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HACKNEY WICK

STITCH THE WICK

EXECUTIVE SUMMARY

Hackney Wick is located in East London on the western edge of the 2012 Olympic site. The site is home to 2100 people and a mix of industrial and creative industries. It lies within the Boroughs of Hackney and Tower Hamlets. Although it is connected to Central London by the London Overground and multiple bus routes, the area seems removed from the city and isolated in nature.

It is intended that the 'Regeneration Games' (London 2012, 2008) will assist in raising deprivation scores across the wider Olympic area, placing it on par with West London. This aim is ambitious as many of these areas suffer from generations of underinvestment. Hackney Wick is situated in two of the most deprived Boroughs in London and scores in the worst 40% for each component of the IMD.

In response to the Urban Seams brief, we have developed a mission statement summarising our regeneration response. Our primary aim is to propose an intervention process rather than specific products. This process involves:

- Recognising and engaging existing assets
- Establishing social, physical and institutional connections
- Operating at multiple scales and in different phases.

The proposed process is a direct response to the developmental challenges of Hackney Wick. Understanding these challenges has emerged through a combination of speaking directly with key stakeholders, consulting development plans and surveying the site. In response to each, we have developed a corresponding strategic approach that we unfold over the course of this report. Under strategic approaches, we have developed a series of projects that are grouped by theme and location into what we term intervention 'strings'.

The projects are designed to take place in three phases. Each phase builds on both existing assets and each preceding phase. These are as follows:

- Trust building: Projects that focus on social connections and can begin immediately
- Pre-Games: Realm improvements that will be completed before the 2012 Olympic Games
- Vision: Long term projects that require substantial budgetary and planning effort.

INTRODUCING HACKNEY WICK

Wick History

During the late 18th century, Hackney Wick began to industrialise, owing to its prime location adjacent to the Lea Navigation canal, which facilitated the transport of materials and. Hackney Wick continued to thrive as an industrial hub throughout the 19th century, which led to heavy pollution. Local rail and employment opportunities in East London factories drew people to the area in the late 1800s. The influx of migrant ex-rural workers created demand for cheap housing solutions, which eventually led to the development of industrial slums in Hackney Wick. By 1890, the area near the industrial factories was a "pocket of poverty" (Baker 1995).

Hackney Wick was severely damaged by bombs during WWII, forcing many industries to relocate or close. The terrace houses of the area were also significantly impacted by the war and were subsequently replaced by tower blocks. Only a few pre-war buildings remained, such as the Parish at St. Mary's of Eton and the Eton Mission Rowing Club.

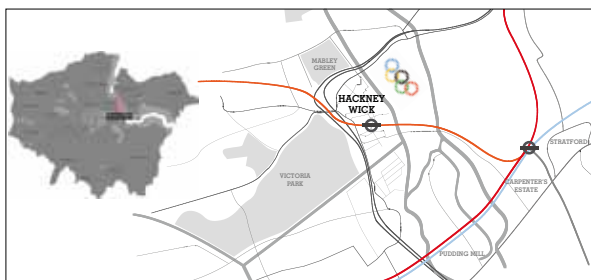
In the 1970s, a sectoral shift in industry further contributed to the area's industrial decline. In turn, light industries moved into Hackney Wick due to its strong transportation connections, large vacant spaces and low rents. During the 1980s many of these light industrial uses were in the creative sector, particularly the printing industry. Recently, many of the printing firms have relocated due to delivery obstacles due to construction on the Olympic site.

Artists have also gravitated towards Hackney Wick over the last decade and currently inhabit old warehouses. The community of artists that has developed is purported to house the highest concentration of studios in Europe (Borough of Tower Hamlets, 2009). Yet with rising rent prices and tenure uncertainty, the artistic community may not sustain.

Built Typology

The built fabric of Hackney Wick varies widely – architectural remnants from the nineteenth century exist alongside small and large-scale council developments from the 1970s and more recent apartment towers and blocks. In the northern half of the site, built form is comprised of a combination of one-storey, semi-detached bungalows from the 1970s and new townhouse developments that replaced demolished tower blocks in the 1990s. Additionally, it is home to a few historic buildings, namely St. Mary of Eton Church, the old public baths, and a string of nineteenth century terraced houses. These buildings have been designated for conservation. Felstead St in the centre of Hackney Wick has more recent developments. Vantage Square

– a mixed-use apartment complex – is the most notable of these new projects and is as an example of the type of developments being planned for in the area. Further to the south, the typology of Hackney Wick takes on an industrial character. Turn of the century factory buildings still stand alongside modern industrial developments – primarily corrugated steel sheds and warehouses. An important distinction between these different typologies lies in their varying degrees of flexibility. Many industrial buildings have been able to accommodate different uses over the past 100 years. Meanwhile, the purpose-built residential buildings are proving far less flexible. The northern part of Hackney Wick will likely be unable to accommodate new uses without large scale demolition.



1889



1945



1981



2010

History of Hackney Wick

Hackney Wick has experienced significant physical changes since 1889. One can see the growth of Hackney Wick's population after 1889 and the location of industry in the area leading up to World War II. The bomb damage during the war was extensive and the destroyed structures were replaced with more industry and social housing estates. In 1981 many of the remaining terraced houses were replaced with the 7 tower blocks of the Trowbridge Estate, visible in the northern portion of the site. Today the site is a mix of low-density residential housing to the north and industrial warehouses in the south



Purpose Built Industrial Space

Current Uses:
Artists Studios
Gallery Space
Light Industrial Use



Purpose-Built Industrial Printing Space

Current Uses:
Squatter Residence
Raves



Purpose Built Industrial Space

Current Uses:
Residential Lofts
Gallery Space



Purpose Built Social Housing

Current Use:
Social Housing



Residential Terrace Housing

Current Use:
Residential Housing



Purpose Built Social Housing

Current Use:
Social Housing

VOICES OF HACKNEY WICK

In order to understand who lives and works in Hackney Wick now, we conducted 52 short interviews over several days. With people we encountered on the local streets. These included council estate residents, pensioners, industrial workers, shop owners, artists and visitors.

We asked people about the local services they used in Hackney Wick, including public transportation, restaurants and shops. We asked about the positive aspects of the site and the locations they considered landmarks or assets. We also asked about places they avoid. We also asked how they saw the character of the neighbourhood was changing

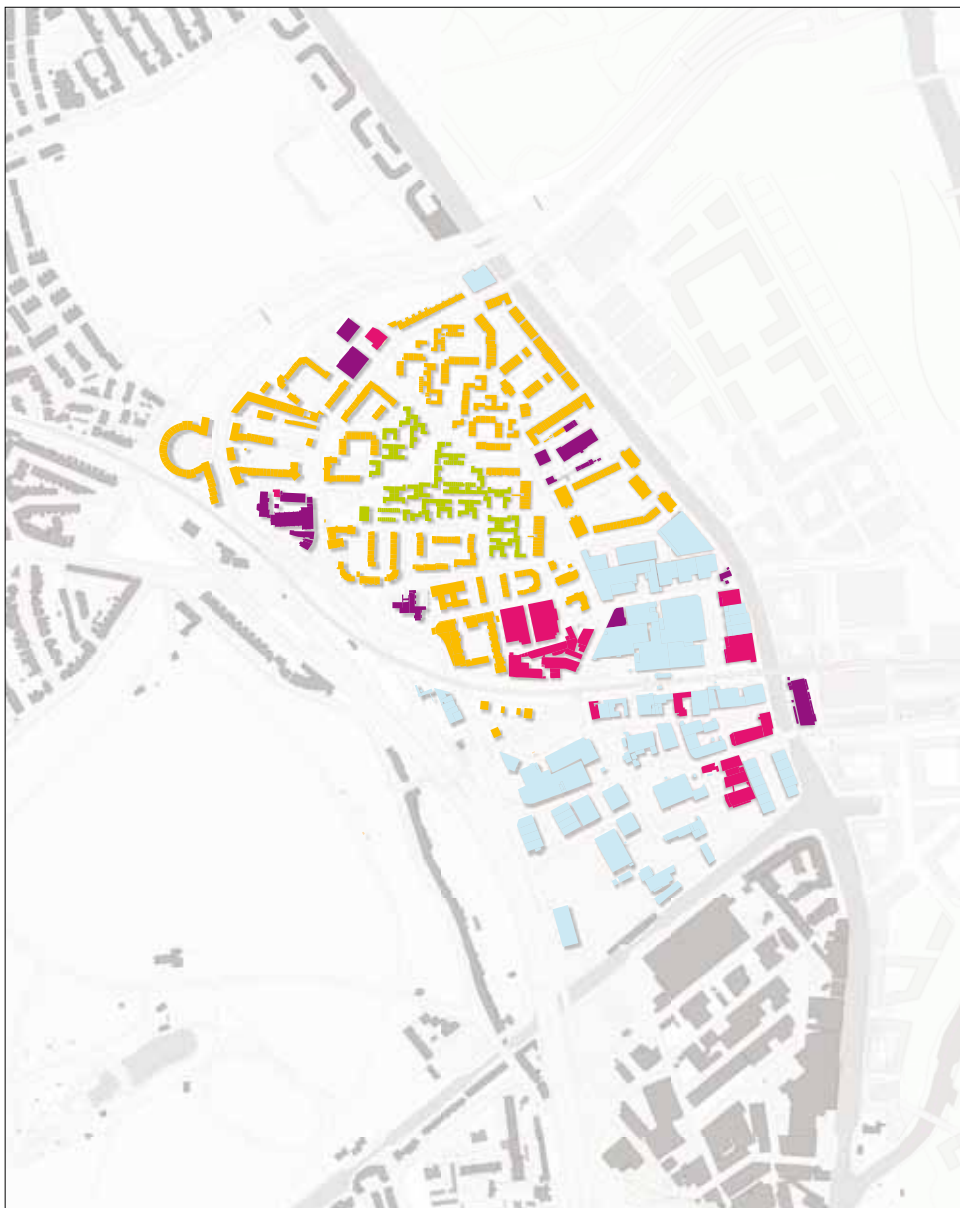
Artists

Assets: high concentration of artists, cheap rents, large warehouse space, quiet neighbourhood

Concerns: lease-tenure instability, increasing rents, threat of gentrification

Cheap and plentiful rent has lured a large concentration of artists into Hackney Wick, settling in the southern half of the site amongst the industrial fabric in live-work studios and lofts. The community is concentrated around the galleries and studios that exist on-site. While the artists are quite active within their insular community, they are less active within the broader community context of Hackney Wick.

Many artists are also concerned that they will be unable to remain in the neighbourhood because



Stakeholder Turf

Hackney Wick has various stakeholder groups, which occupy distinct regions of the site. Residents and pensioners occupy the northern part of the site, while artists and industry inhabit to the south

- Land Owners, Employees and Industrial Workers
- Residents
- Artists
- Elderly
- Community Assets

rents are increasing and many landlords are unwilling to offer long-term leases. Many artists are ambivalent about the upcoming Olympics and felt the event could have a positive effect by giving the community more exposure or a negative one through an inevitable increase in housing prices.

“I’ve been in the area for seven years. We were in Stratford before. We are worried, really worried. The wealthy will come in...” – Artist

The artists interviewed cited the local cafés and galleries in nearby Fish Island as valuable assets. The neighbourhood’s quiet, residential feeling was also described as important because it allows artists to focus on their work. While some artists had reservations about travelling through Hackney Wick at night, the general consensus was that the area was safe.

Land Owners, Employees and Industrial Workers

Assets: business opportunities spurred by Olympic Games, increased customer base

Concerns: rent-tenure uncertainty, delivery and transit obstacles, increasing rents, displacement

Workers interviewed on the site represented a variety of industries, from construction to printing. Workers from all backgrounds mentioned the recent decline of industry in the area. They explained that increasing rent prices, inability to secure long-term tenure, and transit obstacles created by the Olympic development have forced many companies to relocate. Local business owners and service industry workers expressed concern that their customers may begin to avoid Hackney Wick due to the continuous construction and lack of parking spaces.

Some employees and landowners expressed a genuine sense of optimism that the Olympic development might lead to increased land values and a larger client base. Several landowners appeared to be making strategic business decisions to position themselves to profit from future land sales. The majority of workers regarded the Olympics

“The Olympics is just around the corner. It’s going to be busy. Lot’s of new customers. That’s good for business.” – Shop Owner

with irritation and were frustrated with the recent transit obstacles and lack of local job creation. They felt that a tremendous amount of money was being spent on a two week event that would ultimately contribute little to the community. Workers in the neighbourhood listed the cafés (Mapps, the Wick, and Gridders) as assets, but did not generally use other amenities on site, other than Mabley Green. Many of the workers drove to the site and therefore also considered the A12 motorway as an asset.

Elderly residents

Assets: close knit community, long-term friendships with neighbours, safety within the estate

Concerns: poor accessibility to services, influx of immigrants to the area, increasing crime

There is a well established pensioner community in Hackney Wick and they represent an important sub-group of the broader residential population. Many of the pensioners have lived in the area for over forty years. There was a consensus that Hackney Wick was in a state of decline and the pensioners listed various services that were no longer offered in the neighbourhood, including butcher, baker, Laundromat, hair salon, post office and bank.

“There are no amenities here. This place is an island if you haven’t noticed!” – Pensioner

Despite these issues, the elderly appeared to enjoy their estate and the close-knit social interactions within the community. They know the names of everyone on the estate and feel they could rely on their neighbours in a moment of crisis. Members of the elderly community consider their immediate area safe, but question the safety of areas beyond due to a recent increase in burglaries, break-ins and graffiti. Many elderly interviewees mentioned a perceived correlation between increased levels of crime and the recent influx of immigrant families to the estate.

Other residents

Assets: transport connections to Central London, increasing services and opportunities arising due to the upcoming Olympic Games

Concerns: lack of amenities and access to services, increasing crime

The remainder of residents reside in a mix of social housing (the Trowbridge Estate, Wick Village TMC) and owner-occupied or rented developments

(Leabank Square). Residents of Hackney Wick describe the area as a quiet, peaceful community. They also describe the area as ‘well-connected’ and ‘central’. The area’s efficient public transportation system allows many of the residents to travel by train or bus to access necessary amenities. The lack of services in the area was a common theme in many of our interviews, but residents were pleased that the number of on-site services had increased recently.

TWO WORLDS: A SERIES OF DICHOTOMIES

Hackney Wick / Surroundings

Hackney Wick is bounded on all sides by strong, impermeable boundaries that are difficult to cross. The A12 disconnects Hackney Wick from Victoria Park to the west and Homerton to the north. The motorway is sunken at points and raised at other – creating trenches that must be crossed and roads with overpasses looming above. There are only four points of access that cross the A12 into Hackney Wick. Similarly, pedestrians can only cross the canal at four, fairly un-navigable bridges.

These barriers cause Hackney Wick to feel isolated and detached from its surroundings. This has proven to be both an asset and a weakness. Hackney Wick’s separation has protected it from developmental pressures to date, producing a quiet, low-density area which many residents appreciate. However,

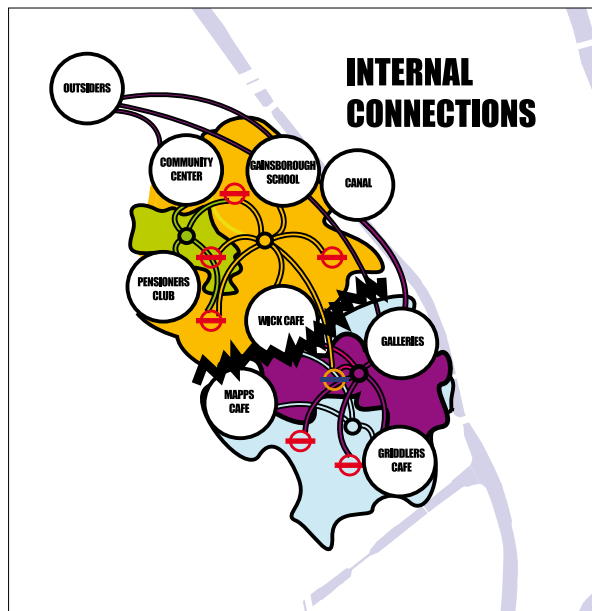
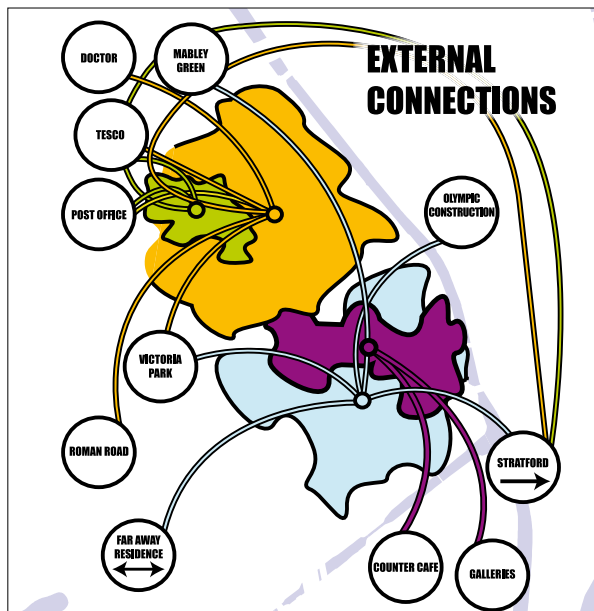
the separation also creates problems due to the resulting insularity, and a lack of outside investment.

The Residential North / The Industrial South

The separation between north and south is created in large part due to the Hackney Wick Overground station, whose tracks cut directly through the centre of the site, making movement between the two sides physically and perceptually difficult. It is apparent that these tracks separate two very distinct places. North of the station is primarily low-density and residential, while a mix of industries, squatters and artists inhabit the industrial typologies to the south.

The residents and pensioners orient their lives northwest, out of Hackney Wick. Due to a lack of services on site, residents are pulled away along bus routes to nearby Homerton and Stratford. At the same time, residents are pushed away from the south due to insecurities about the dark, mostly deserted streets that exhibit signs of dilapidation, the station and the industrial areas beyond. When asked their opinion of the artist community, for example, pensioners assured us that there were, in fact, no artists in the area and suggested that “someone is taking the piss wif you”.

The artists on the site orient themselves in the opposite direction, towards the artist community in Fish Island. The artists are the only group that regularly uses the canal. Workers on site tend to drive to Hackney Wick in the morning, effectively by-passing the center of the site.



Orientations away from the center

Groups in Hackney Wick currently have patterns of movement that exclude any opportunity for passive interaction among them. The residents and pensioners orient themselves northwest towards services in Homerton. The artists orient themselves south and the workers leapfrog the site completely by car. Each group also tends to utilise services on their side of the overground tracks, with very few people crossing this line

The area around Felstead Street at the centre of the site feels qualitatively different from the rest of Hackney Wick because it is open and unclaimed by any particular group. This part of Hackney Wick is a clear example of Jane Jacob's border vacuums, but has the potential to serve as a transitional zone between the north and south (Jacobs, 1961).

Interior Communities / Un-owned Wasteland

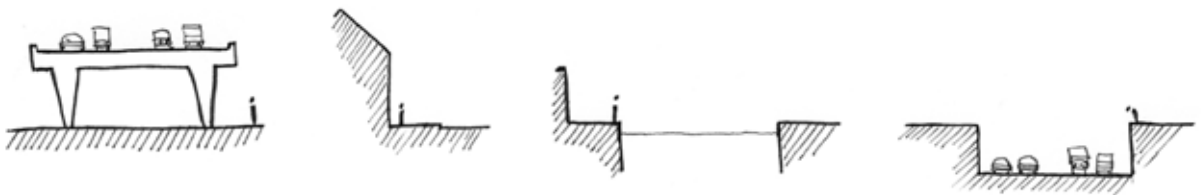
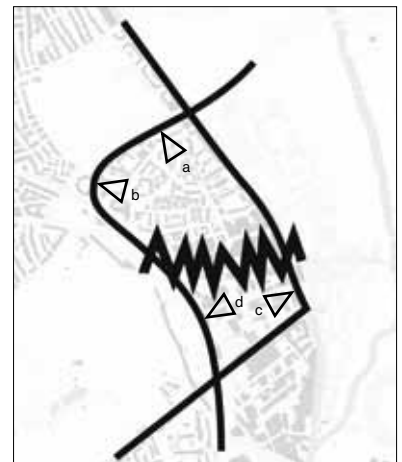
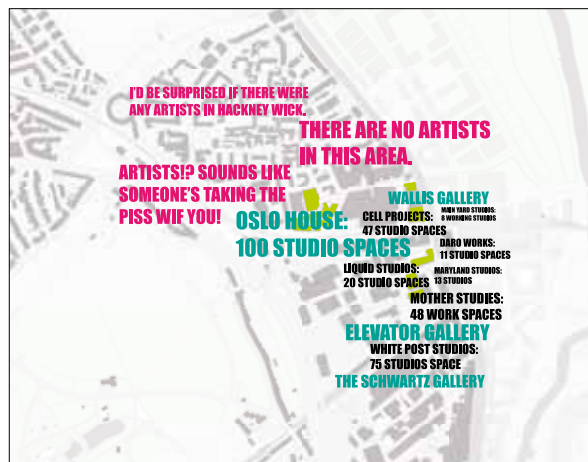
Hackney Wick's industrial and residential forms are splintered into many inward looking land parcels. Many are physically bounded by walls and fences that enclose them completely. Others are separated by the orientation of buildings into their interiors space rather than the street. These insular typologies create territorialised pockets of space. Territorialised spaces stand in stark contrast with the public areas that remain outside of them. No group has a clear sense of ownership over these spaces and as a result, no one takes the responsibility to maintain them. Non-territorialised spaces are concentrated around the station, but also exist across the site at the edges of insular areas.

Olympics would bring additional services and jobs to the site, though none had materialised as of yet. Unlike the pensioner population, residents interviewed felt the area was, overall, changing for the better.

Residents were concerned with the increasing signs of youth crime in the area, though there was little consensus if actual reported crime was increasing or decreasing. Some residents were also apprehensive about increasing tensions between different ethnic groups, particularly due to a recent increase of immigrants in the area. Residents tend to avoid the industrial areas around and beyond the London Overground station, typically describing these as 'dark' or 'scary'.

“It’s dirty. There is trash and dog poo. Sometimes I get worried at night...”
– Area Resident

Aware of the Artists
Cheap rents and large vacant warehouses have attracted nearly 320 studios to the area. While the artists are quite active within their own insular community, many residents are completely unaware of their presence



Island Effect

Hackney Wick is effectively cut off from the outside world by a series of relatively impermeable barriers formed by the overpasses, the built form, the canal and the trenched highway respectively

OLYMPIC LEGACY: AIMS & GOALS

Since London's bid for the Olympic Games, the goal has been "that within 20 years the residents who will host the world's biggest event will enjoy the same social and economic chances as their neighbours across London" (Strategic Regeneration Framework, 2009). The Olympic Park Legacy Company, (OPLC), the public sector, not-for-profit organisation that will take ownership of large portions of the site after the Games, plans to transform it into "a flourishing new heart for east London, creating a local, national and international destination" (OPLC, 2010).

Key Aspects of the current Olympic Legacy Masterplan for Hackney Wick:

- 14 kilometers of new roads and 35 kilometers of cycle and pedestrian paths
- Five permanent sports venues: the Aquatic Centre, Handball Arena, Stadium, Velopark and Eton Manor. The Handball Arena is adjacent to Hackney Wick

- Six new neighbourhoods comprising total 10,000 -12,000 new homes. Of these, Hackney Wick East and Old Ford will be adjacent to current Hackney Wick. 3,220 of the 10,000-12,000 new homes are proposed for the Hackney Wick Station catchment area (400 meters from the station and less). This will add approximately 7,000 people to the area. Of the residential units, 35% are planned as affordable. The new neighbourhoods will also be home to three primary schools, two secondary schools, six community centers, a primary care center and two walk-in GP surgeries
- The International Broadcast Center and the Media Broadcast Center. This is also adjacent to Hackney Wick, across the Lea Navigation. Current legacy plans for these structures refer to the creation of a 'Media City'. A higher education facility catering to the creative industries is envisaged as part of this – intended in part to encourage and sustain the existing Hackney Wick creative hub. 'Media City' is expected to generate about half the jobs (5,000) created in the Olympic Park over the coming years.

Insular Communities

Hackney Wick is fragmented into smaller, extremely insular communities. Industry and residential estates alike are physically and perceptually enclosed, fostering small, exclusive communities within the larger site



Contrasting Typologies

Olympic developments are taking shape directly across the canal from Hackney Wick. Organisers hope residents of the area will use the new venues, but the buildings are extremely large, towering over the finer grain fabric existing in Hackney Wick. There is a real risk that the new imposing typology may keep residents from using the new developments or taking ownership of the space

- Industrial Yards
- Artists
- Residential
- Community Infrastructure
- Elderly

KEY CHALLENGES AND STRATEGIC APPROACHES

Our research leads us to argue that major challenges facing Hackney Wick are:

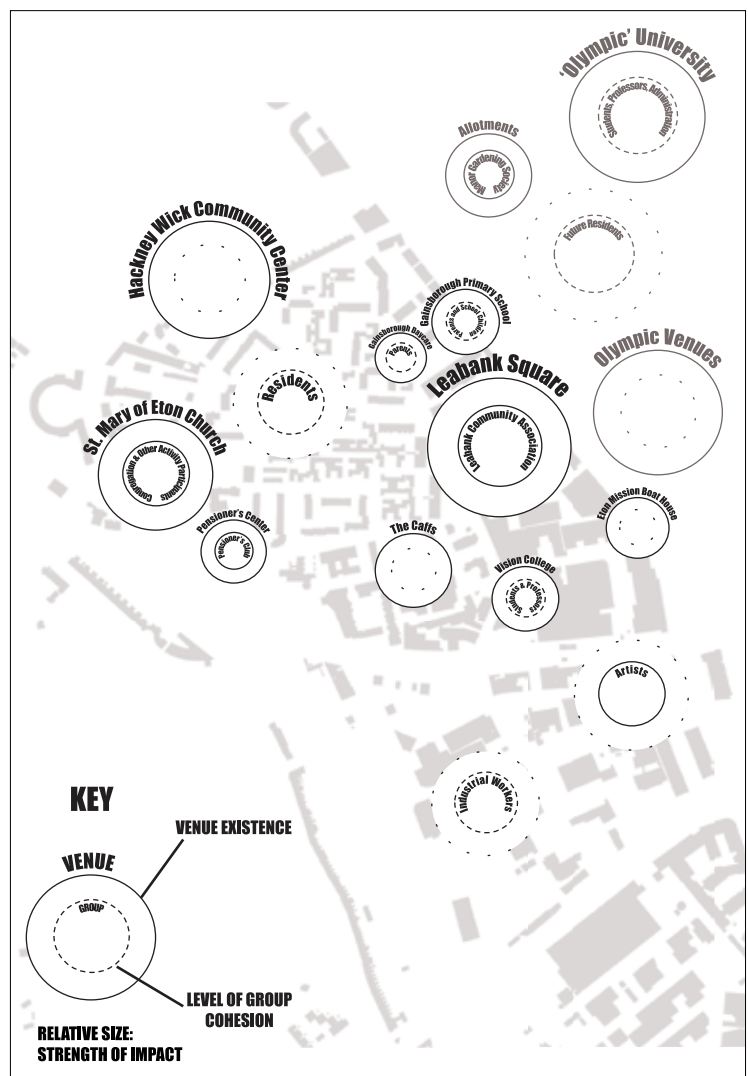
- The Low Skill/Low Pay Cycle
- Disparate Social Assets
- Low Density
- Broken trust
- Long Term Uncertainty

This section will outline each of these challenges and the strategy needed to address each challenge.

Key Challenge #1: The Low Skill/Low Pay Cycle

Residents of Hackney Wick suffer acutely from low average incomes, high levels of economic inactivity and low educational attainment. These related factors compound the other constraints. By the age of 16, nearly half of the students in the area choose not to continue school and by age 21 only one quarter of residents have pursued higher education. Nearly 40% of residents have no skills, compared to 23% in the rest of London. Residents are also less likely to have obtained high level skills than their London peers (Census 2001).

A high level of economic inactivity is partially the result of a disproportionately large student and elderly population (Census 2001). Economically active residents of Hackney Wick are likely to be engaged in low skill and low paying fields such as elementary occupations, machine operators and secretarial occupations. This directly contributes to the high proportion (23%) of residents relying on income support. The pattern of low educational attainment severely limits the opportunities available to children and young people in the area. Meanwhile, the pattern of low skill and low wage poses its own limitations on the parents of those children.



Physical and Social Assets

Two complete circles indicates an asset with both a distinct group with the power to effect change and a venue in which they can organise their efforts. The faded circles represent future assets whose relationship to Hackney Wick is yet to be seen. The challenge is linking these assets to one another to complete these circles and better utilize the assets currently on site for the betterment of Hackney Wick as a whole

Strategic approach: establish pathways of opportunity that can assist young people and adults in securing skilled, well paid employment. These may include physical additions to the area such as educational facilities and a library. Skill building can also be promoted by engaging the community directly in decisions about their future.

Key Challenge #2: Disparate Assets

Many of Hackney Wick’s assets have developed independently of one another due to the fragmented nature of the area. They do not pool their resources to support any individual aims that would ultimately benefit the entire community, such as securing funding for the annual Hackney Wicked Arts Festival.



Additionally, the disjointed nature of Hackney Wick’s assets has led to the underutilisation of several of the physical assets on site. The boat house and St. Mary of Eton Church, for example could be paired with groups that currently lack a physical base at which they can organise events such as the artists or local gardening groups.

In the near future, Hackney Wick will host new residential groups and new physical assets, such as the Multi-Use Sports Venue. These new additions have the potential to be added to the list of isolated assets that exist within Hackney Wick, or they can be incorporated into a network of assets that work together to make Hackney Wick a better and more livable place (see social capital diagram below).

Strategic approach: create connections between assets to make them work harder for their individual constituencies and for Hackney Wick as a whole. These connections should be both physical and program related in order to visually and institutionally link up assets.

Arnold Circus

Shoreditch, London



Density (people/hectare)



**How the Olympics
measure up**
Maps are drawn
to scale with areas
shaded in white
representing
developable land

Richmond Grove

Angel, London



Density (people/hectare)



*Hackney Wick needs
13,013 more people



2012 Olympic Site

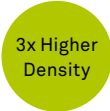
Area (ha): 230
Developable Land (ha): 130
Proposed Density (people/ha): 169-203
Expected Jobs: 10,000
Expected Homes: 10,000-12,000



Battersea Power Station

Area (ha): 16.2
Developable Land (ha): 16.2
Proposed Density (people/ha): 502
Expected Jobs: 8,928
Expected Homes: 3,700





King's Cross Opportunity Area

Area (ha): 54
Developable Land (ha): 24
Proposed Density (people/ha): 165
Expected Jobs: 12,000
Expected Homes: 1,800

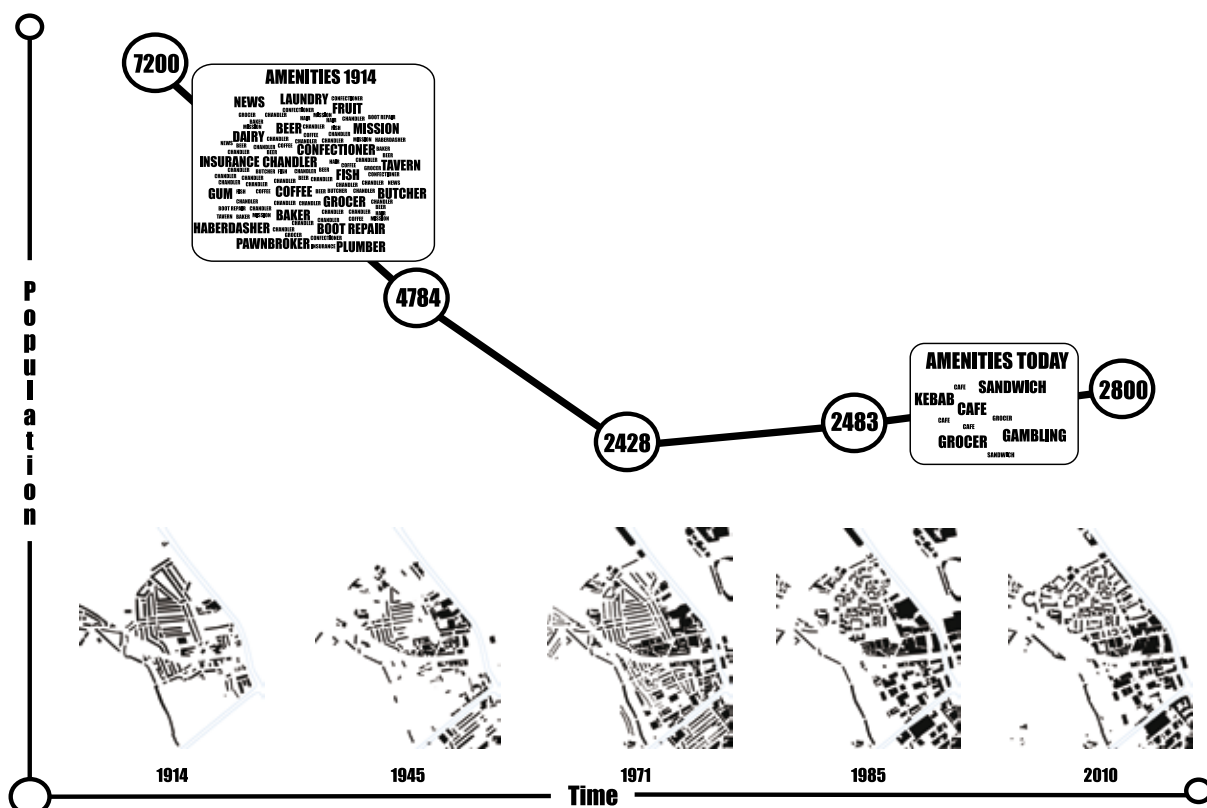




The low residential densities throughout Hackney Wick have led to two major, related problems facing the area: lack of access to amenities and excessive vacancies.

The fundamental cause of the lack of services in Hackney Wick is a lack of population to support them. The challenge for Hackney Wick will be how to add the population necessary to support and retain these services and amenities in the future.

On first glance, it appears as though the solution has been handed to Hackney Wick with the Olympics. However, while the LDA/ OPLC's proposal for 10,000 to 12,000 new homes and 10,000 new jobs may seem a lot, it actually translates into residential and employment densities much lower than those of other major regeneration projects in London. The Battersea Power Station redevelopment, for example, will provide residential densities almost 3X more than that proposed by the Olympics and the King's Cross redevelopment will create 2X as many employment opportunities in a space 5.5X smaller than the developable area of the Olympic park. We also looked at a neighbourhood that, in urban terms is more in scale with the site as it is than the above contemporary development whilst providing a high level of amenity. Hampstead Heath and Hackney Wick represent the classic west/east divide: the former wealthy and largely white, the latter working class and mixed. However, while these communities seem worlds apart, they share certain commonalities. In the 19th century, both Hampstead Heath and Hackney Wick were small villages outside of London, still evident in their urban structures. They are connected by the same London overground line, are both adjacent to major parks and have a quiet, local feeling that in part results from their similar distances outside of central London. However, while Hackney Wick is quiet and local in a 'provincial' way, Hampstead Heath is supports a local hub of shops, public services, restaurants and pubs, while quiet residential streets lie just around the corner.



Sources: Census 1971, 1981, 2001

Hampstead's success lies partly in its density: the station catchment area has 4x more people living in it than the equivalent area in Hackney Wick. In addition, 3x more people use the station in Hampstead Heath each day. It is this amount of daily footfall that allows a local hub flavour to develop.

The Olympics is proposing to add around 7,000 people to Hackney Wick's station catchment area (3220 new homes – Legacy Now, 2010), but in order to even be at parity with Hampstead Heath, the Olympic legacy plans would need to almost double these figures. Without these population levels, Hackney Wick will not nearly be able to reach the same levels of service provision or vibrancy of a place such as Hampstead Heath. If Hackney Wick cannot count on the Olympics to add the necessary increase in population, then it must look within its boundaries for opportunities to densify. Hackney Wick has a plethora of vacant and underutilised land on which densification could take place.

The many vacant spaces in Hackney Wick, along with the associated anti-social activities attracted to such space, such as squatting and graffiti, have created large swaths of inactive space. These dead zones are exacerbated by Hackney Wick's low population, which leads to inactive streets even without vacancies. This is especially true at night after the industrial workers leave the site.

Strategic approach: address the problem of vacancy through temporary programming such as pop-up galleries and other low-cost, flexible uses.

Densify the urban fabric within existing Hackney Wick by building up vacant plots. We propose that it is realistic to conceive of 6000 additional people across the canal on the Olympic Park beyond what is currently being planned for. This amount of densification will not damage the integrity of Hackney Wick's character if constructed properly. Arnold Circus in Shoreditch or Richmond Grove in Angel are two examples of typologies that could provide enough people to match this figure. Both provide their respective residents with a quiet, neighbourhood feel, while providing enough density to support a vibrant street life.

Key Challenge #4: Broken Trust

Numerous negative interactions through consultation with 'the suits from the Olympics' have led many residents to wonder if the Olympics will improve daily life in Hackney Wick or if the organisers will renege on their promises and deliver a disappointing blow to the area. The list of worries is extensive. Industrial workers and artists see their jobs and livelihoods threatened by profit motivated landlords and developers, who are limiting lease times to ensure their properties are available for sale to an Olympic investor. Mobility has also become a serious issue for people in the area as roads have been diverted and the Overground Station is closed

for several months in preparation for the Games. Construction workers often park in the area which has increased competition for parking and led industry owners to consider relocating. The printing industry, once a stronghold in the area, has declined from seventy to just ten businesses in the last decade.

Strategic approach: intervention approaches must engage with the community at a level beyond mere consultation. They should empower local stakeholders to be active participants in the decision making process and participate directly in the physical transformation of the site. Furthermore, projects must demonstrate results promptly in order to re-instill trust. These 'quick-wins' can set the stage for a cascade of successful projects.

Key Challenge #5: Long-Term Uncertainty

Details about the precise form of the built environment and the timing of new developments within the Olympic park are not yet available. This information is essential for planning in Hackney Wick because developments on either side of the canal must respond to, and ideally complement, developments on the other side.

It is difficult to determine the appropriate phasing and location for a new pedestrian bridge linking the existing residential areas in Hackney Wick to new developments across the Lea Navigational Canal because we are not certain of the form these new developments will take.

The uncertainty surrounding the phasing of the new developments impedes intervention in Hackney Wick. The right intervention pursued at the wrong time could jeopardise the success of the entire project.

Finally, the density of the new developments remains uncertain. Densities in the park may remain too low to support large scale public amenities or infrastructure projects. A large public library, for instance, requires a substantially higher population base than is currently being proposed. Until the density figures materialise, planning for such amenities is difficult.

Strategy approach: we must first focus on interventions that do not rely on the Olympics for their success. A range of interventions should be planned, with an emphasis on quick, non-capital intensive projects that build off of existing assets and can move forward regardless of what happens with the Olympics. If the Olympics do not create the densities needed to support large public amenities, the light touch interventions will have improved the quality of life for the people of Hackney Wick. If, on the other hand, it becomes apparent that large scale amenities are warranted, then the early light touch interventions will serve as a stepping stone to the larger projects.

PROCEDURAL APPROACH: GUIDING THE REGENERATION PROCESS

Our group's intervention process is comprised of three main components:

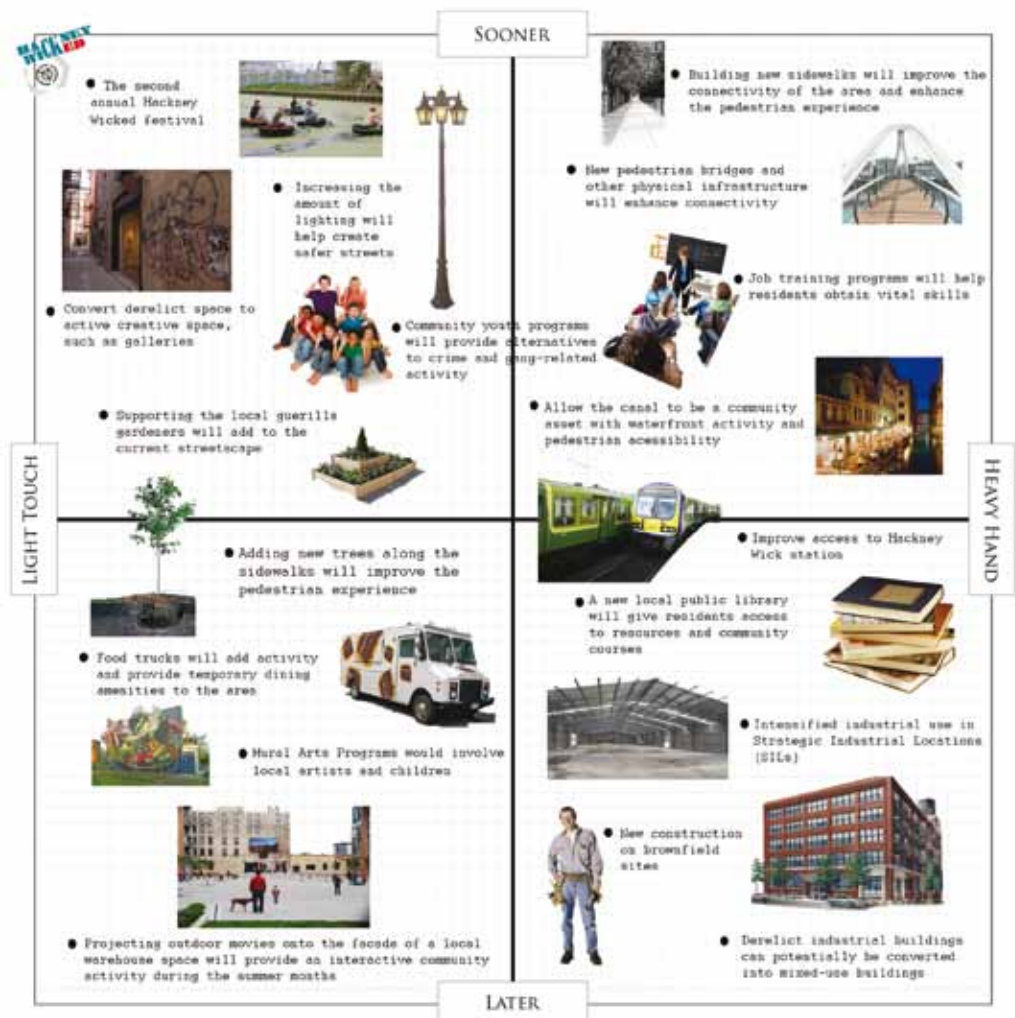
- Recognise and engage existing assets
- Interventions must build on the strong, existing assets that can lay the foundation for a successful, long-term regeneration. Interventions must complement these assets and build on local knowledge that has developed in the area
- Forge social, physical and institutional connections
- By combining disparate assets through a variety of connections, the effectiveness of each asset is enhanced
- Operate at multiple Scales and Phases
- Due to long-term uncertainty, limited budgets and broken trust it is necessary to pursue projects flexibly and in stages. Long-term ambitions have been identified, but the emphasis initially should be on laying foundations for achieving those long-term and large-scale aims.

The actual interventions we propose have been grouped into 'strings', spatially and/or thematically. Each string is intended to address challenges facing Hackney Wick both today and in the future. In the following sections, each string is introduced broadly and then relevant projects are listed. Against each project within each string, we have estimated a cost, in accordance with the range set out below and also suggested a development phase in which it would unfold.

0	Less than £100,000
£	Less than £500,000
£ £	Less than £2,000,000
£ £ £	Over £2,000,000

The Intervention Matrix

Projects with the most flexibility comprise the upper left hand corner – these can be implemented today regardless of what happens on the Olympic site. Projects become progressively more heavy handed, capital intensive and long-term as you move down and to the right in the matrix



The three phases our project consists in are as follows:

Phase 1: Trust Building

These projects will have little or no physical impact on the community and can therefore be instituted today with little or no funding requirements. The emphasis in this phase is on forming social and institutional connections through direct engagement with community members, organisations, and institutions.

Phase 2: Pre-Games

Pre-Game interventions will consist primarily of realm improvements commissioned by the London Development Authority in expectation of the Games in 2012. The specific projects have been strategically selected to deal with the most pressing concerns facing the physical realm in Hackney Wick.

Phase 3: Vision

The final stage of interventions will follow the Games. These 'vision' projects are resource intensive and subject to huge management challenges. Unlike the previous phases, 'vision' projects are subject to external development plans, and are likely to evolve.

Pavement improvements

What: improvements to pavements

Where: Wallis Rd, White Post Lane, Felstead St, and Prince Edward St.

To be implemented: Pre-Games

Cost: ££

Description: pavements should be widened and enhanced to improve the pedestrian realm. Funding has already been allocated by the LDA for this purpose. The areas of first priority are located around the future local hub by the Overground station.

Lighting Improvements

What: additional street lighting

Where: Wallis Rd, White Post Lane, Felstead St, and Prince Edward St.

To be implemented: Pre-Games

Cost: ££

Description: these lighting improvements specifically respond to residents' voiced fears of the dark streets around Hackney Wick station and the surrounding industrial areas. These lighting projects are already part of the LDA's proposal for pre-Games realm improvements.

STRINGS AND PROJECTS

Intervention String #1: Public Realm Improvements

This string of interventions seeks to go beyond mere improvements to the public realm, including these projects as part of an active, community led process. The goal is to improve perceptions of and instill confidence in Hackney Wick for residents and outsiders alike in order to foster a sense of shared territory within the neighbourhood as a whole.

Street Plantings

What: community-led micro gardens and street plantings

Where: Wallis Rd, White Post Lane, Felstead St, and Prince Edward St

To be implemented: Pre-Games

Cost: 0-£

Description: in addition to beautifying and adding a touch of green to the streets of Hackney Wick, these community-led gardens will establish partnerships between existing garden groups such as Growing Concerns and other groups such as Gainsborough Primary School. This will enable different segments of Hackney Wick to be involved in improving their own community and will provide people with the future skills and confidence to make further and larger changes. These gardens build from existing groups and projects and so require minimal funding from the Boroughs of Hackney and Tower Hamlets.



Intervention String #2: Canal String

The Lea Navigational and Hertford Union Canals are two of Hackney Wick's most valuable physical assets. The many projects within this string will supplement one another and provide ample reasons for people to utilise these great assets.

Graffiti Podcast

What: podcast tour of the canal's notable street art

Where: canal-side art wall; the podcast will be available on TimeOut London or a similar site

To be implemented: immediately with periodical updates

Funding: 0-£

Description: the podcast will be a guided audio tour of the canal's evolving street art. The wall is representative of Hackney Wick's creative identity and its ranking as London's best graffiti wall in Time Out Magazine (2009) has helped to put Hackney Wick on the map. This podcast will serve the dual purpose of heightening awareness of Hackney Wick's incredibly talented artist community and improving perceptions of the site's graffiti, turning it from a blight into an asset.

'Alight here for the Lea Navigational Canal'

What: new announcement aboard the Overground at Hackney Wick Station

Where: Hackney Wick Station

To be implemented: immediately

Funding: 0

Description: by simply changing the TFL announcement upon arrival at Hackney Wick station, we can begin to add public awareness of this tremendous, yet underutilised asset.

Wayfinding Signage

What: provide signage indicating most accessible path to the Lea Navigational Canal

Where: Hackney Wick Station, adjacent streets.

To be implemented: immediately

Funding: £

Description: install wayfinding signage to guide recreation-seekers from Hackney Wick Station to a nearby canal access point (Prince Edward St or White Post Lane). This will facilitate better access of the canal for visitors and residents alike.

Old Ford Lock Picnic Area

What: install and maintain picnic facilities at the Old Ford Lock

Where: Old Ford Lock and adjacent areas

To be implemented: within 1 year

Funding: £-££

Description: like much of the Lea Navigational Canal, the picturesque Old Ford Lock area is underutilised by the nearby population. The empty lock-keepers cottages should be rehabilitated and used to provide public amenities for the Old Ford Lock picnic area.

Victoria Park Access

What: provide legible access from Hertford Union Canal to Victoria Park

Where: Hertford Union Canal

To be implemented: within 1 year

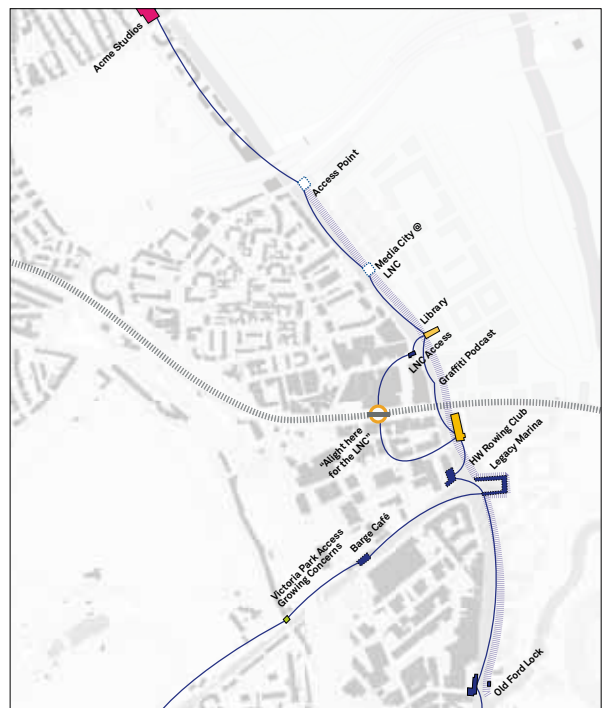
Funding: £-££

Description: currently, there is no connection between the canal and the park. A clearly articulated pedestrian path should be added between these two recreational areas.

1 Realm Rehab String



2 Lea Navigation Canal String



Lea Navigational Canal Industrial Museum

What: convert the Olympic Visitor's Centre to a Museum dedicated to commemorating the area's industrial history.

Where: Visitor Centre

To be implemented: 1 year after the Olympic Games

Cost: £-££

Description: this historically significant building could house an industrial museum that pays homage to the area's fascinating industrial past. The centre could help create a focus for public life and activity along the canal.

Intervention String #3: Fish Island Connection

Any attempt to encourage the creative industries in Hackney Wick should first seek to strengthen links with the creative enterprises and artist community in neighbouring Fish Island. Increasing the legibility and security of this connection will facilitate movement of new Fish Island residents northward to Hackney Wick station (their closest tube station) and will enable Hackney Wick to take advantage of this added footfall to support its new services and amenities.

Bridge Lighting

What: install an artistic lighting installation on the existing Fish Island pedestrian bridge

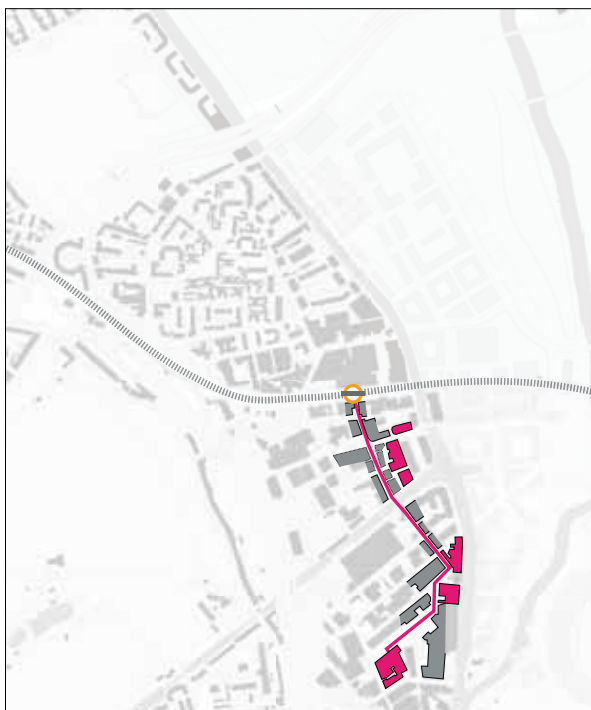
Where: Fish Island Bridge located on Roach Rd.

To be implemented: immediately, with periodic updates

Cost: £

Description: we intend to commission local artists to create a light installation on the existing bridge to illuminate the path.

3 Fish Island/Old Ford Lock Connection



4 Northwest Passage



Replace the British Telecom Storage facility

What: compulsory Purchase Order (CPO) and demolition.

Where: White Post Lane and Rothbury

To be implemented: Pre-Games

Cost: £££

Description: the storage facility currently blocks a direct path from being formed between Hackney Wick and Fish Island. If British Telecom wishes, it is feasible to relocate the facility to an adjacent location in order to avoid their displacement.

Rothbury Road Extension

What: extend Rothbury Road along the existing footpath

Where: White Post Lane and Rothbury

To be implemented: Pre-Games

Cost: £££

Description: this street extension will create the direct link between Hackney Wick station and Fish Island and Old Ford Locke. New frontage setbacks, sidewalk widths and development guidelines can be the foundation for an active and intimate street environment.

Intervention String #4: The Northwest Passage

Access to Victoria Park, which many residents of Hackney Wick use regularly, leaves much to be desired. On option is Wick Road – a busy, four lane highway with two dark and dingy overpasses looming above it. This is also the approach that residents and pensioners use to access the services they frequent in Homerton. The other way to get to Victoria Park is via an illegible, narrow, pedestrian bridge. Both these connections are poorly lit, ill-maintained and littered with rubbish.

Blossoms in the Bin

What: community-organised series of branded dumpster gardens

Where: along the connection to Victoria Park

To be implemented: immediately

Cost: 0

Description: engaging with locale community groups, this series of dumpsters seeks to address the lack of ownership and visual interesting on the path connecting Hackney Wick to Victoria Park.

Overpass Lighting

What: adding lighting to the overpasses along Wick Road

Where: along the connection to Victoria Park

To be implemented: immediately

Cost: £

Description: adding lighting will increase feelings of safety along this route and will make this entrance to Hackney Wick a bit friendlier.

Gateway Art Installation

What: creating an iconic gateway to Hackney Wick

Where: Wick Road, along the connection to Victoria Park

To be implemented: immediately

Cost: £

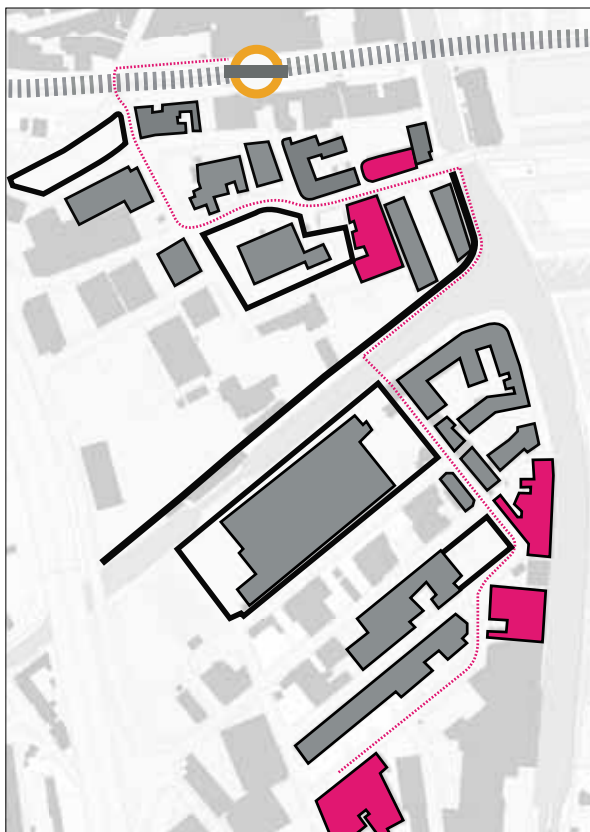
Description: this art installation will further encourage ownership to be taken of this area and will create a piece of art that residents of Hackney Wick can be proud of.

Intervention String #5: Pathway to Opportunities

The lack of skills and qualifications in Hackney Wick, as identified by the Indices of Multiple Deprivation, pose a major obstacle to residents in obtaining higher paid employment. This challenge has become institutionalised over the decades and therefore is multigenerational in scope, deeply entrenched in the aspirations of residents. Taken together, the projects within the Education String build off existing educational assets such as Gainsborough Primary School and add new ones such as a Higher Education Research Centre.

Improving Legibility

The image on the left depicts the proposed street extension that forms a direct connection from Fish Island to the overground station



What: small, temporary storefront library
Where: vacant storefront on Felstead Street
To be implemented: immediately
Funding: £-££

Description: the Legacy Masterplan Framework (LMF) includes plans to provide one, large, centrally located library facility to serve the residents of the new developments. Instead, we recommend the library take the form of smaller, community based spaces that are strategically located in several areas across the Olympic site.

A reading room in the heart of Hackney Wick will serve as the stepping-stone towards one such community library. It will immediately provide Hackney Wick with a public space, where all members of the area can come and informally interact. It will act as a casual, non-threatening entry point into this string of education interventions. The process of implementing the reading room and then the community library will build skills and empower members of the community.

The Reading Room will be a 21st century library, acting as a public living room as much as a place for borrowing books and DVDs. The space will include a cafe, children's area and small gallery space where community members can display artwork or ideas. In order to be as accessible as possible, The Reading Room must have extended opening hours, be flexibly planned and take the form of a 'storefront' – as this symbolically opens the space to all members of the community. The vacant storefront space we have

identified on Felstead Street benefits from the pedestrian traffic of shops, cafes and the Overground and is located between the divergent groups to the north and south of Hackney Wick.

What: a small community library
Where: on the canal directly across from Atlas Warf
To be implemented: within 3 years
Funding: ££-£££

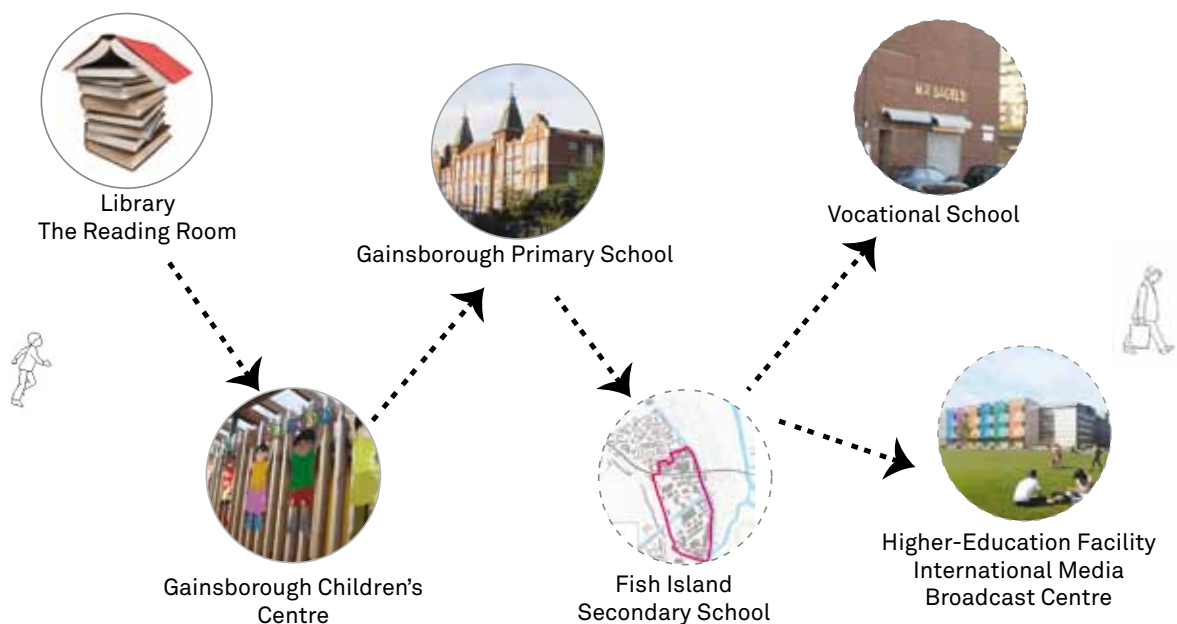
Description: this is the permanent library facility that will replace the Reading Room after the Games. It should be constructed based on the same principle as its predecessor of being more than just a library. This permanent library will give the residents of Hackney Wick a new facility of their own on the Olympic side of the canal, symbolising a serious effort on the part of the Olympics to fulfill their promises to the community of regeneration. Additionally, this library becomes part of the Canal String outlined previously.

What: new secondary school
Where: White Post Lane or the Rothbury Road extension
To be implemented: within 1 year
Funding: £-££

Description: to serve residents from the new developments, the Legacy Masterplan calls for the addition of a new Secondary School within the Borough of Tower Hamlets. The facility could be located within the Hackney Wick site to the south of the station.

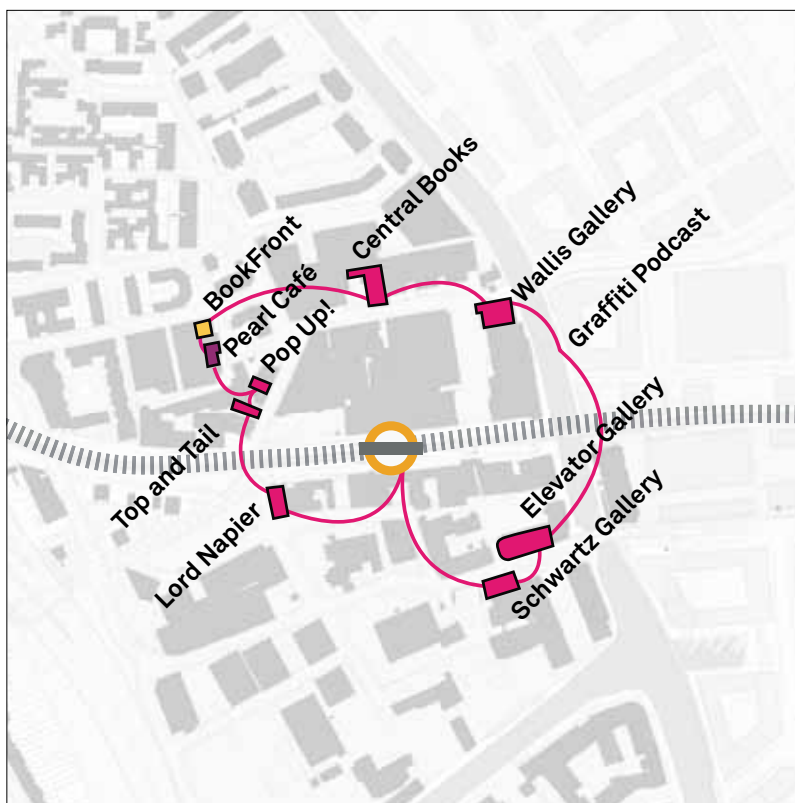
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EDUCATION



Wick Reading Room

This temporary library will occupy a vacant storefront, provide casual, indoor, public space and serve as a stepping stone to a permanent facility

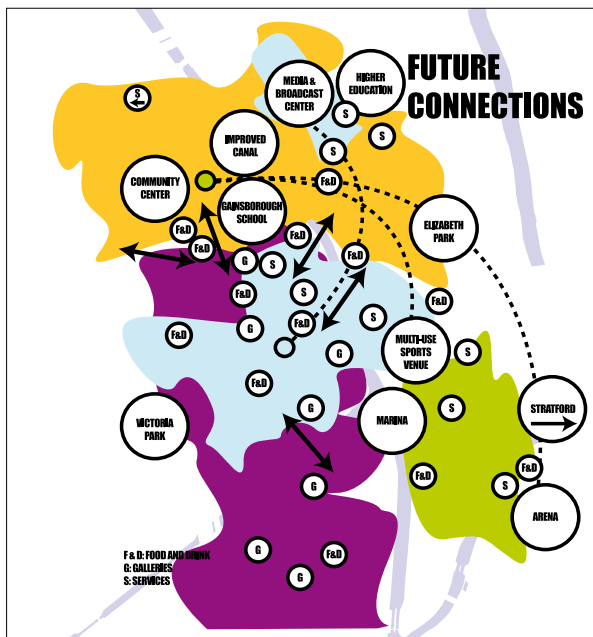


Start: Hackney Wick Station

- 1 Elevator Gallery and Mother Studios
Queen's Yard
White Post Lane
Hackney Wick
- 2 Art Wall and Graffiti Podcast
Lea Navigational Canal
Hackney Wick
- 3 Wallis Gallery
90A Wallis Road
Hackney Wick
- 4 Central Books
99 Wallis Road
Hackney Wick
- 5 The Wick Reading Room
Storefront TBA: Felstead St.
Hackney Wick
- 6 The Hackney Pearl
Ground Floor Oslo House East Wing
11 Prince Edward Rd
Hackney Wick
- 7 The PopUp!
Phoenix Works
Hackney Wick
- 8 Top and Tail Gallery
55 Wallis Rd
Hackney Wick

Gallery Walk

Linkages in this project take the form of an event that allows members of the artistic community to meet fellow artists, display work to a broader audience, and potentially form new partnerships to realise shared ambitions



Hackney Wick Skills and Employment Centre

What: vocational and skills training centre

Where: 52-54 White Post Lane

To be implemented: within 2 years

Cost: ££-£££

Description: the centre should be a practical, skills-based institution for 16-25 year olds to acquire National Vocational Qualifications (NVQ). The site could also contain a job centre and apprenticeship coordination office to help Hackney youth and adults enter the job market.

The location is a recently vacated industrial building that was formerly occupied by the Mr. Bagel Factory. The space has existing large-scale industrial cooking materials, which could be incorporated into a culinary program.

Lea Valley Centre for Research in Sport, Creativity and Industry

What: Higher Education Research Centre

Where: the 50,000 square meter International Broadcast Centre

To be implemented: within 7 years

Funding: £££

Description: a research focused higher education facility should be constructed in the International Media Broadcast Centre. A similar proposal received early support from key policymakers, including the London Mayor and the Secretary of State for Innovation, Universities and Skills, but was later cut in response to mounting budgetary pressures. The project would align with the policy in education that promotes improving industry-university links as a part of the UK international competitiveness strategy. This UK Government strategy explicitly calls for educational institutions to serve as anchors for clusters of industries. Using the IBC as a research centre matches these priorities.

Intervention String #6: Artistic Community

Gallery Walk

What: an event co-hosted by 8 galleries

Where: Wallis Rd, White Post Lane, Felstead St, and Prince Edward St.

To be implemented: Pre-Games

Cost: £

Description: whilst the concentration of artists in the area is high, the galleries and studios are disparate and often difficult to find. The gallery string aims to connect the many galleries, studios, and cafés throughout Hackney Wick and Fish Island in a walk. The intervention requires no physical infrastructure and is inexpensive to run and advertise. The walk is intended to increase the visibility of artists in the area to other people in Hackney Wick as well as to outsiders.

Phasing Strategies

Interventions are built on assets already present onsite, creating a foundation for more complex, long-term projects

VISION

- Research Institute
- Canalside Library Facility
- Canalside Promenade

PRE-GAMES

- Berkshire Rd Pocket PK
- Berkshire Rd Pocket PK
- Beanacre Cl Pocket PK
- Public Space
- Central Books Frontage
- PELane Realm Rehab
- BT Demo
- FI Bridgeworks
- WPLane Realm Rehab
- Victoria Park Access
- Wallis Rd. Realm Rehab

LIGHT TOUCH

- HW Branding/PP
- Lighting
- Bicycle Rental
- LB Square GreenSpace
- Bus Stop Improvement

PSEUDO LIGHT

- Artportunity @ Eastway Link
- POP UP!
- BookFront
- Eastway Crossing
- Gainsborough @ LNC
- Old Ford Lock Picnic Area

NO-TOUCH

- Wicked Tour
- "Alight here for the Lea Navigational Canal"
- Graffiti Podcast

TRUSTBUILDING

EXISTING ASSETS

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