



Holistic Healing Through Urban Transformation

-Towards A Thriving North Woolwich

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Introduction

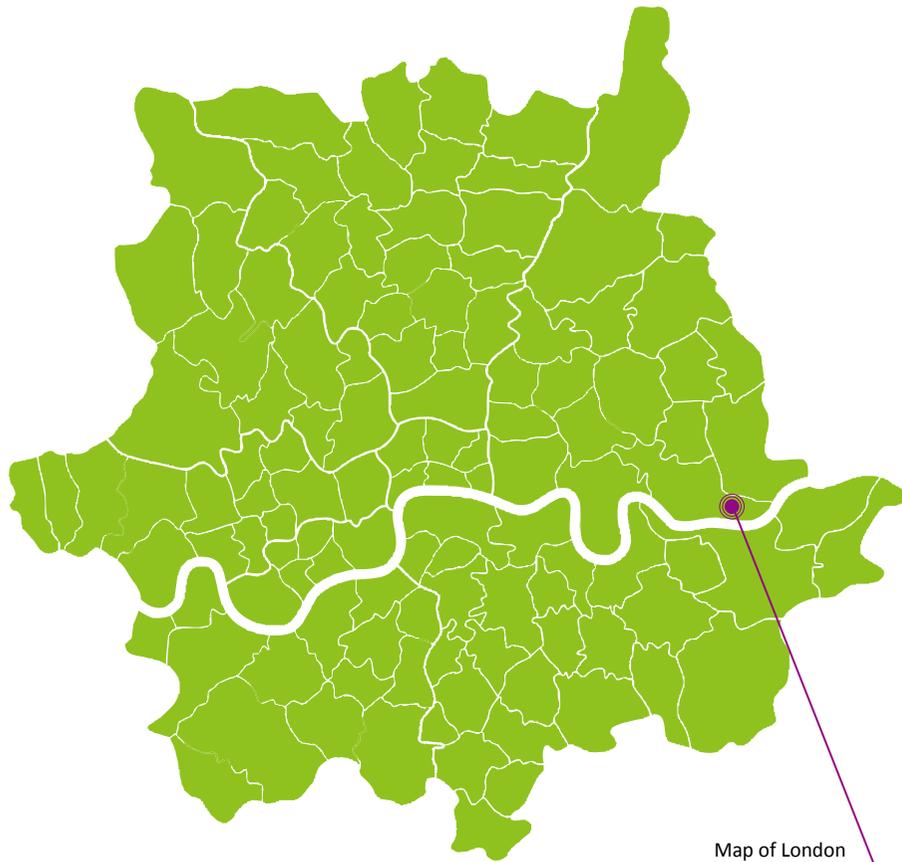
I Introduction

This design brief proposes an alternative to current investment-driven development proposals for North Woolwich. The scope of this proposal took into account the lenses of urban fabric and landmarks, economies and cultures, leftovers and thresholds, infrastructures and spaces of (im)mobility, and open and public spaces. The focus of this study was to gain a complete understanding of the space and the people who make the space. The interrelated and overlapping analyses were all considered in the assessment of the area to create a holistic crosscutting design proposal. The proposed people-focused implementation plan aims to address the present issues and create fruitful developments for North Woolwich and the greater city of London.

The brief begins with an analytical synthesis of the area, leading into a diagrammatic evaluation presenting potentialities and weaknesses of North Woolwich. This assessment then informed the vision for the future of North Woolwich put forth in this document. The vision of 'holistic healing' is a guiding force for the subsequent design principles and guidelines employed by the team in creating a development plan for the area. The plan spans across a short, medium, and long-term time frame, presenting detailed interventions according to identified themes of focus and different city scales.



Introduction



Map of London



Context and Urban Analysis

2 Diagnosing North Woolwich: a synthesis of the urban analysis

This investigation initially sought to develop a refined understanding across scales of North Woolwich through the lenses of landmarks, culture and identity, economic activity, mobility, leftovers and thresholds, and public spaces. Overlaying the analysis generated from these lenses, four intersecting themes emerged as mapped out in the adjacent diagram: spatial isolation, physical ruin, erosion of identity, and regeneration.

2.1 Spatial Isolation

The impermeability of the North Woolwich neighbourhood is a core finding from the analysis. Large blocks typical of the coarse grain, dominate the space, prohibiting movement and fluidity throughout the area. This impermeability is also reflected in the densely built residential environment and its fixed binaries of private/public spaces impacting mobility, disconnecting public green spaces from residential areas. There is a need to counter this spatial layout through 'place-making' and increased connectivity, and encouraging the mix of land use and activities (Jacobs cited in Talen and Ellis, 2002: 44).

Furthermore, recent infrastructural developments have contributed to the physical isolation within the area. The current location of the DLR at the northern edge of North Woolwich has changed orientation of the area away from the river and Victoria Park hence consolidating the station as the primary point of entry and leaving the waterfront spaces underused. This however, creates potential opportunities for interventions utilising the leftover spaces along the DLR and the waterfront. At the macro-scale, these infrastructure developments have opened up borders and forged new connections, however at the micro-scale, they constrict the area and create semi-permeable boundaries that limit mobility options.

2.2 Physical Ruin

The physical decline of landmarks, social, and commercial locations due to the economic downturn and lack of use contributes an eroding local culture and identity within NW. This phenomenon of closures and abandonment is leading to a significant number of leftover spaces, and furthers the erosion of town's historical personality, and civic pride. As residents lose the interest in engaging with the space, this cycle of physical ruination and abandonment will continue. Engaging with and rejuvenating the voids of North Woolwich has the potential to reverse their damaging trend.

2.3 Erosion of Identity

In addition to the impact of physical decline on the area's character, there is high resident turnover, resulting in the lack of collective, cohesive identity among the local population. Also, many claim they "do not feel like Londoners", indicating a need to reintegrate the neighbourhood into the wider London scale. Furthermore, the new typologies in North Woolwich, a vast change from the existing built environment, are altering the social tissue of the neighbourhood. The recent residential developments in the eastern and southern periphery, predominantly catered to the middle-class, are creating socio-spatial segregation between the new higher-income migrants and the existing residents. This perpetuates a self-other binary (Said, 1989) between the two groups.

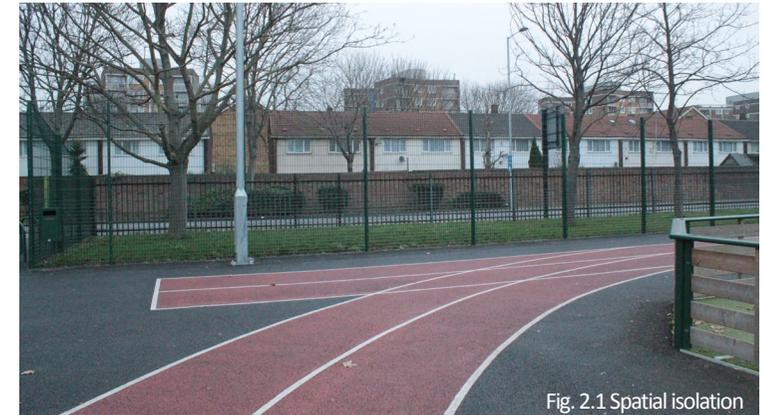


Fig. 2.1 Spatial isolation



Fig. 2.2 Physical ruin



Fig. 2.3 Erosion of identity

Context and Urban Analysis

2.4 Regeneration

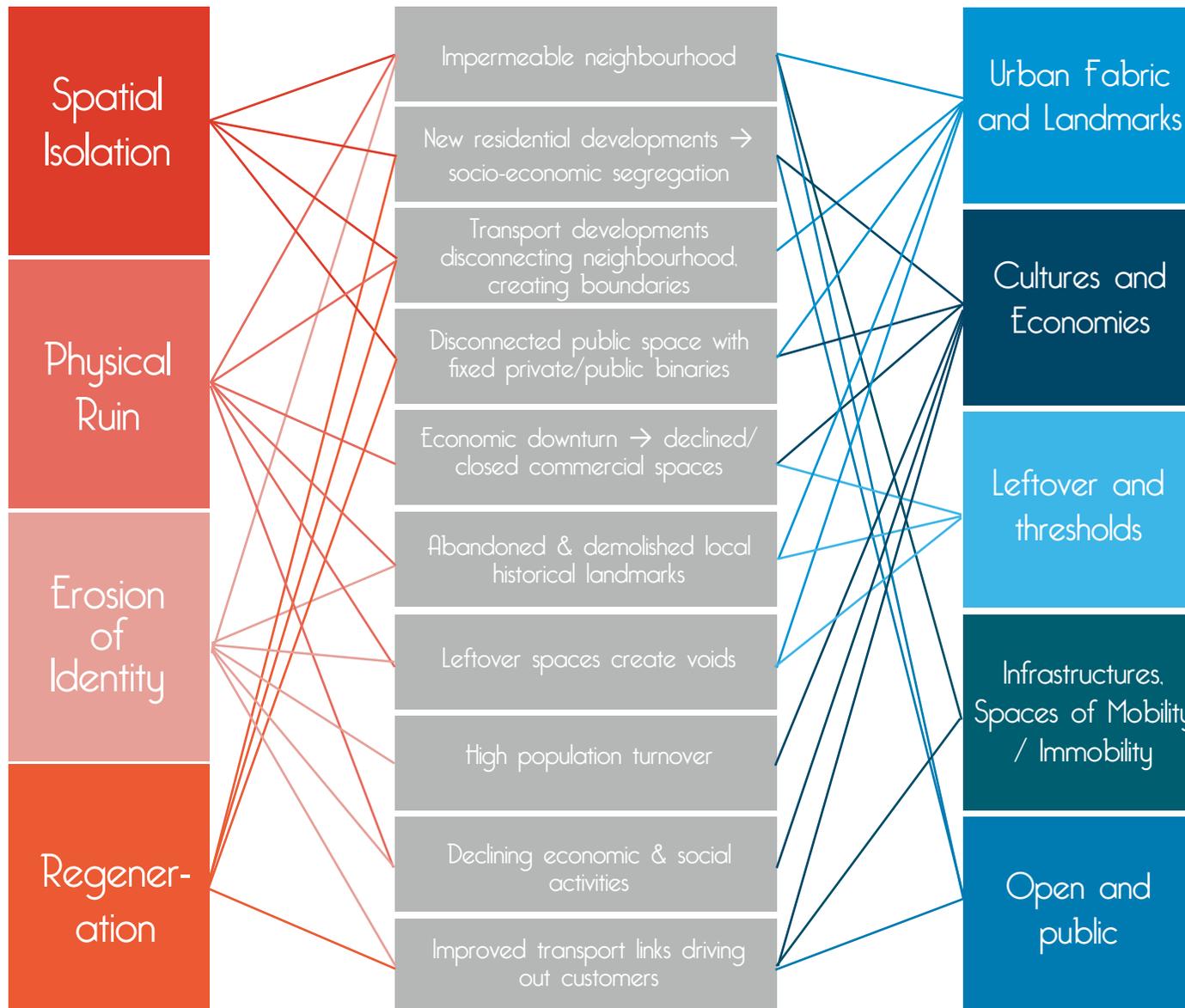


Fig. 2.4 Cross cutting synthesis diagram

Current and future transport developments (will) have opened up borders, creating connections to surrounding areas and central London. However, these advancements have obstructed the original sites of economic activity, driving out customers. The subsequent livelihood challenges within the area are contributing to the high turnover rate.

The proposed development of Boris Island 2, a floating docks village in Royal Victoria Docks, will increase the demand on the area leading to further regeneration drives. This may benefit the London economy as a whole, but may contribute little to the isolated area of North Woolwich. Furthermore, the probable increase in land speculators and new residents to the neighbourhood will likely lead to an increased cost of living for local residents. This analysis indicates that regeneration efforts need to have a two-way focus and prioritise local livelihoods through far-sighted interventions.



Fig. 2.5 Regeneration

Critical Identification of Potentialities and Weaknesses

3.1 Existing Assets and Strengths - 3.2 Weaknesses

Street Scale



- Rich historical heritage

North Woolwich Scale



- Availability of river access points
- Prime riverfront location
- University campus in the vicinity

Royal Docks and Newham Scale



- Heavy investment in transport infrastructure
- Olympic legacy and resulting 'buzz' around the area

City Scale



- Efficient connection to the city center through DLR



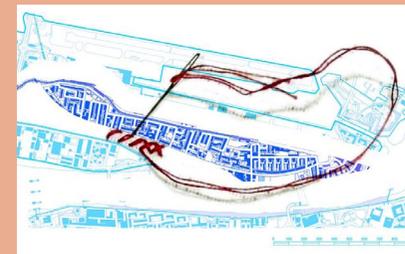
- Closing down of local businesses
- Coarse urban grain
- Chaotic pedestrian experience



- Erosion of collective identity
- Limited points of entry into the area
- Inadequate legibility for mobility within
- Streets dominated by vehicles
- Transitory population
- Lack of complementarity amongst the elements



- Presence of un-programmed spaces



- A cut off fragment of the city fabric

Fig. 3.1 Existing assets and strengths - Weaknesses

Critical Identification of Potentialities and Weaknesses

3.3 Opportunities - 3.4 Threats

Street Scale



- Abundant landmarks with historical value
- Hidden paths
- Green spaces
- Leftover spaces with potential for regenerative uses
- Underused river access points

North Woolwich Scale



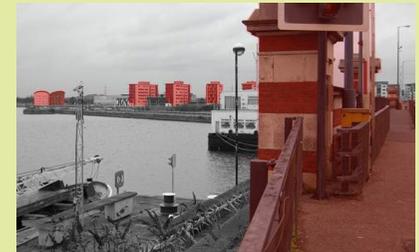
- Compactness of the site
- Diverse typology of the urban fabric (pre-war, post-war, industrial etc.)

Royal Docks and Newham Scale



- The area is included in Newham's overall 2020 regeneration plan
- Active student community in the vicinity

City Scale



- London is moving 'east'
- Connection to the city center by river means
- Location on the Jubilee Greenway



- Businesses continue to struggle economically



- Crossrail: further fragmentation and another barrier
- Gang violence and other crimes
- Deterioration of social fabric
- Continuous process of ruination of the urban fabric



- The impending proposal for the Docks floating village might divert Newham's funds



- Fading of the Olympic legacy
- Gentrification effects leading to displacement - London is moving 'east'

Fig. 3.2 Opportunities - Threats

4 Vision for North Woolwich:

Holistic Healing Through Urban Transformation: Towards A Thriving North Woolwich

This design brief's vision for North Woolwich is founded on a deep understanding of the region as a distinctive part of the city organism; its 'wounds' exposed and articulated through a comprehensive urban analysis followed by an exploration of its inherent and imagined potentialities. Catalytic, people-focused development, including the design and implementation of a multidimensional healing process – from the inside-out and outside-in – is needed. This process includes stitching the disconnections and scars of spatial isolation, physical ruin, and erosion of identity, while preventing future scars and dissections. This will be accomplished by strengthening the urban tissue, and creating spatial and social connectivity within the area.

North Woolwich is envisaged as a potential 'destination' overlaid on an incremental process of 'place-making'. The inside-out interventions within the region will illuminate focal points for expression of local identity and ownership. The stimulation of the local socio-spatial realm will propel

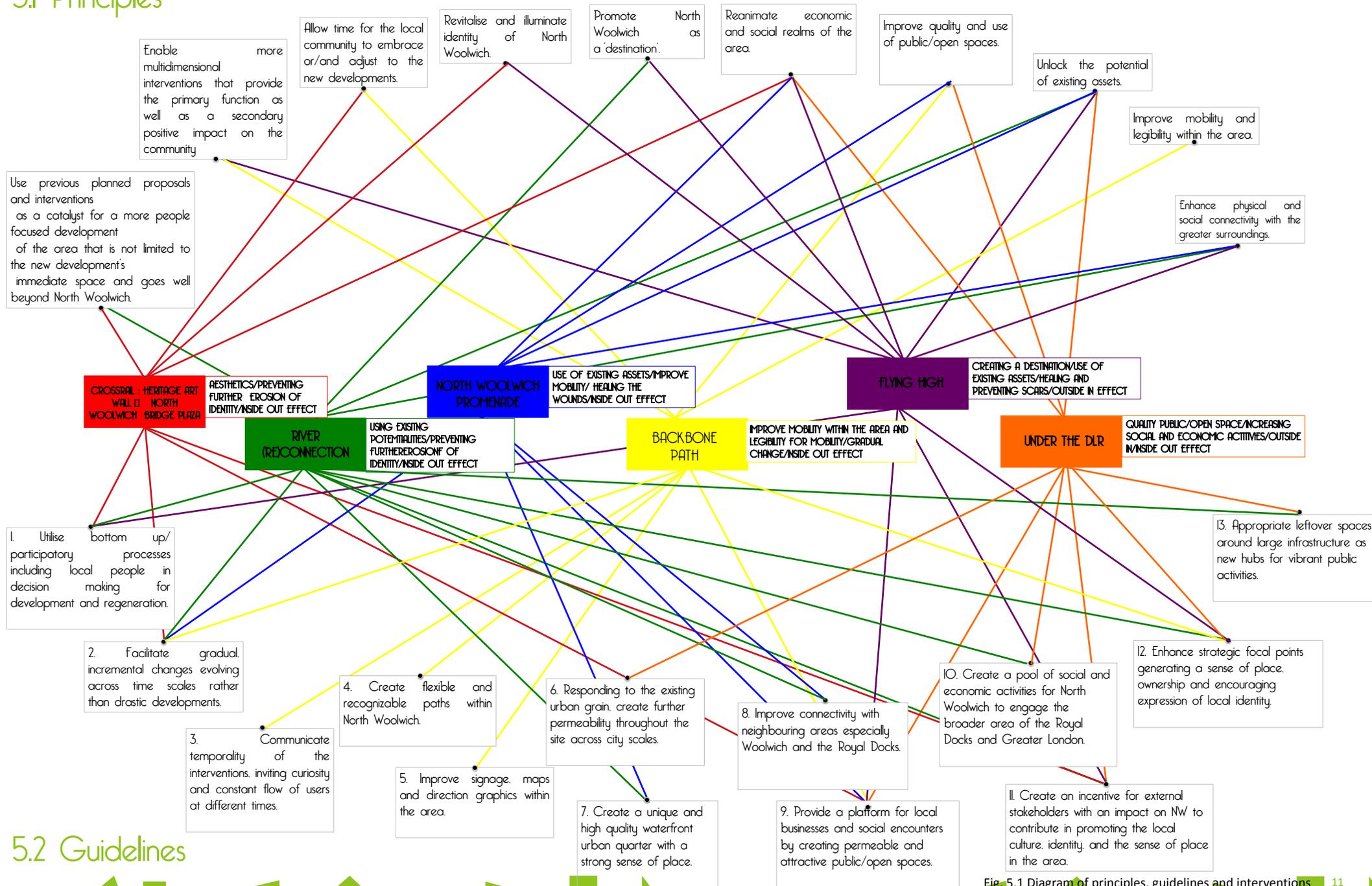
the momentum of North Woolwich's revival outwards to its surrounding regions. Simultaneously, the outside-in interventions at the periphery of North Woolwich will address external development forces, including the elements marking the neighbourhood's boundary. The river Thames, London City Airport, DLR and Crossrail sites can better interact with and stimulate North Woolwich's social and economic core.

In seeking responsive cohesion (Radford, 2010), there must be focus on each successive development's timely progression and response to preceding ones. This is critical to realizing the vision of healing North Woolwich from within and from outside. These two themes will interconnect over time promoting increased permeability and decreased spatial isolation, while activating the use of dead spaces throughout site. There is potential in these spaces to reinvigorate the social realm, tying into dynamic processes aimed at creating a new whole (Alexander, 1987).

The presented diagram outlines principles and guidelines and their relation with the proposed design responses. Each intervention is colour coded and provides a short description to indicate the nature and aims.

Principles and Guidelines

5.1 Principles



5.2 Guidelines

Fig. 5.1 Diagram of principles, guidelines and interventions

Intervention Sites and Design Response

6 Introduction to Interventions

Having identified the potentialities and weaknesses of North Woolwich, the strategies described in the following section will build on the strengths and assets while mitigating the threats. Linking back to the themes identified in the analysis, these interventions will address the spatial isolation, physical ruin, erosion of identity, and regeneration prevalent in the area. This will be achieved through a unique approach of healing from the inside-out and the outside-in, while developing an underlying backbone connecting the two interstices of the site.



Fig. 6.1 Short term map

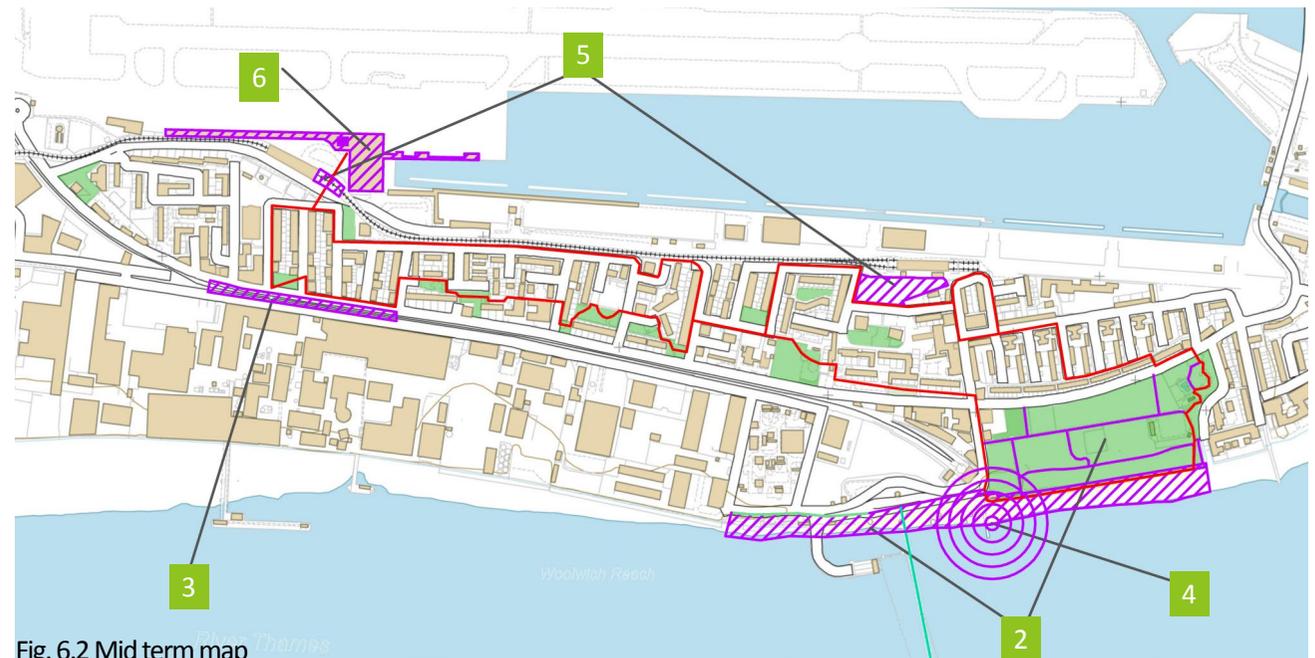


Fig. 6.2 Mid term map

- 1 Creation of flow in NW: Backbone Path
 - 2 North Woolwich Promenade & Royal Victoria Gardens
 - 3 Intervening the Crossrail development
 - 4 North Woolwich Water Activities
 - 5 Under the DLR
 - 6 Flying High
-
-  Short Term
 -  Mid Term
 -  Long Term

Intervention Sites and Design Response

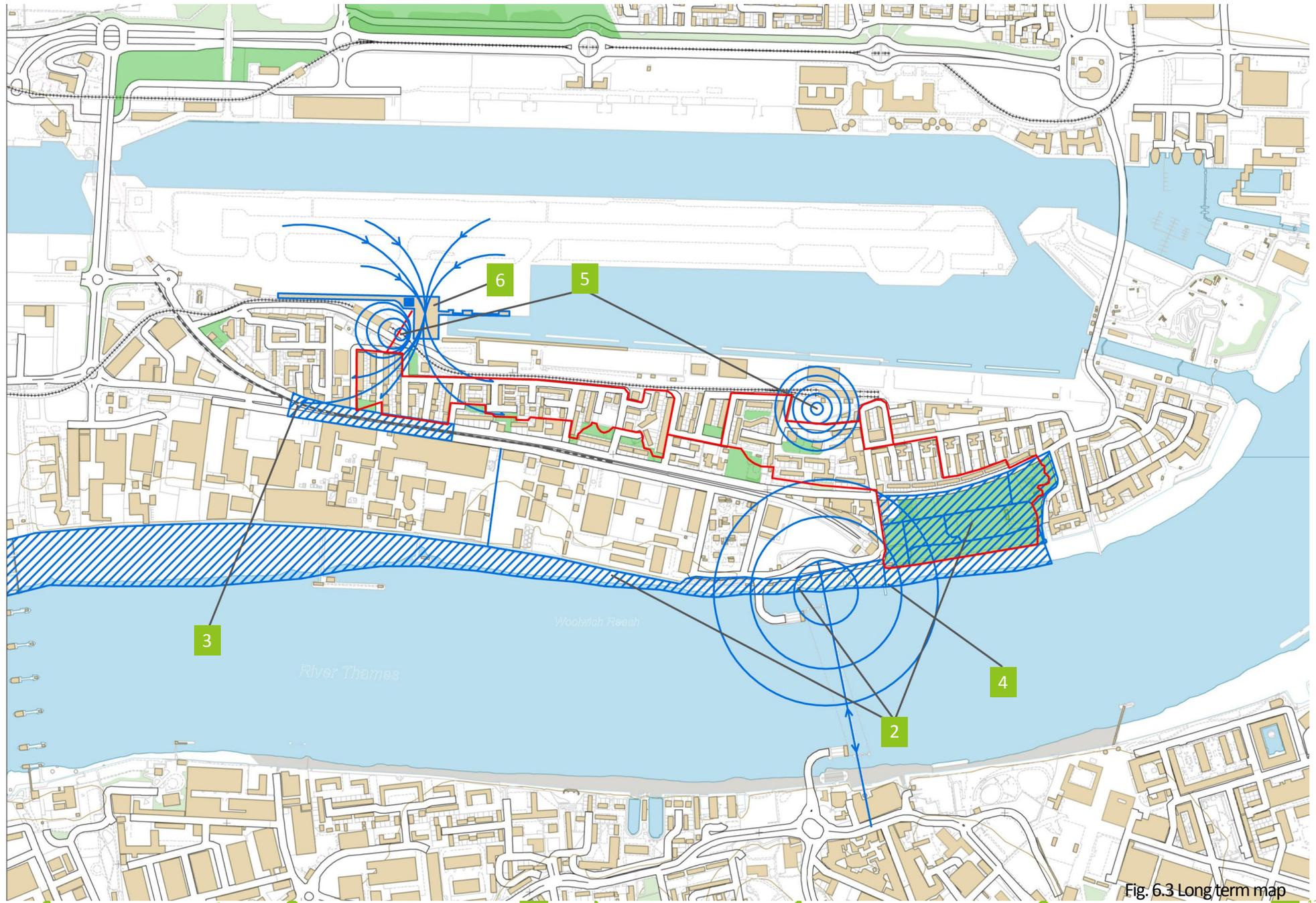


Fig. 6.3 Long term map

Intervention Sites and Design Response

6.1 Creation of flow in NW: Backbone Path

Having identified the potentialities and weaknesses of North Through the creation of a marked route and improved signage, this intervention aims to manage the characteristics of the grain in NW, and legitimise the presence of pedestrians in all corners. The path is made attractive with simple, interactive art installations highlighting the existing potentialities – like the waterfront, heritage buildings, commercial squares and hidden paths – without imposing something drastic. By drawing people out of the houses and the airport, a process of place-making is sparked and lays a foundation for further regeneration and investment interest.

The route travels through the sites of several mid and long term interventions proposed in the following sections, creating a fluent transition to beneficial regeneration and addressing current spaces of ruination. The path will be expanded to strategic sites overcoming the spatial isolation through the improved links to the rest of London, and therefore becoming the backbone of NW. The visuals present examples of installations, some of which are described in the following interventions.

The new plan to build a floating docks village in the Royal Docks and the eastern trajectory of London development can be used to draw attention to NW and highlight opportunities of investment. But the initial development of NW needs to happen from the inside and the first step is to bring people into the streets. The artworks which will stimulate this process can be created by artists chosen by the community through a competition, which would also attract media focus on NW.

When the art installations are mounted a walking tour is launched through the local Newspaper, the event is facilitated by the community centre and includes the artists, Newham Council representatives, local residents and press. This gathering is strategically planned for inducing communication about further development of area and making it possible for the council and potential investors (through press) to hear peoples visions, ideas and frustrations. The hope is that this will encourage the transitory population of NW to take ownership and create a desire to stay.

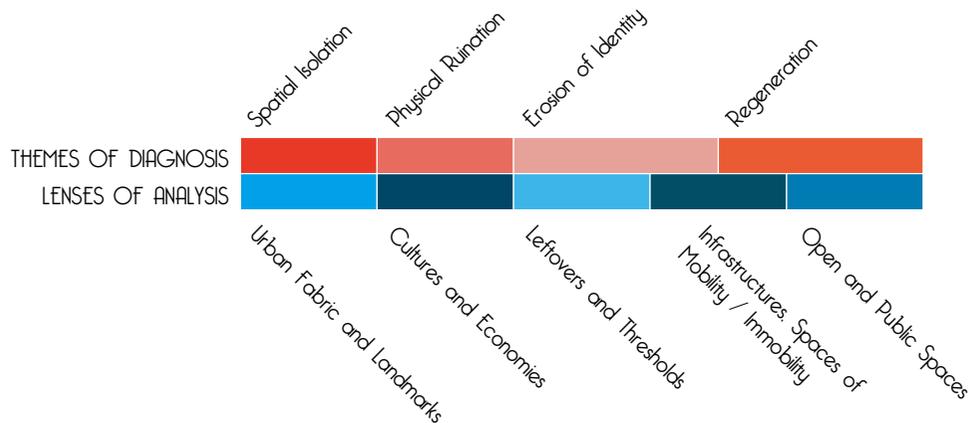


Fig. 6.4 Themes of diagnosis – lenses of analysis bar (Backbone Path)



1. Marked route through North Woolwich

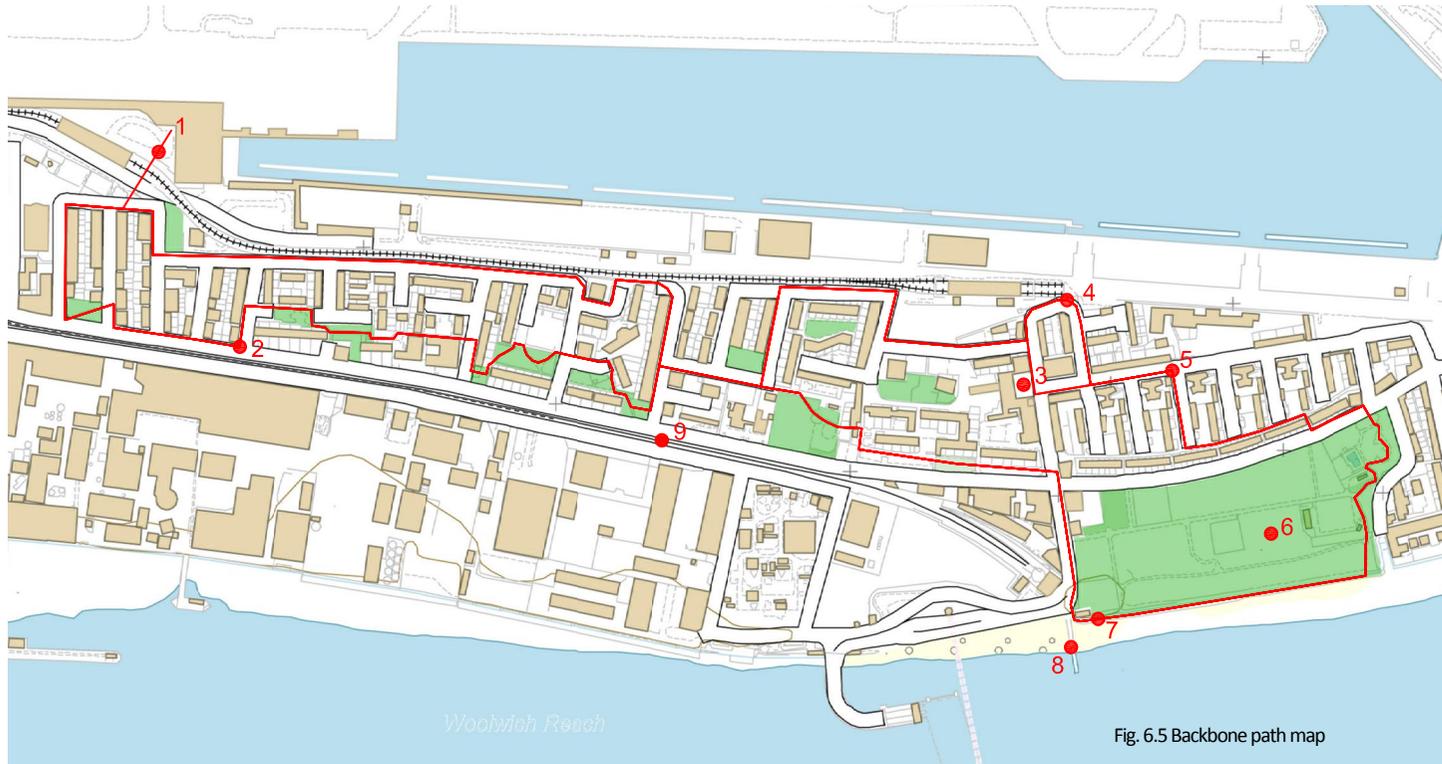


2. "Play Me" Street Piano



3. Interactive Fountain

Intervention Sites and Design Response



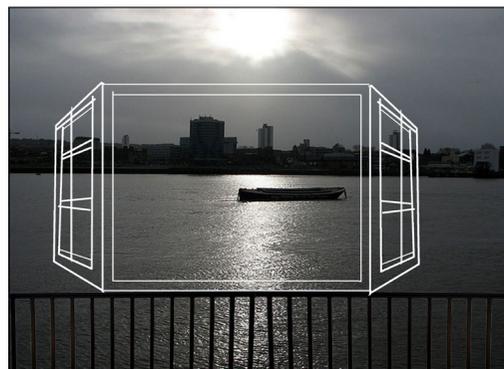
4. Binoculars for Plane Spotting



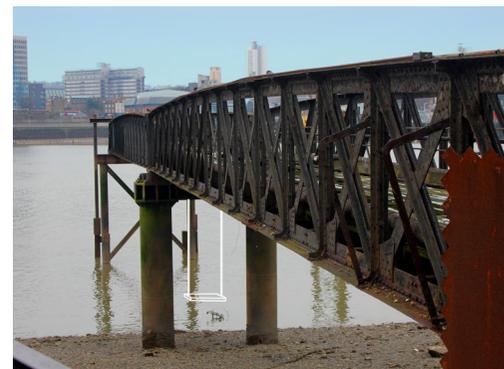
5. Street Suggestion Board



6. Stationary Pingpong Table



7. Framing the Existing View



8. Urban Swing



9. Branding North Woolwich

Fig. 6.6 Images for path intervention (1-9)

Intervention Sites and Design Response

6.2 North Woolwich Promenade & Royal Victoria Gardens

This historical local landmark lost widespread appeal as the area diminished in importance. By making this public space more inviting, the interventions will encourage further use by the community and the city. The aim is to create physical connectivity within the space and social connectivity among local residents. A more socially interactive and dynamic public space will also attract new visitors, residents, and encourage locals to stay within the neighbourhood. The physical intervention can spread incrementally connecting to adjacent towns and parks opening up the waterfront, and lead to increased social appeal. This will create a bridge across the city scales with a true destination in southern Newham for Londoners.

Short Term

This phase will begin reconnecting the park with the river walkway, and re-engage the community through spatial and social interventions. The aim is to encourage and revive activity in the entire vicinity collectively, and attract all the residents from North Woolwich including the periphery to interact in this central location, and therefore with each other.

- Additional central ramp/stairs park-water walkway access.
- More benches, and porch swings in the park and facing the river.
- Park barbeque space with picnic tables.
- Connector path's interactive installations along walkway.
- Designated running path through the area.
- Community activities, like seasonal fairs using sponsors and school "sports" days to promote existing multi-use sports facilities and providing an opportunity to see the new changes.
- Lobby for relocation of North Woolwich Ferry.

Mid Term

Work can begin on extending the river walkway into a promenade.

- Expanded walkway to accommodate cycling path.
- Paved access (wide-stairs and ramps) the length of the park.
- Lower Pier Road river wall and replace concrete with metal bar fencing for viewing access.
- Promotion of promenade and park facilities: local advertising campaigns and new resident packs to attract more and new engagement with the area.
- Continuation of previous social activities.

Long Term

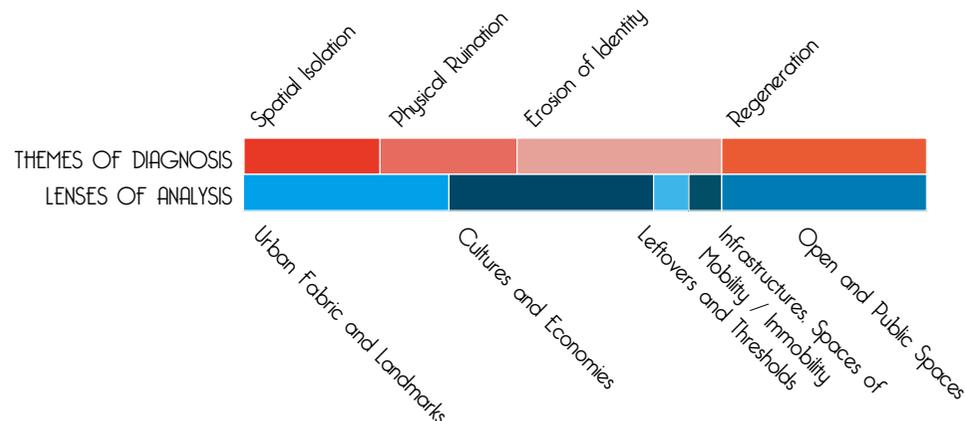
The resulting decline in traffic to the area will allow for an expanded multi-use river promenade potentially extending down the length of the Thames. This could open a new connection for North Woolwich within the borough and city, and along with the NW Bridge Plaza creating a highly attractive location for investment and social use from the city-scale.

- Extend pier staircase to the promenade
- Cobblestone mixed use public space connecting the park and walkway with the foot tunnel
- Factory Wall Art from the river side
- New space for waterfront commercial investment using a mixture of red brick typologies to maintain the cultural and historical identity of NW
- Connect promenade with NW Bridge Plaza with path leading through the factory zone.
- Extend NW Promenade to connect with the Thames Barrier Park.

Actors

- Transport for London: Utilise connection with Jubilee Greenway to encourage further investment along the park/promenade to the foot tunnel including development of cycling/footpaths, and contribution to walkway expansion.
- Newham Council: Responsible for Royal Victoria Gardens, and development of the area. Should invest in North Woolwich incrementally in conjunction with other actors.
- CSR departments of major companies can be recruited to invest in the area, e.g. Siemens.
- Property Developers: Require building contributions to the park and promenade, and advertisement of the new developments. The increased desirability of the area will attract buyers.
- Commercial Investors: In the mid/long-term encourage commercial investors to create new spaces/uses along the waterfront.
- City of London: Lobby Boris Johnson to invest in NW to increase appeal of the Royal Docks region.
- Media Publications (Time Out, Short List etc.): to promote new developments of the area

Fig. 6.7 Themes of diagnosis – lenses of analysis bar (North Woolwich Promenade and Royal Victoria Gardens)



Intervention Sites and Design Response



Fig. 6.8 Short term image



Fig. 6.9 Short term image



Fig. 6.10 Mid-Long term illustration (with map)



Fig. 6.11 Mid term image



Intervention Sites and Design Response

6.3 Intervening the Crossrail development

Inspired by the work of Bread Collective on revitalising Hackney Wick through a creative project, “Walls Have Ears”, this intervention proposes to similarly brighten up an unloved and bleak space of Albert Road that has recently been dissected by a temporary wall due to the Crossrail construction with street art. By painting a mural themed around the industrial past of North Woolwich, this intervention aims to expose the neighbourhood’s industrial history, which is a crucial characteristic in shaping its current community and urban landscape.

Aims

- Previously identified strengths of North Woolwich include its rich historical heritage, investment in transport infrastructure, and the Olympics’ Legacy “buzz”.
- The Heritage Art Wall thus seeks to use these strengths to minimise potential threats to deterioration of social fabric or further fragmentation caused by the Crossrail development to address the area’s lack of sense of place.

Short and Mid Term:

Community and Heritage Art Wall

- Initial intervention will encourage a strong inclusive participatory engagement of the local community, using Crossrail’s temporary construction wall as a space for self-expression and facilitate a sense of ownership.
- This will last five years before the permanent Heritage Art Wall is built. In the case of success, the appropriation of the latter should be negotiated with the Council and other relevant stakeholders.

Long Term:

North Woolwich Bridge Plaza

The Crossrail development has been identified as a threat, where permeable boundaries act as physical barriers disconnecting the neighbourhood from the waterfront and industrial area. This intervention thus aims to strengthen the urban tissue by building a raised ‘Bridge Plaza’ over the completed Crossrail site as inspired by the “High Line” in New York. This bridge will reconnect the neighbourhood to the waterfront and the neglected landmark of Tate Lyle, with both stairs and ramps so it is accessible to all.

- The Plaza proposes to provide multi-use activities that directly benefit the community, including a locally run and owned café, a community garden, public resting areas, as well as interactive installations such as street pianos, as inspired by Luke Jeram’s “Play Me, I’m Yours”.
- These community focused interventions aim to provoke people into engaging, activating and claiming ownership of the urban landscape by providing these interactive resources for self-expression.
- This intervention would stitch and repair the previously identified threats of spatial isolation, negative impacts of regeneration, and erosion of identity.

Actors

Transport for London and Department for Transport

Negotiating with Crossrail around their CSR policy, request for subsidies and the provision of expertise (e.g. engineers, architects, builders) for the development implementation.

The Royal Docks Trust

Grants, up to £1500 are available for community grants programme all the year round and are administered by Newham Council who provide a quarter of the cost of the grants each year. This intervention can seek the Trust for an endowment to ensure that local communities contribute to and benefit from the ongoing regeneration (www.royaldockstrust.org.uk).

Education establishments

Art/visual design students from the University of East London could take part in a competition for the best mural concept for the Heritage Art Wall.

Drew Primary School could facilitate a public exhibition and talks on industrial heritage of the Royal Docks and North Woolwich to re-establish the local historical identity.

Community centre could facilitate workshops for locals to exchange ideas and take part in the mural production. Together with the learning center of North Woolwich, the community centre can later provide skills-development opportunities for local people, especially those unemployed and underskilled, to get involved alongside external actors and help with the construct of the bridge. These interventions aim to implant the sense of ownership and to raise the aspirations and achievements of the local community.

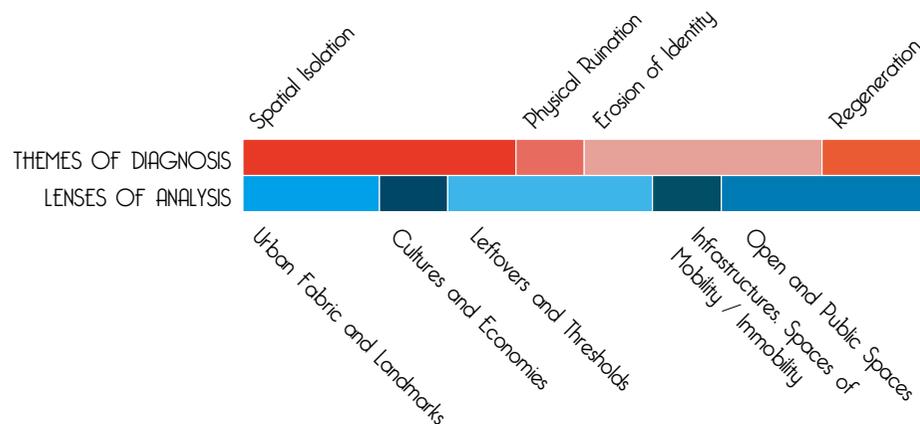


Fig. 6.12 Themes of diagnosis – lenses of analysis bar (Intervening the Crossrail development)

Intervention Sites and Design Response



Fig. 6.14 Short term Community and Heritage Art Wall illustration (with map)

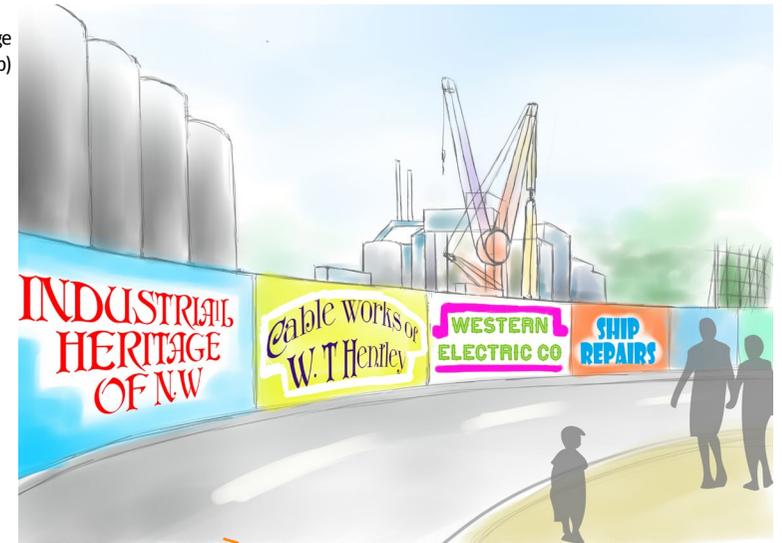
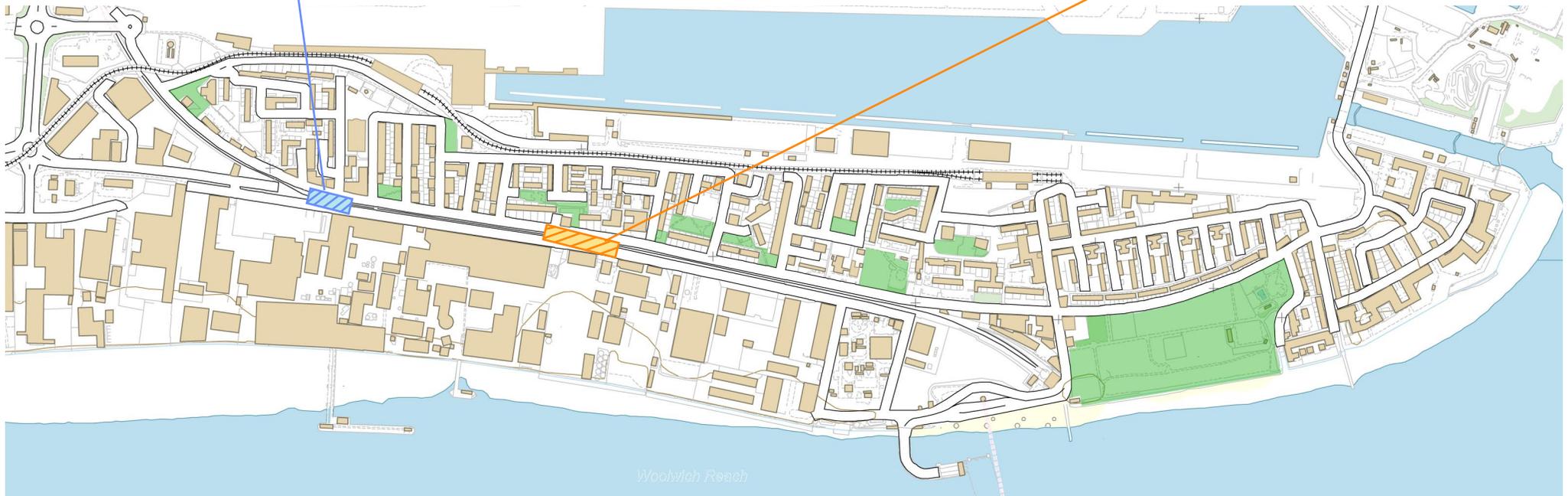


Fig. 6.13 Long term NW Bridge Plaza illustration (with map)



Woolwich Reach

Intervention Sites and Design Response

6.4 Water (Re)Connections

The River Thames has been identified as a sorely underutilised peripheral element in North Woolwich. Access to the water is currently highly restricted in physical terms, which has led to a more deeply embedded sense of separation from the adjacent ‘water’ asset. Two key waterside nodal areas have been identified for their potential to harbour transformation for social and economic purposes over multiple time frames acting at both community and London-wide scales.

Aims

- Facilitation of water-based activities and events to reconnect the community with the river asset.
- Provide access to the river for the local and wider community to enjoy healthy outdoor recreation.
- Create spaces for social and economic activity through the provision of quality public spaces.
- Rebalance the isolated public ‘assets’ lying along the southern edge of North Woolwich.

Short Term:

‘Short-term river’ is a community-led project which looks to make both River Thames and King George V dock more readily accessible to the North Woolwich community.

- Seeks to seed potential for small scale water-based leisure initiatives through community engagement processes facilitated initially by the local authority.
- Engagement could then lead to the formation of the “North Woolwich Community Association” (NWCA) to facilitate water-based accessibility programmes, providing benefits for people related to the waterside, such as access to rivers for recreation opportunities including angling and boating.

Mid Term

This intervention utilises the restored North Woolwich Pier as an infrastructural element in driving regeneration of the waterside and the adjacent Water Promenade and Royal Victoria Gardens to enhance the waterfront as a ‘destination’.

- Facilitate and enhance the quality of public spaces along these areas, to serve community needs, (e.g. secure storage of water-leisure related resources) combined with facilities which encourage social interaction (e.g. kiosk, ice cream hut).
- Introduce the ‘Little Woolwich Boat’ which acts as an identity marker for the locality. This would draw people from North Woolwich and surrounding areas to engage with the water-based activities and enjoy the revitalised riverfront and adjacent park.

Long Term

Relocate the existing Woolwich Ferry service to Gallions Reach (Newham 2027 Core Strategy) to facilitate the uses associated with the previously identified ‘river asset’ in short and mid-terms.

- Heals the wounds caused by loss of the North Woolwich railway destination node and development of the DLR along the north of North Woolwich.
- Provides anchors for a protected tidal area for community-led water-based activities (e.g. windsurfing, canoeing, sailing, etc.) suitable for educational and recreational use.

Actors

Short-term: Sport England

Funding to deliver the specific objectives determined by NWCA, through Sport England Small Fund which is open to community organisations, local authorities, and schools.

Mid-term: NWCA

Developing networks with local community organisations to broaden agenda for water access within Royal Docks and Newham region, in collaboration with the Thames Rivers Trust, an independent charity dedicated to improving the river for social and environmental benefits.

Long-term:

Develop links with Local Education Authority and Woolwich Leisure Centre.

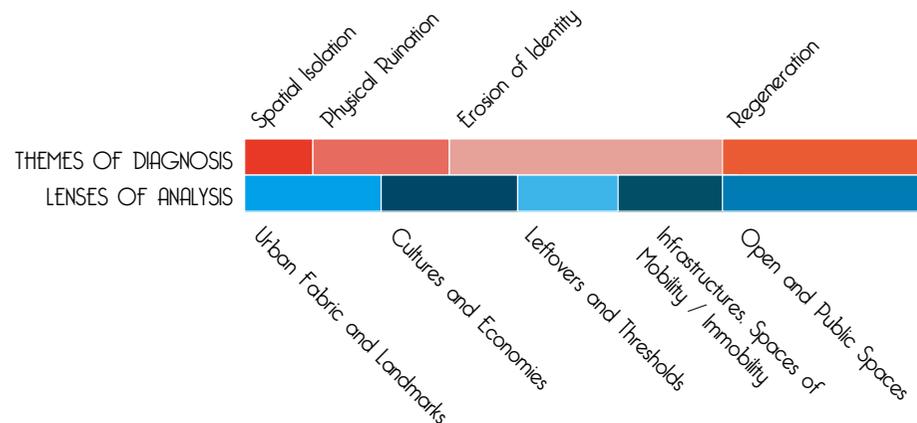


Fig. 6.15 Themes of diagnosis – lenses of analysis bar (Water (Re)connections)

Intervention Sites and Design Response

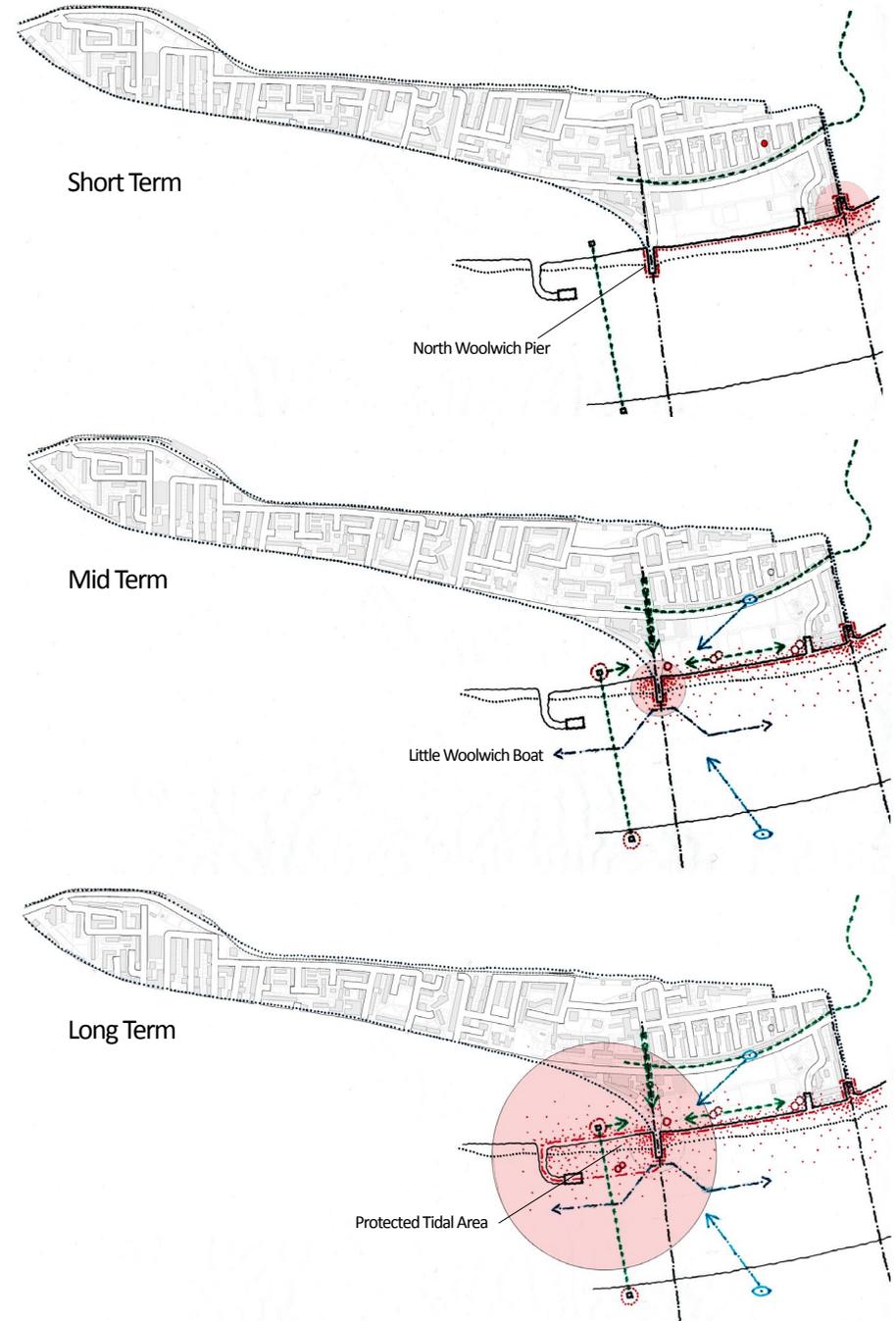


Fig. 6.16 Images for Water (Re)connection (with maps)

Intervention Sites and Design Response

6.5 Under the DLR

Mobility infrastructures in NW, especially the DLR, have been instrumental in providing connectivity with the city-wide scale. Concurrently they are ‘periphery’ elements framing the ‘enclave’. Leftover and residual spaces around these relatively immobile structures, present a unique opportunity: the potential to carry different meanings and serve social and economic purposes. Two sites identified around the DLR, under the raised tracks to the left of London City Airport and the empty yard next to King George V station, can be appropriated into shared public spaces. Initial highly localised ‘community events’ focused around trading goods and services will be organised, gradually snowballing through a participatory, community driven expansion process into a ‘street market’.

“The urgent task is not to design places that are better integrated to the contemporary city, but precisely to discover, invent and invite to its voids” - Francesco Sebregondi (2012)

Aims

- Shared public space to foster integration between people from different backgrounds through social and economic activities.
- Trading platform and stalls with various multicultural goods for an under-retailed community.
- Affordable vending spaces for local entrepreneurs.

Short Term

- The revived community centres and associated volunteers initiate day-long events such as free-cycling events, community bake-sale, festival stalls etc. to attract people to the new space and establish its identity as a ‘shared place’.
- Initiate formation of a NW Association of Local Entrepreneurs (NWALE).
- Add ‘North Woolwich’ signage at the DLR stations.

Mid Term

- Low cost vending stalls of a temporary or semi-permanent nature set up at the identified sites.
- The Borough to work in partnership with NWALE to manage renting stalls.
- Developing entrepreneurship skills through workshops, training programmes and ‘field visits’ amongst NW’s small traders -with the UEL playing an important role in facilitating these.

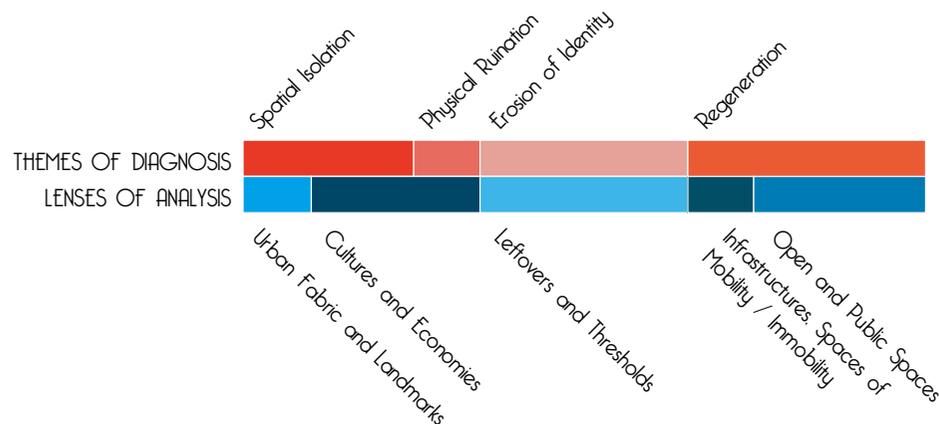
Long Term

- Possibility of establishing a full-fledged street market can be explored, with NW’s Under the DLR Community Bazaar potentially attracting visitors from across the City. These bustling street markets situated under raised metro lines are inspired by London’s Borough Market and Marche De Grenelle in Paris.
- Market would provide a ‘seamless’ public space with multiple points of entry, gradually realising its various functions as an attraction, a stimulator of the local economy as well as a focal point for social interaction.

Actors

- Newham Council: initial negotiations to make the space available for community events, management of stall renting operations in the medium term, responsible for forging partnerships
- DLR and Serco Docklands: involved in above negotiations
- Community Centres- organise events in the short term, incubate NWALE
- North Woolwich Association of Local Entrepreneurs (NWALE)- key drivers of the intervention in all stages
- University of East London: facilitation of Entrepreneurship and skill training programmes
- Economic Development, Culture, Sport and Tourism Committee- technical support and expertise from the ‘London’s Street Markets’ study research team.
- Greater London Authority: put the market on the map and promote it as a tourist destination

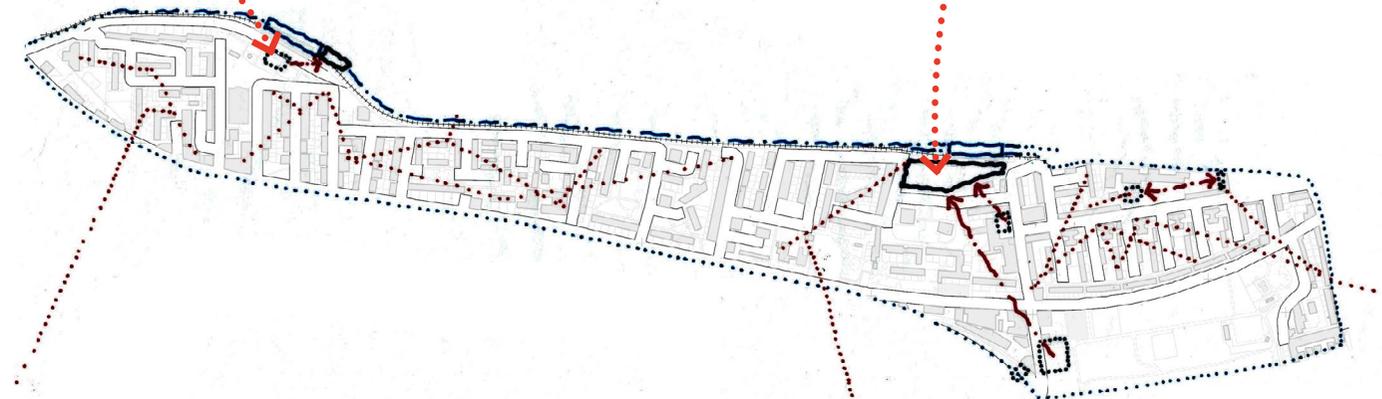
Fig. 6.17 Themes of diagnosis – lenses of analysis bar (Under the DLR)



Intervention Sites and Design Response



Short Term - Community Events



Marche de Grenelle in Paris- Under the Metro



Long Term - Steet Market



Mid Term - Semi Permanent Vendor Stalls

Fig. 6.18 Illustrations for Under the DLR (with map)

Intervention Sites and Design Response

6.6 Flying High

Having an international airport on its surrounds is a unique feature of NW. The London City Airport (LCY) is a major player in the area and has the potential to be a driver of development. Although LCY has expressed a commitment to develop relationships with local stakeholders, the NW community residing in the Airport's immediate vicinity has no specific focus in its CSR policies.

LCY is committed to being a good corporate citizen, dedicated to its environment, community and people" (Community Relations Strategy, 2010)

Aims

- Promote NW as a 'destination'
- Creating economic opportunities and revenues for NW residents
- LCY to compensate residents by funding and/or marketing local initiatives

Short Term

- LCY currently spends £250,000.00 per year on different community led initiatives across the Royal Docklands and the Borough of Newham. Part of this funding stream could be directed in the towards other proposed interventions in NW.
- LCY can become an advertising platform to market NW attractions such as the community art projects and Under the DLR events which will take place in the immediate vicinity of the airport.
- Consultations to engage with existing community associations as well as NWCA and NWALE on identifying employment needs at LCY.

Medium Term

- Creation of a Workplace centre for providing training towards employment at LCY located at the abandoned building of Tate Institute, capitalizing on its aesthetic and social value and using this as an opportunity to revitalize the

landmark.

- The NW Workplace would attract local and neighbouring residents to the area encouraging social interaction and local commercial activity in its surroundings, adjacent to the future NW Bridge Plaza.

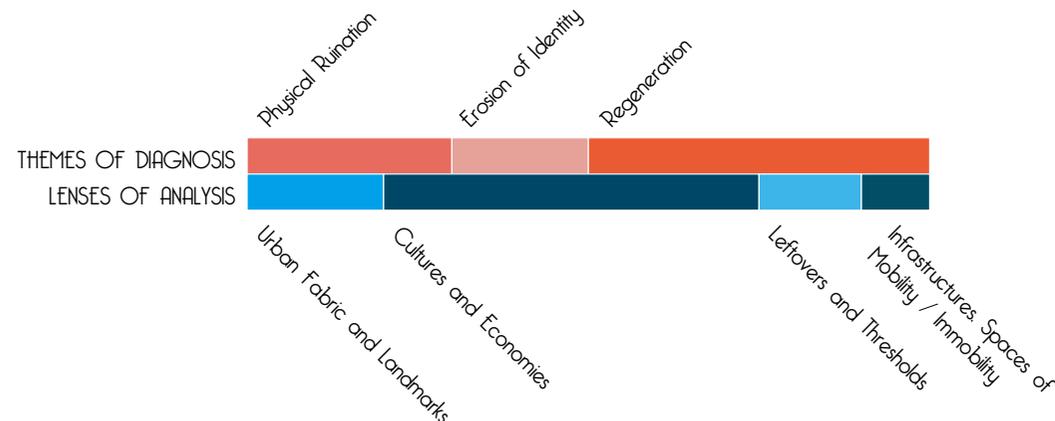
Long Term

- Establishment of a tourist kiosk advertising NW as a destination
- Allotment of stall space inside the airport for local businesses

Actors

- LCY: directing part of its funding stream for local initiatives to the proposed interventions in short, medium and long terms.
- Borough of Newham: expansion of its network of Workplace centres (Stratford, Canning Town and East Ham) to NW
- Community organizations: partnership with in the Borough to the establishment of NW Workplace centre.
- NWALE: lobby for LCY to allot spaces for local businesses in the long term

Fig. 6.19 Themes of diagnosis – lenses of analysis bar (Flying High)



Intervention Sites and Design Response



WORKPLACE CENTER



KIOSK

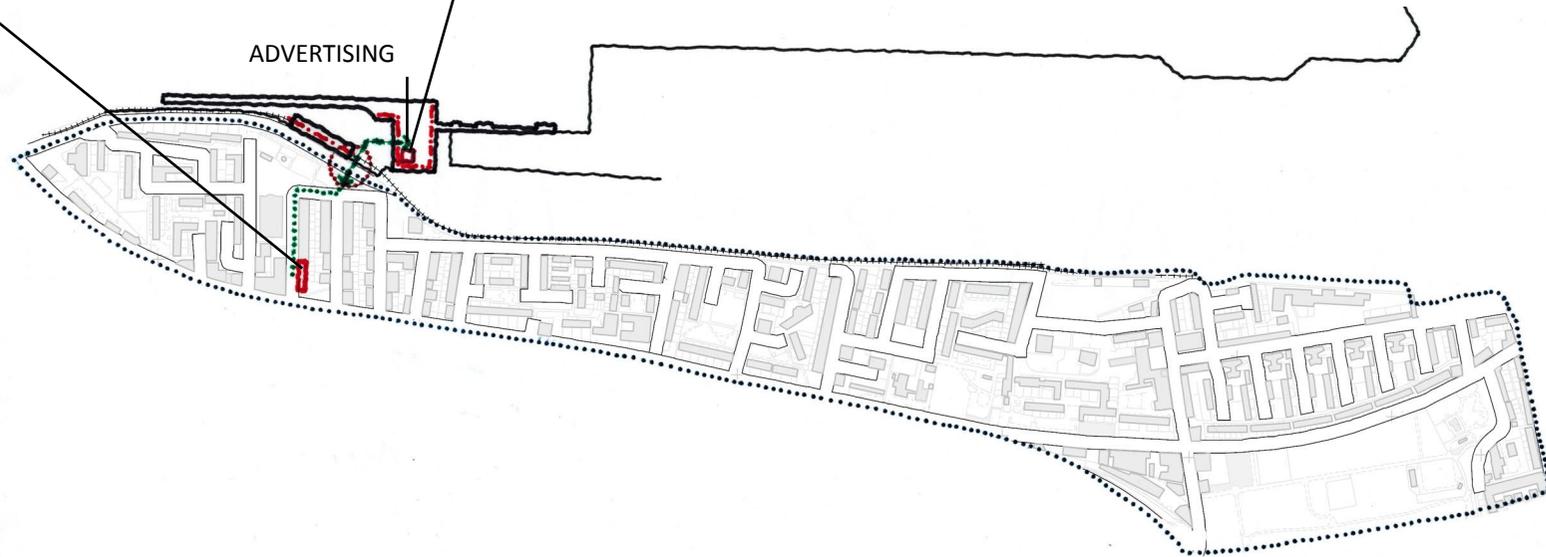


Fig. 6.20 Illustrations for Flying High (with map)

Conclusion

The design outline presents an opportunity to frame people-focussed processes for North Woolwich to develop a cohesive identity, grounded in a distinctive sense of place. Based on in-depth diagnosis, the design brief takes into account the site's weaknesses and opportunities. It acknowledges the vulnerability of NW in relation to the broader context of ongoing development across the Royal Docks and the Newham Borough. Simultaneously, the brief recognises the importance of reconnecting North Woolwich to the city physically and socially. Six design interventions across different scales and an progressive timeline are thus suggested to ensure a process

of holistic 'healing' for the North Woolwich area. Thus, improvements of the waterfront promenade and the riverside reclaim the potentialities of underused assets in the area, and establish new connections with the surrounding areas. There is a drive for better quality to avoid creating generic public spaces, and a rejuvenation of the area's economic and social realms.

Interventions encouraging involvement of the external actors such as DLR and Crossrail seek to forge mutually beneficial connections between North Woolwich, its residents and the periphery elements. The overall encouragement of social interaction will undoubtedly

contribute to local commercial activity. Furthermore, the design brief aims at North Woolwich becoming a vibrant destination to welcome new inhabitants and attract visitors in order to reproduce strengthened local identity and to ensure revenues for further improvements.

Finally, the backbone path serves as a connector of all proposed improvements, and ensures gradual, incremental change allowing time for the local residents to adjust. Such a multidimensional and multi scalar development approach for the North Woolwich community is the foundation of the healing process, and has a great potential to lead the area to a more sustainable and vibrant future.

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stairs: www.banister.steelstairs.com

welcome pack: Davis, 2013 www.melissadavisphotography.com

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Flickr.com, 2008, <http://www.flickr.com/photos/joncombe/2169365398/>

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Sport England, 2013, <http://www.sportengland.org>

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Images of Under the DLR sites- <https://maps.google.co.uk>

Marche de Grenelle images- <http://www.panoramio.com/photo/35708188> and <http://commons.wikimedia.org/wiki/>

Fig. 6.19 Themes of diagnosis – lenses of analysis bar

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Fig. 6.20 Illustrations for Flying High (with map)

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