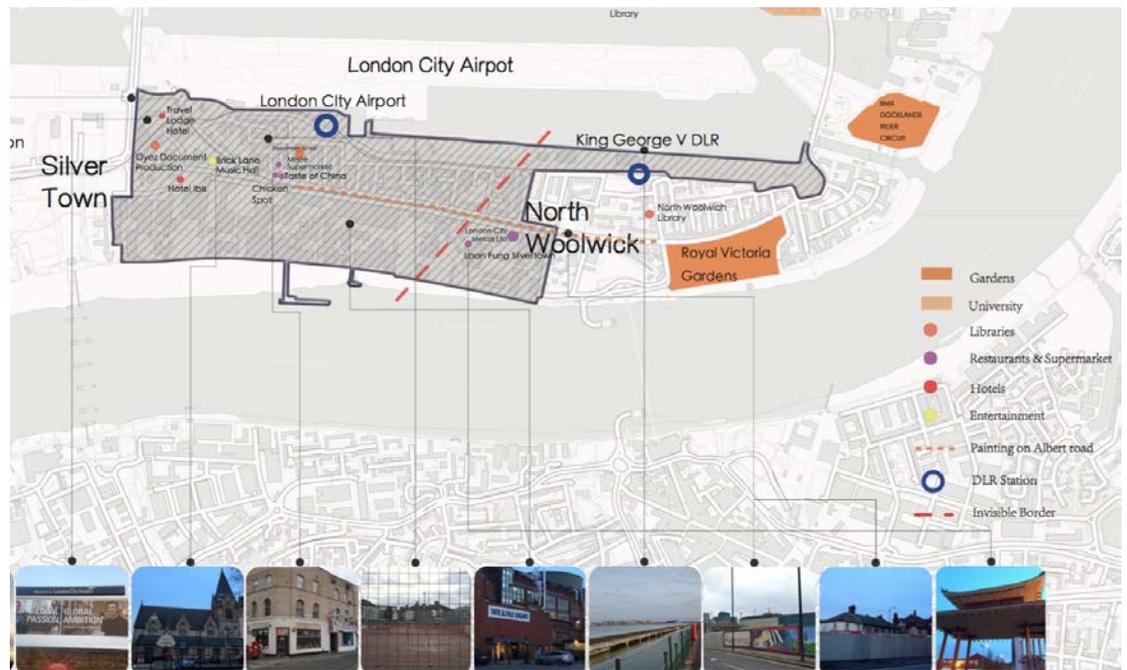


Figure 8.
Cultural and economic symbols map
Source: Goup C report

Overall analysis

The six lenses of analysis described here illustrate how the Silvertown and North Woolwich areas suffer from a lack of opportunities, in terms of economic options and social cohesion activities. Nearby developments around the site have led to increased housing prices in the area and as more development occurs land values will continue to increase displacing local residents who cannot afford the price increase. Private and public transport infrastructures around the area are not prioritizing local hiring of residents to improve their social condition.

Internally, the area lacks entertainment spaces and economic facilities, such as grocery stores or medical centres which draw people out of the area in search of these services. Meanwhile, private and public open space and thresholds do not facilitate social interactions where people can build meaningful connections with one another. As a consequence people do not have a shared sense of identity. In this sense, the lack of neighbourhood appropriation leads to disconnect between people and place.

Above all, the reports could identify the sense of isolation within the area since the community and industrial areas are trapped between by macro structure and a river. Externally, the study area needs to develop alternative ways to coexist with surrounding development. Nevertheless, the area has many opportunities and spaces for people to reclaim and appropriate the neighbourhood for the people and by the people, strengthening the urban space.

2. SWOT analysis

SWOT mapping

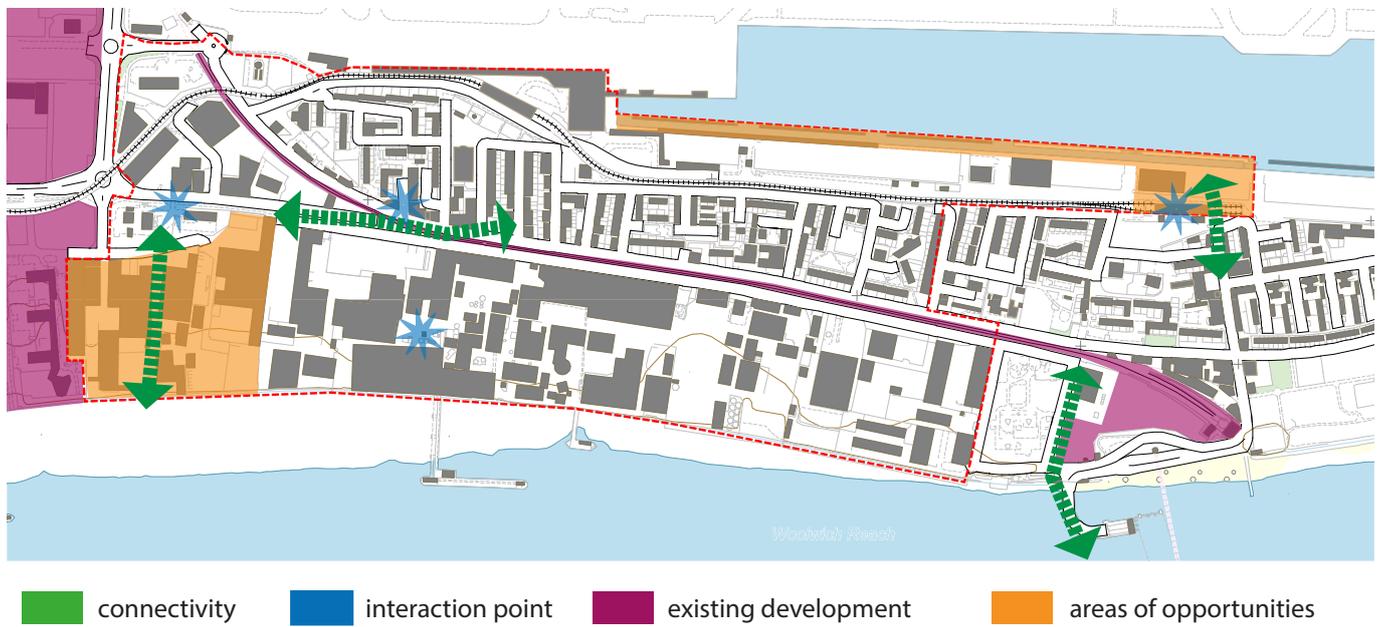


Figure 10. Potential space map/ Source: produced by group



Figure 11. Threshold map/ Source: Group D report and edited by group

Weaknesses

Internal weaknesses including the **LACK OF AMENITIES** such as medical facilities and retail centers cause people to leave the area in search of accessible services. As for commercial activities, there is **LITTLE VARIETY IN THE TYPES OF BUSINESS**. Uneven development of the site results in some areas having **VACANT PLOTS**. Development rarely involves the community leading to **LACK OF OWNERSHIP** in the area and **NO SHARED SENSE OF IDENTITY**. Meanwhile, the large transport infrastructure in the area creates **PHYSICAL BARRIERS** that fragments people's mobility in the area. For example, the Crossrail severs the community firstly in its design as it is surrounded on both side by concrete walls without proper cross bridge, secondly because it bypasses the area since there is no station. Although the DLR and buses are connecting the study area with central/greater London, the site is more of a transitory space and not space where people spend time in remaining **GEOGRAPHICALLY ISOLATED**. **NOISE AND AIR POLLUTION** is another negative impact from the transportation including London City Airport and industrial zones.

Threats

Airport traffic is projected to increase bringing more people into the area but also **INCREASING POLLUTION**. The improvement of pedestrian and cycling paths locally can also help to increase social interactions among residents. In addition, comparing with past years, the **INCREASING RENTS** pose a threat to local residents in the area. Our study area is rich in open spaces but unfortunately these spaces are inadequate impeding local residents' interactions and communication each other. Vacant lots along roads with little to no street lighting create an **UNSAFE AND INSECURE ENVIRONMENT** where these spaces potentially lend themselves to criminal activity. The future **USE OF THESE OPEN SPACES IS UNCERTAIN**.

Opportunities

A **LOCAL RESOURCE** like the Thames is an opportunity area to engage in maritime activities and public access to the waterfront. Local industrial factories are another opportunity area to reconnect with the past **INDUSTRIAL HERITAGE** of the site and its contributions to the area and London as a whole. It is a **COMBINATION OF INVESTMENTS** that will improve the area.

Strengths

North Woolwich as part of the Royal Docks is in a **STRATEGIC LOCATION** surrounded by entertainment areas like Olympic Park and the O2 Stadium, economic areas like Canary Wharf, academic areas like University of East London and transport links connecting to central and greater London, this being a major strength of the area.

Figure 12.
SWOT portion diagram
Source:
produced by group



3. Critical identification of potentialities and weakness

On the basis of SWOTs identified, we concluded and classified potentialities and weaknesses of our study area in term of interaction, diversity and identity. Then, these characteristics become the main idea to develop our vision, principles and guidelines explained in following section.

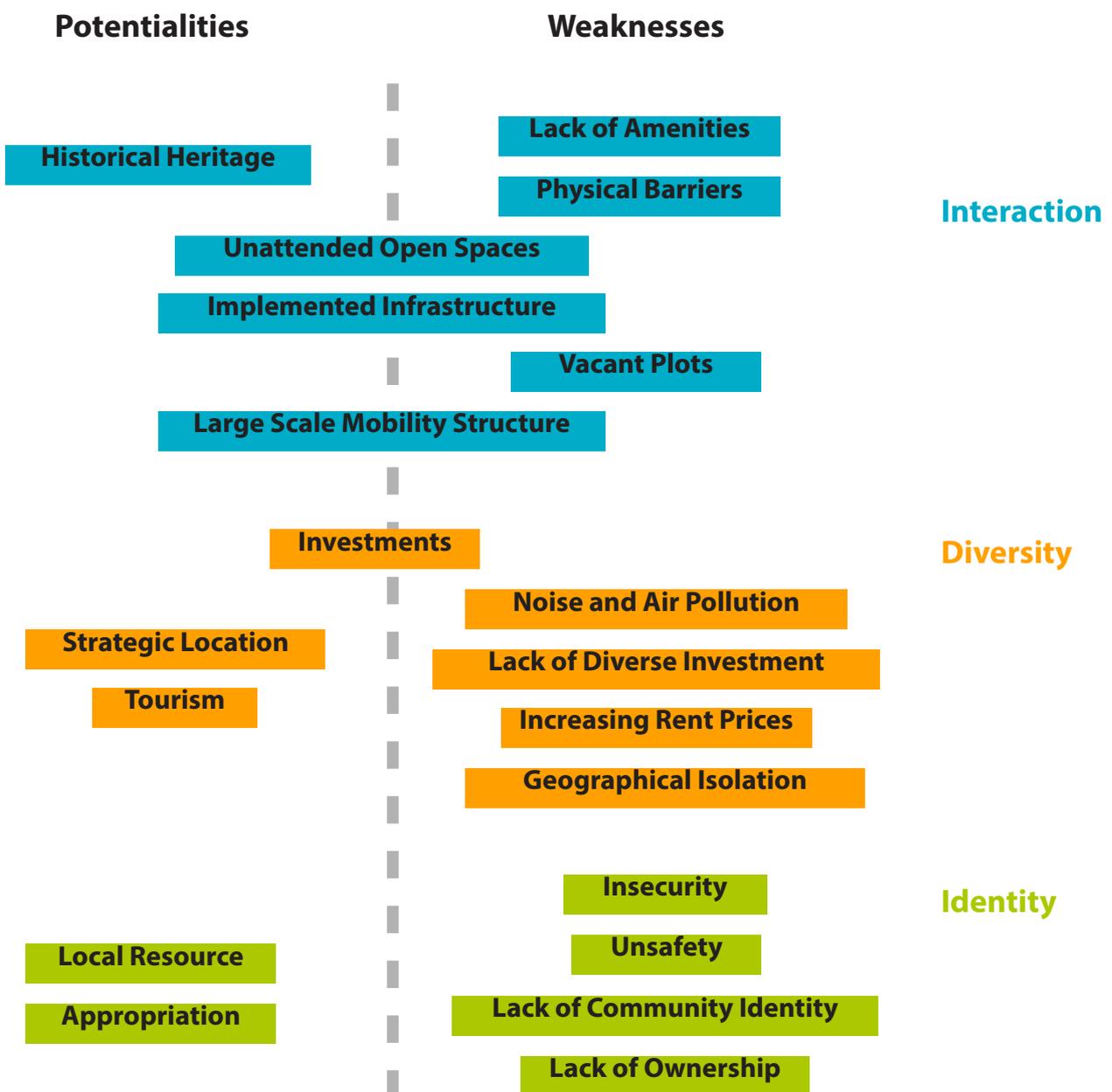


Figure 13.
Diagram of Potentialites and Weaknesses
Source: produced by group

III. CRITICAL DESIGN RESPONSE

1. Vision

“We envision the North Woolwich urban revitalization where new urban realities are created.”

Revitalization is the foundation of our vision for the Silvertown and North Woolwich area. This perspective of revitalization acknowledges and uses existing resources to transform dormant spaces into dynamic spaces. Silvertown and North Woolwich’s unique setting with close proximity to the city centre and surrounded by the Thames River and the Gallions Point Marina interweave the natural and built environments together framing the context for revitalizing the area.

INCREMENTAL CHANGE

a small adjustment or change made towards an end result that occurs over a period of time

The purpose of the North Woolwich revitalization strategies is to address issues such as **interaction, diversity** and **identity** through **incremental** and **systemic change**. Incremental change is a small adjustment or change made towards an end result that occurs over a period of time whereas systemic change is a change that is both pervasive (spread throughout all parts of a system) and fundamental (occurring in each part of a system) which alter existing power structures both in the process and outcome (systemicchange.wordpress.com). By altering the processes of urban development, methods of community engagement and outcomes of city design we can begin to bring about this incremental and systemic change.

SYSTEMIC CHANGE

change that is pervasive (occurring throughout all parts of a system) and fundamental (occurring in each part of a system) to alter existing power structures both in the process and outcome

A vision is a process of picturing and anticipating future events. The vision for North Woolwich as a process must involve all actors in this process to establish overarching goals that the area hopes to achieve as a whole. Through the visioning process we intend to establish mutually beneficial and effective partnerships among actors.

URBAN REALITIES

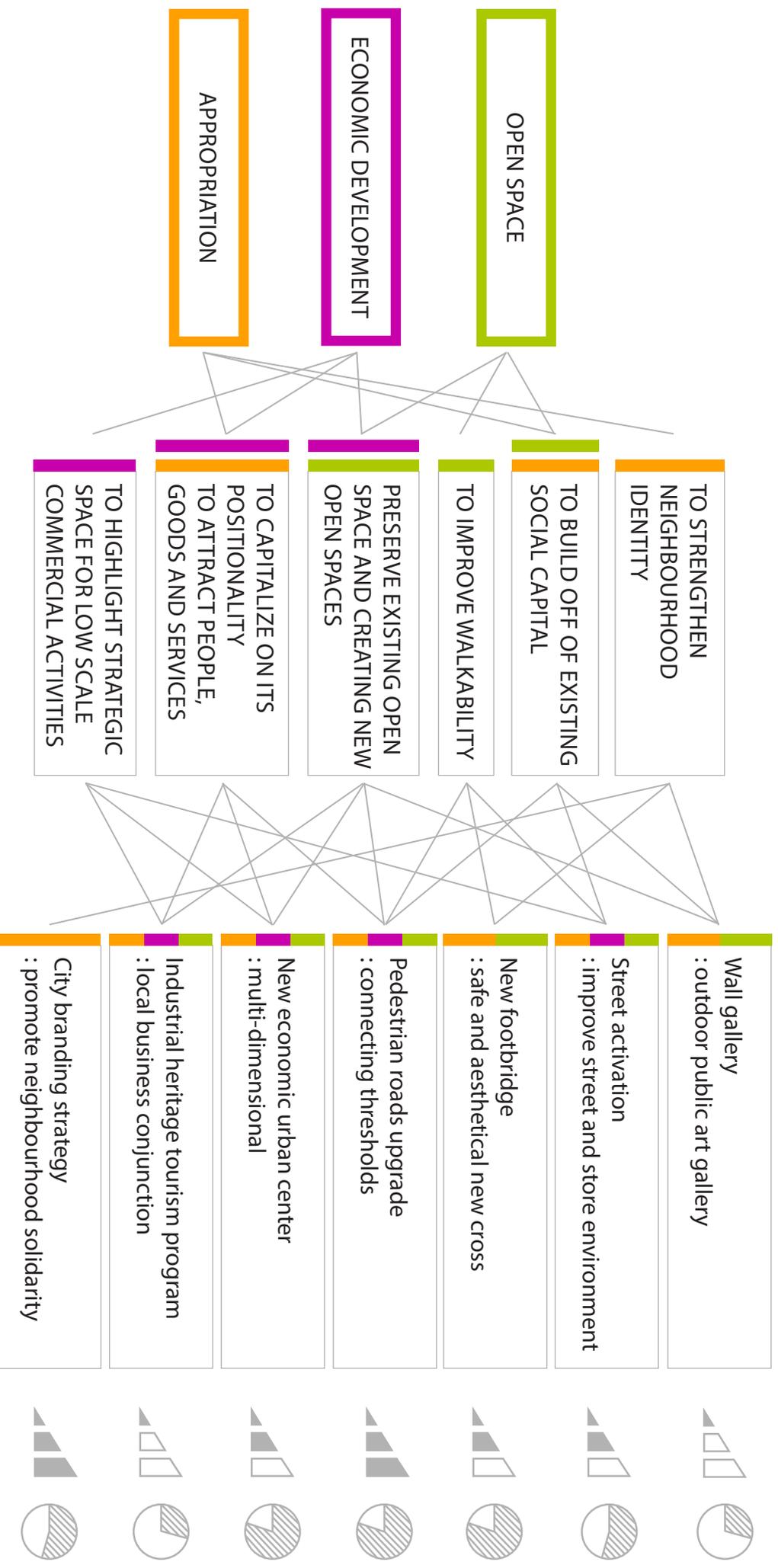
the exploration of urban design’s impact on urban life and urban behaviour, focusing on people’s everyday actions in an urban context

Recognizing the challenges and opportunities of the Silvertown and North Woolwich area, our vision of revitalization seeks to create new urban realities for all stakeholders impacted by the developments in the area. **New urban realities** are the expression of urban design’s impact on urban life and urban behaviour, focusing on people’s everyday actions in an urban context. In shaping new urban realities we create better place for people to live, work and play in Silvertown and North Woolwich.

PRINCIPLES

GUIDELINES

STRATEGIES

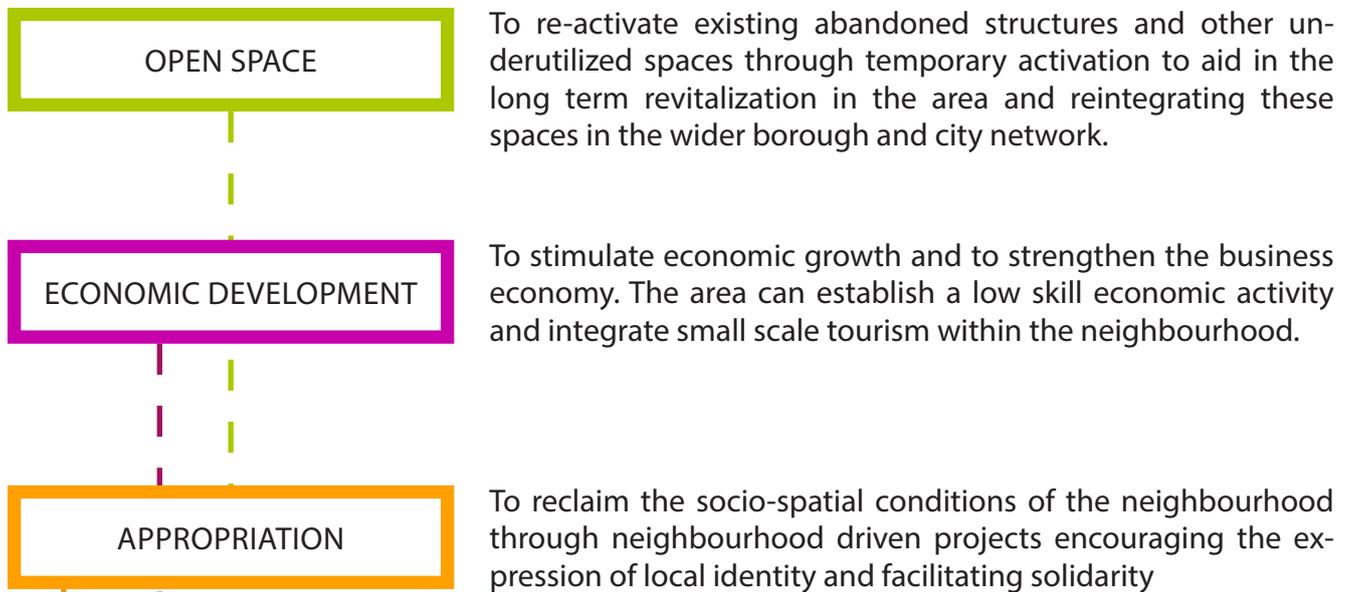


scale : physical time

Figure 14.
Principle, guideline, strategy and scale flow-chart-
Source: produced by group

2. Design principles and guidelines

Principles



Guidelines

"What we touch, touches us." - Tom Fisher (2004)

Open Spaces

- To improve walkability by improving facilities through universal design, beautifying streets with landscape enhancements and ensuring streets are clean and safe
- Preserve existing open space and creating new open spaces

Economic Development

- To highlight the area as strategic space for low scale commercial activities
- To capitalize on its positionality based on its public transportation facilities to attract people, goods and services

Appropriation

- To strengthen neighbourhood cohesion, identity and promote ownership of the neighbourhood
- To build off of existing social capital through the promotion of cultural dynamics open spaces

3. Intervention sites and design responses

Strategy for design intervention

The critical design response addresses the issues of open space, economic development and appropriation to create new urban realities for all stakeholders impacted by the developments in the area. The open space strategy seeks to transform underutilized spaces into active spaces that serve for gatherings and conversations to happen, improving open spaces for everyone's benefit. The aim of the economic development strategy is to strengthen local economies that are economically viable. Different businesses can meet the varying needs of the community. The appropriation strategy aims to create spaces of opportunity for residents to be active participants in North Woolwich through resident led and managed neighbourhood driven projects. New urban realities are the expression of people's everyday actions and interactions in an urban context. In shaping new urban realities we can create better place for people to live, work and play in Silvertown and North Woolwich.

Each seven strategies are explained with map - the target location in the study area, example case of strategy and section elevation and/or sketch in the Woolwich area model perspective view.

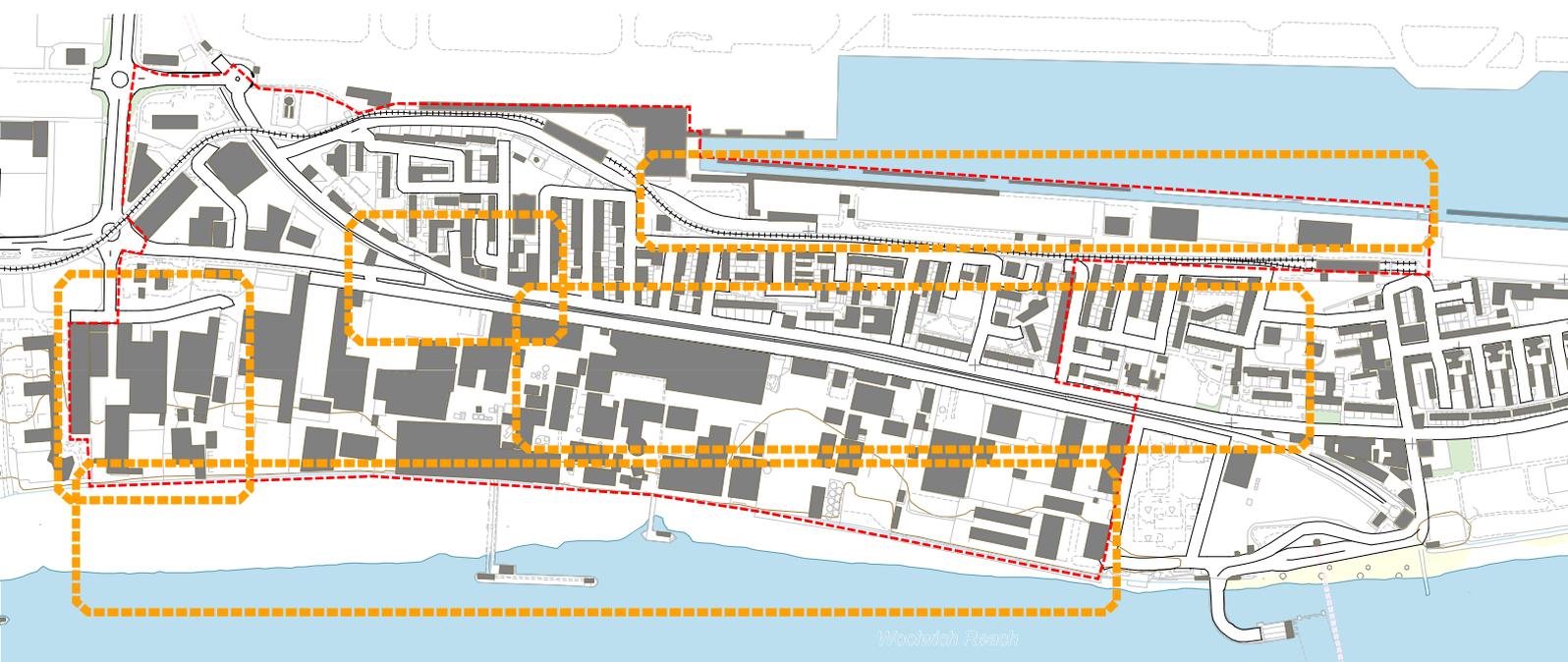


Figure 15. Possible target areas/ Source: produced by group

Strategy 1. Outdoor public wall gallery

The outdoor public wall gallery is a strategy that allows the community to develop their own identity and visions for the future to be displayed through public paintings.

The North Woolwich community and the Royal Dock area are surrounded by walls. Although these walls present physical and mental barriers that influence order, control and division within the area, it is these same walls that present opportunities as canvases for self-expression. Murals painting have been always a method to represent ideas, emotions and history through art.

All around London the street art movement uses walls for painting and graffiti as a form of self-expression in public areas. The community center in North Woolwich could easily provide and manage these wall spaces for these groups to create art that is representative of the community. The interaction between the community center and other organizations can be a useful tool to attract



Figure 16.
Crossrail wall
as target area
Source: produced by
group



Figure 17.
Street Graffiti
Source: Graffitilife.co.uk



Figure 18. Section elevation of public wall gallery/ Source: produced by group

Strategy 2. Streets activation

Streets activation is a strategy that will tackle the lack of activities in the community and will also promote low scale economic development. The North Woolwich community has some places that can create an experience which will become a place to enjoy.

The use of sidewalks and open spaces are opportunity spaces to interact and enjoy the outdoors. Parallel to this, increased community interactions will help development small grocery stores and other services satisfying their needs without having to leave the area.

The North Woolwich community and the Royal Dock area established some public facilities that can be improved with small changes. Better street lights, street signage and sidewalks width are some of design techniques that can create a better experience in the space.

As the place begins to invite more people to stay in the area it will also encourage different types of services to develop, such as stores and other amenities. In all London the establishment of weekend markets helps provide time for entertainment, enjoyment of open spaces and interact with people and experience good different from big weekend markets. The community center can create these kinds of activities with the help of the same community, the industries (sugar factory) and the Council of Newham.



Figure 19.
First floor of street-facing building as target area
Source: produced by group

Lighting upgrade to the street vendors / retails
+
public gallery ideas to building facades

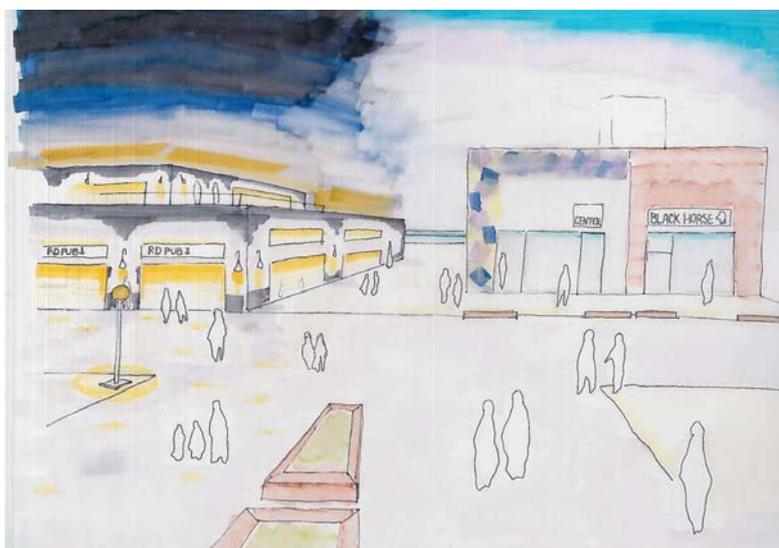


Figure 20.
Sketch of store front
Source: produced by group

Strategy 3. Footbridge

The footbridge strategy aims to improve the mobility and interaction among the people in the community and the people that pass through this area.

Bridges are an attractive solution to address the division that isolates the community. The bridge between the community and industrial areas are simply practical but do not have any kinds of attraction in using the bridge beyond its basic function to connect to points. The bridge must create an inviting place for people to come to, make strategic connections to places and motivate community interaction such as in the urban multidimensional centres on either side of the bridge.

The footbridge will connect two strategic points in North Woolwich, the multidimensional urban centre and the park in front of the bus stop B (Saville road), making a link between economic development and green facilities. The design of the bridge must reflect the idea that it is accessible, attractive and practical to go from one point to another.



Figure 21.
Footbridge target area
Source: produced by group



Figure 22.
Footbridge example
Source: spacing.ca



Figure 23.
Sketch of footbridge
Source: produced by group

Strategy 4. Pedestrian road upgrade

The pedestrian road strategy will create a friendly way to connect the area of North Woolwich and Royal Dock area.

The walls and the lack of universal facilities to move from one place to place in the North Woolwich community create a feeling of isolation. This produces a need to make new and safer ways to move around the area. Especially the industrial area does not have sufficient elements to move in the different forms of mobility. This will invite every person in the area to use spaces like parks, thresholds or any type of open space.

The pedestrian road will use the elements catalogue as barriers (wall, river and airport) as opportunity elements to build attractive pathways that will invite people to create new experiences while they are moving through them. These pathways will establish connections to important and strategic spaces but will also be easy to connect to any other point of the area.



Figure 24. Pedestrian road upgrading target area
Source: produced by group

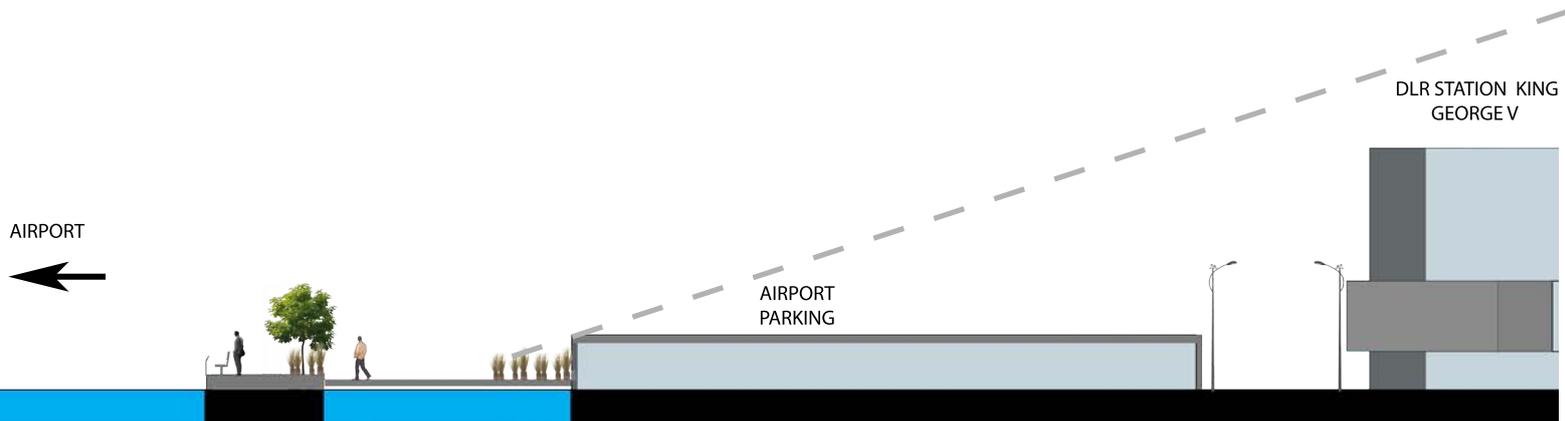


Figure 25. Section elevation of pedestrian road upgrading (north part)/ Source: produced by group

Figure 26.
Pedestrian road upgrading target area
Source: produced by group

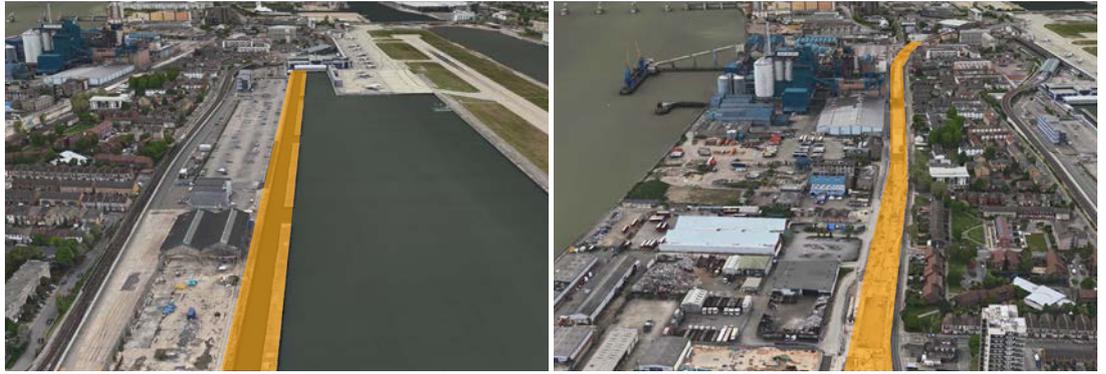


Figure 27.
Pedestrian road example
Source: sydneyoursay.com.au (left) and streets.mn (right)



Figure 28.
Sketch of pedestrian road
Source: produced by group

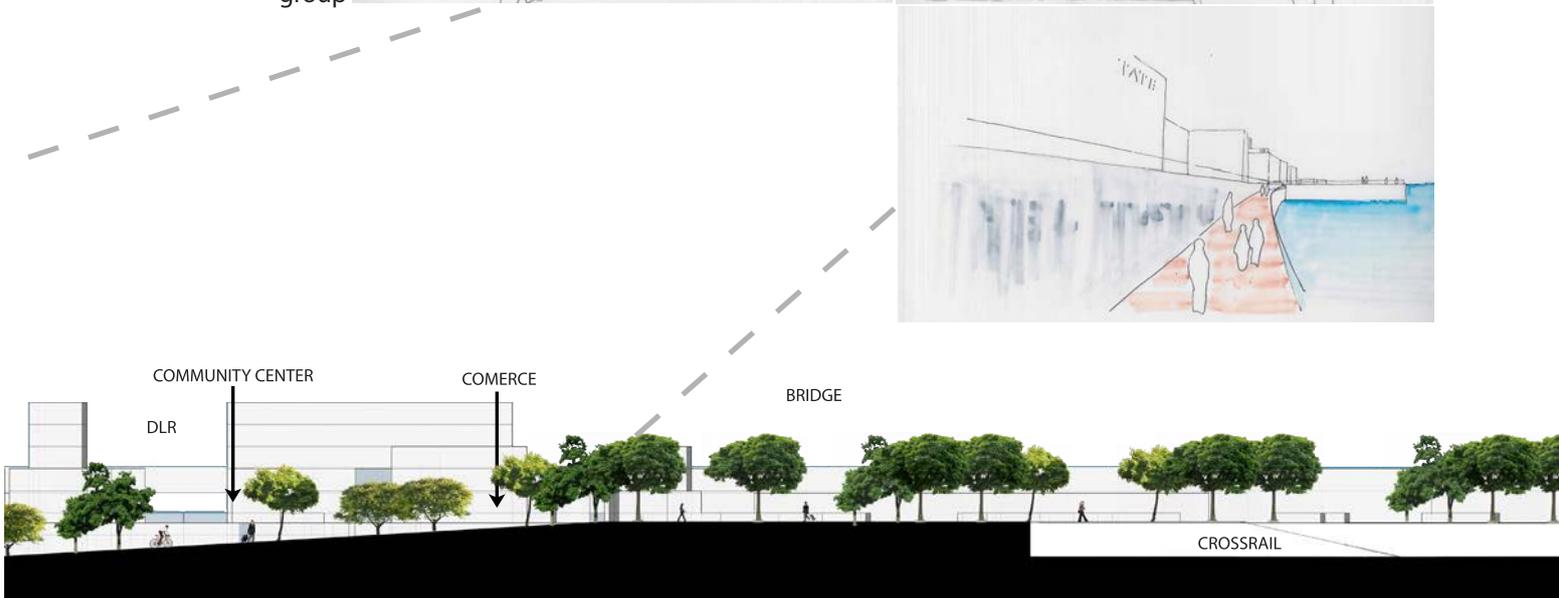
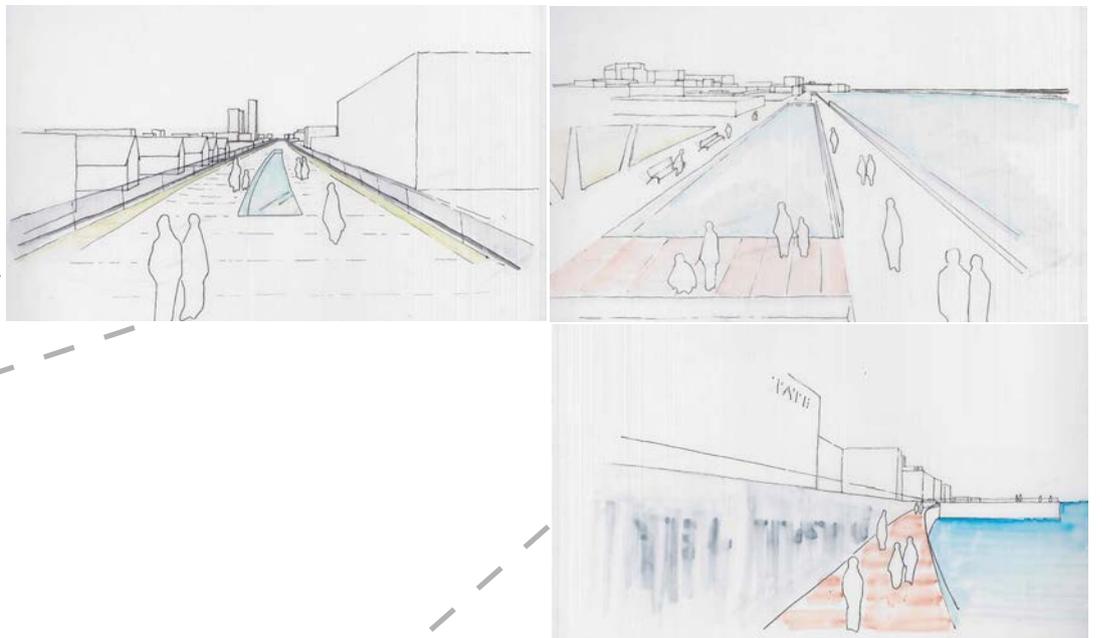


Figure 29. Section elevation of pedestrian road upgrading (south part)/ Source: produced by group

Strategy 5. Economic urban centre

The economic urban centre is a strategic intervention that creates a space for people from the community to engage in cultural and economic activities that will benefit them.

The isolation that the community perceives currently can be addressed by dismantling the physical and mental barriers that exist in the area transforming these barriers into opportunities that meet the residents' economic, cultural and social needs.

A multidimensional urban center has the capacity to cover the obstacles by establishing in one place different kind of economic activities. Community establishments will benefit from this space as it will serve as a hub for social interaction for the community and its surroundings.

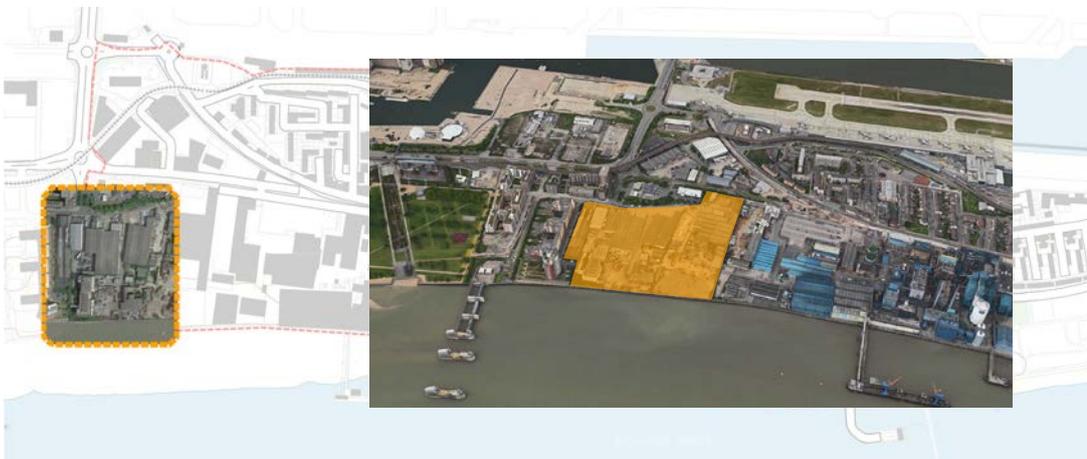


Figure 30.
Economic centre target area
Source: produced by group



Figure 31.
Economic centre example
Source: golocalworchester.com

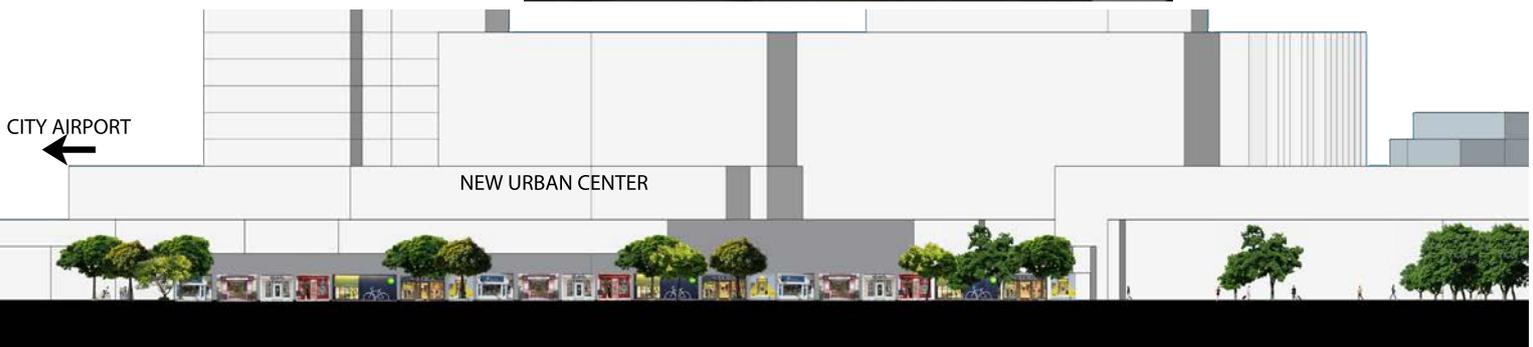


Figure 32. Section elevation of economic centre/ Source: produced by group

Strategy 6. Industrial tourism

Industrial heritage refers to the physical buildings and machines of a particular industry that are part of the identity and cultural heritage of a place. In the past, industries in North Woolwich provided economic opportunities for many people and helped strengthen London's economy. These industrial sites represent important a part of North Woolwich's history.

Our industrial heritage strategy proposes partnering with the Tate & Lyle sugar refinery because of its significance to North Woolwich, to London and the UK. Henry Tate & Sons opened the Thames refinery in Silvertown, London in 1878 where it remains today. Later on in 1921, Henry Tate & Sons and Abram Lyle & Sons merged creating the Tate & Lyle sugar refinery we know today. Currently, the Tate & Lyle sugar refinery is the largest cane sugar refinery in the UK with a long history of providing quality sugar products to the UK and global markets.

Proposed programming for the industrial heritage strategy is as follows:

A. Sugar Refinery Tour – The sugar refinery tour gives people the unique experience of the process of making raw sugar into refined sugar.

B. Gift Shop – People can find a variety of Tate & Lyle sugar products ranging from specialty brown sugar to stevia and syrups in the gift shop.

C. Educational Programming – People can learn about the history of sugar, where sugar comes from, the different types of sugar made and the different jobs in the sugar refinery through educational programming.

D. Sugar Sculpture Competition – This competition is a chance for people to test their skills in sugar craft.

The industrial heritage strategy aims to use existing infrastructure from the industries to create new spaces of engagement with these industries, to attract visitors, generate revenue and bring new life into the area.

Figure 33.
Industrial tourism target
area
Source: produced by
group



Figure 33.
Industrial tourism exam-
ple
Source: thehenryford.org
(both)



Strategy 7. Place branding

The place branding strategy is the process of image creation of a specific place to communicate its unique characteristics, values and visions of the future to the wider public. Essentially for place branding, brand promotion is place promotion.

Our place branding strategy aims to brand and communicate the unique elements of the North Woolwich area, such as the Brick Lane Music Hall, its open spaces and industrial heritage. These characteristics are what North Woolwich offers to London. Place branding is also a media and merchandising tool to attract visitors and investment to the area.

Most importantly place branding is a unification tool which helps to strengthen the sense of place among residents and visitors alike. Place branding aids in changing people's perception of North Woolwich from a transitory space to a destination place.

Stakeholder involvement is important for the success of this place branding strategy. At the core of place branding is communication, communication among stakeholders and communication to the wider public. All stakeholders, including but not limited to residents, potential investors, business owners, youth groups, elderly societies and workers of the area need to come together to reach an agreement of the current place identity of North Woolwich and its vision of the future. Ultimately, people shape a space and are part of the place brand.



Figure 35.
Branding example - Copenhagen
Source: www.underconsideration.com



Figure 36.
Branding example - Porto
Source: mir-s3-cdn-cf.behance.net



Figure 37.
Branding example - Melbourne
Source: payload.cargo-collective.com (upper)
and stocklogos.com (lower)

The **objectives of the place branding** strategy are as follows:

- Create a brand for all stakeholders to feel proud of
- To create promote the area locally and greater London
- Design a platform for strategic communication, messaging and conversation among actors
- To share stories, history, experiences and ideas among people in North Woolwich
- To facilitate the attraction and retention of different institutions in future projects

The place based strategy will contribute the image of the Newham borough and the general image of London.

IV. CONCLUSION

Through our urban analysis of Silvertown and North Woolwich, we aimed to present not only spatial design solutions but also present complimentary design interventions to meet the social, economic and environmental needs of the area. The strategies proposed here focus on existing potentials of the area to serve as catalysts for revitalization.

Our vision is a process grounded in revitalization to increase interactions, promote diversity and express identity. By increasing interactions between people has many benefits, for example, as people see each other more often they become more comfortable around each other and are more likely to exchange information and resources. Increase interactions will also help to mobilize people collectively which will serve as a powerful tool when negotiating with developers and government authorities. Promoting diversity will challenge inequalities and enrich the area, for example, diversity will give people more options to choose from and value what everyone brings to the area it can be their food, music, experiences and stories. As for identity, it fosters respect and recognition of people as individuals and in groups, saying "we are here." Self-expression of one's identity is empowering, liberating and celebratory.

Future development in Silvertown and North Woolwich should see a need and fill that need instead of creating spaces that work against this. Future developments need to consider and work with existing materials, typologies and resources to preserve the unique character of the area and prevent it from looking like any other homogenous place meanwhile reusing materials to reduce construction waste. Future development needs to work with actors in the project to generate a community benefits agreement for each development project to ensure that these partnerships and agreements are mutually beneficial. This can take various forms, for example if a future development is constructed in the area, percentage of the project construction and maintenance must ensure local hiring or skill development workshops for community members. Current development plans do not take into account the local population's needs and wants. The discourse around redevelopment needs to be reframed from the development vs. preservation towards a reuse/redevelopment and upgrading.

Silvertown and North Woolwich has inherited the industrial past and this past inevitably will influence the present but the present does not have to be limited to this narrative. Together with the people and by the people a vision of the future is created for how people want Silvertown and North Woolwich to be. This is what our critical design response aims to do, to re-envision, reconnect and revitalize Silvertown and North Woolwich creating new urban realities.

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LIST OF FIGURES

- Figure 1. A geometrical plan, and north elevation of His Majesty's Dockyard at Woolwich
/ Source: Dockland: an illustrated historical survey of life and work in east London
- Figure 2. Current Crossrail Construction overview and possible features for design response
/ Source: produced by group
- Figure 3. Section elevation of our study area/ Source: produced by group
- Figure 4. Building use map/ Source: Group A report
- Figure 5. Public space type map/ Source: Group C report
- Figure 6. Landmark map/ Source: Group B report
- Figure 7. Leftovers map/ Source: Group D report
- Figure 8. Cultural and economical symbols map/ Source: Group E report
- Figure 9. Space mobility map/ Source: produced by group
- Figure 11. Threshold map/ Source: Group D report and edited by group
- Figure 12. SWOT portion diagram/ Source: produced by group
- Figure 13. Diagram of potentialities and weaknesses/ Source: produced by group
- Figure 14. Principles, guidelines, strategies and scale flow-chart/ Source: produced by group
- Figure 15. Possible target areas/ Source: produced by group
- Figure 16. Crossrail wall as target area/ Source: produced by group
- Figure 17. Street Graffiti/ Source: Graffitilife.co.uk
- Figure 18. Section elevation of public wall gallery/ Source: produced by group
- Figure 19. First floor of street-facing building as target space/ Source: produced by group
- Figure 20. Sketch of store front/ Source: produced by group
- Figure 21. Footbridge target area/ Source: produced by group
- Figure 22. Footbridge example/ Source: spacing.ca
- Figure 23. Sketch of footbridge/ Source: produced by group
- Figure 24. Pedestrian road upgrading target area/ Source: produced by group
- Figure 25. Section elevation of pedestrian road upgrading (north part)/ Source: produced by group
- Figure 26. Pedestrian road upgrading target area (satellite) / Source: produced by group
- Figure 27. Pedestrian road example/ Source: sydneyoursay.com.au (left) and streets.mn (right)
- Figure 28. Sketch of pedestrian road/ Source: produced by group
- Figure 29. Section elevation of pedestrian road upgrading (south part)/ Source: produced by group
- Figure 30. Economic centre target area/ Source: produced by group
- Figure 31. Economic centre example/ Source: golocalworchester.com
- Figure 32. Section elevation of economic centre/ Source: produced by group
- Figure 33. Industrial tourism target area/ Source: produced by group
- Figure 34. Industrial tourism example/ Source: thehenryford.org (both)
- Figure 35. Branding example - Copenhagen/ Source: www.underconsideration.com
- Figure 36. Branding example - Porto/ Source: mir-s3-cdn-cf.behance.net
- Figure 37. Branding example – Melbourne/ Source: payload.cargocollective.com (upper) and (lower)