

# Fish Island

A PLACE LED, THEORY DRIVEN MASTERPLAN



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# Introduction



FIGURE 1 - AN ABSTRACT CONCEPTUAL FRAMEWORK FOR POST-INDUSTRIAL REGENERATION

This project investigates how branding practices within post-industrial regeneration shape economic value and spatial equity, using the public realm as a primary design tool. In response to the pressures facing Fish Island, the masterplan prioritises everyday creativity, shared living, and environmental care over spectacle or luxury-led identity. Through inclusive housing, productive landscapes, and genuinely public space, the scheme reframes regeneration as a process of collective value-making, as indicated in Figure 1.

***“Regeneration should produce shared value, not curated identity - supporting everyday life, grassroots culture, and long-term belonging.”***



FIGURE 2 - RESEARCH FRAMEWORK FOR PLACE BRANDING WITHIN POST-INDUSTRIAL REGENERATION

## ***How do branding practices within post-industrial regeneration frameworks affect the production, circulation and distribution of economic value and equity?***

This project adopts a multi-layered analytical framework (Figure 2) to interrogate the role of branding within post-industrial regeneration, situating the research within critical debates on culture-led development, spatial equity, and the political economy of place. Rather than treating branding as a purely visual or marketing exercise, the research understands it as a complex, multi-scalar process operating across policy, governance, spatial design, public realm, and lived experience.

The research examines how policy frameworks and governance structures articulate post-industrial transition through narratives of creativity, innovation, and competitiveness, often positioning branding as a tool for economic restructuring. At the representational and design layers, it explores how these narratives are translated into architectural language, material choices, and visual identity, shaping how place is communicated and perceived. At the spatial and social layers, the research focuses on the public realm as the primary interface where branding is experienced, negotiated, and contested through everyday use, access, and informal cultural practice.

This layered approach reveals how branding operates not only as image-making but as a spatial logic that structures land use, public access, and patterns of inclusion and exclusion. In post-industrial contexts, such processes often privilege spectacle, iconic architecture, and consumption-oriented environments, generating economic uplift while simultaneously compromising spatial equity.

Fish Island exemplifies these tensions. Historically defined by industrial production, affordable workspaces, and grassroots creative activity, the area has become increasingly vulnerable to luxury-led regeneration that aestheticises its industrial heritage while undermining the spatial conditions that enabled cultural production to emerge. By unpacking branding across multiple layers, from policy to public realm to lived experience, this research provides a critical foundation for a design response that resists extractive regeneration models and instead repositions branding as an embedded, spatially equitable practice rooted in everyday life.

# Wider Context

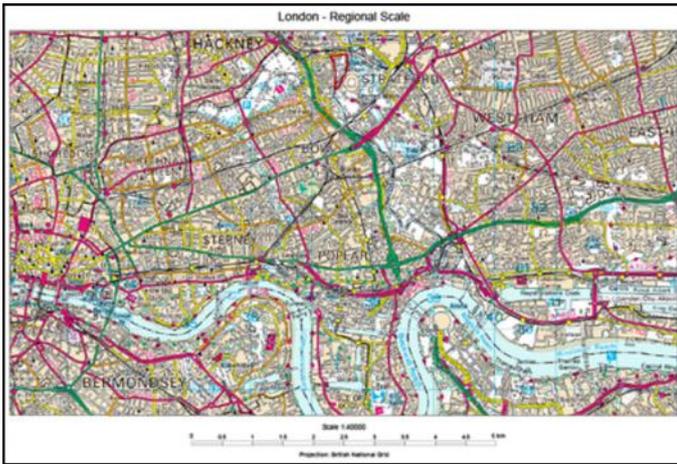


FIGURE 3: REGIONAL MAP - 1:40000 A4

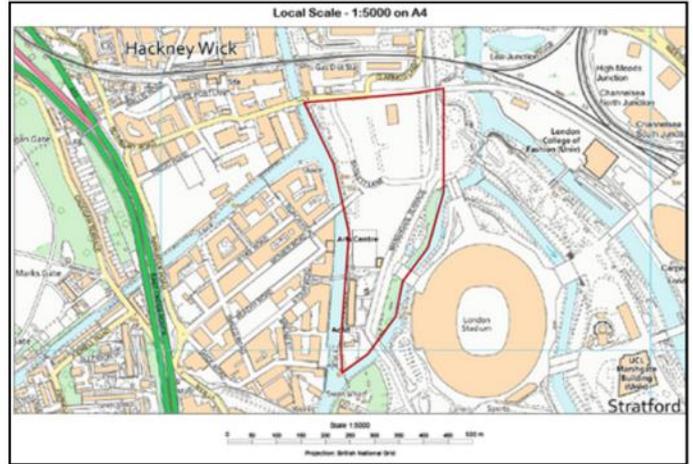


FIGURE 4: LOCAL MAP - 1:5000 A4

## City-Scale Location Plan

The site is located in east London, close to Stratford and Hackney Wick, with strong connections to London’s wider transport network while remaining embedded within the local context of Fish Island.

## Borough Scale Context Map

The site sits within the Fish Island and Hackney Wick area, surrounded by a mix of residential streets, industrial buildings, and waterways, with connections to local amenities, workspaces, and public transport.

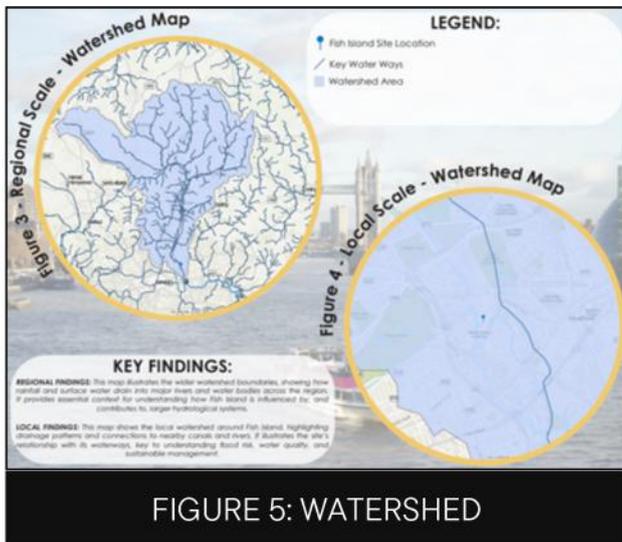


FIGURE 5: WATERSHED

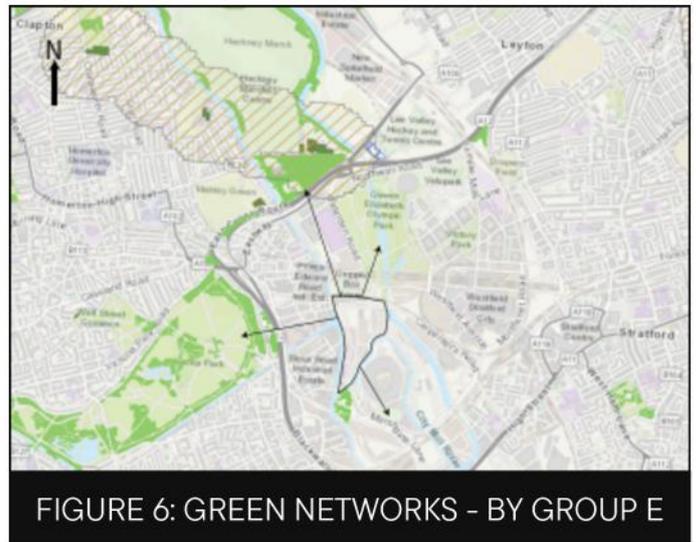


FIGURE 6: GREEN NETWORKS - BY GROUP E

## Blue Networks Map

The site’s relationship to the surrounding blue network revealed significant opportunities to enhance connectivity, environmental performance, and public realm quality. The waterways form part of a wider watershed system that structures movement, ecology, and identity across Fish Island and Hackney Wick, offering the potential to support flood resilience, biodiversity, and continuous waterside routes.

## Green Networks Map

The site is located within a dense network of accessible green spaces, all reachable within a 15-minute walk, alongside the Greenway running directly through the site. This existing green infrastructure forms part of a wider ecological network across Tower Hamlets, an area that supports notable urban biodiversity but has experienced a gradual ecological decline over the past decade.

# Place-Branding Pressures: Authenticity vs. Luxury



FIGURE 7: ARTISTIC PLACE BRANDING

Fish Island is increasingly subject to place-branding practices that seek to repackage its industrial and creative heritage as a marketable lifestyle identity, as done at Victoria Riverside (Figure 8). While the area's proximity to Stratford and its strong connectivity have attracted investment, recent development patterns indicate a shift towards luxury-led regeneration, characterised by curated public spaces, branded residential schemes, and consumption-oriented ground floor uses. These dynamics risk aestheticising cultural production while undermining the spatial conditions that originally enabled informal making, affordability, and everyday creative life. Instead, creative, grass roots public realm features, branding choices, and graphic communication, as shown in Figure 7, offer an opportunity to enable development while maintaining equity and enabling artistic communities.

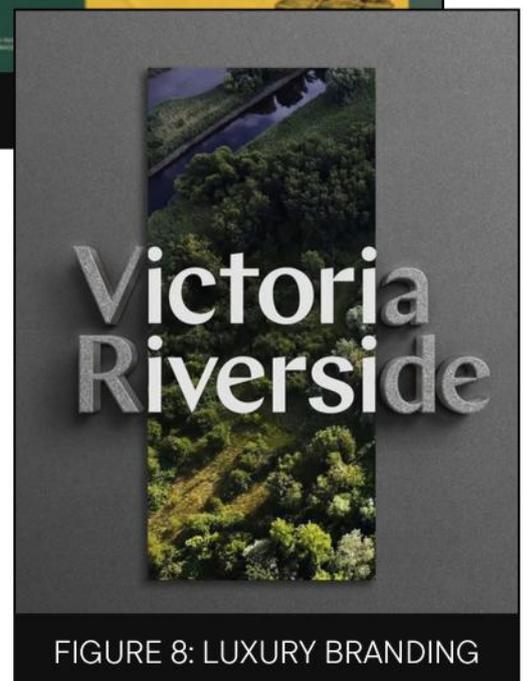


FIGURE 8: LUXURY BRANDING

# Precedent Studies

Thematic research demonstrated the power of cultural investment and high-quality public realm to catalyse regeneration, attract funding, and reposition post-industrial areas within global and local narratives. These projects show how strategic design, infrastructure, and cultural anchors can unlock economic value, improve connectivity, and create highly legible, well-used urban spaces.

However, these precedents also reveal how culture-led regeneration can accelerate displacement, commodify creativity, and prioritise image over everyday life. In many cases, public space becomes curated, branded, or semi-privatised, while rising land values undermine affordability and grassroots culture. Iconic architecture and spectacle risks producing exclusionary environments.



FIGURE 9: THE GUGGENHEIM, BILBAO



FIGURE 10: THE HIGHLINE, NEW YORK CITY



FIGURE 11: HUDSON YARDS, NEW YORK CITY



FIGURE 12: KINGS CROSS, LONDON



FIGURE 13: CABLE STREET STUDIOS



FIGURE 14: OSLO HOUSE



FIGURE 15: THE PEANUT FACTORY



FIGURE 16: VITTORIA WHARF



FIGURE 17: MAIN YARD STUDIOS

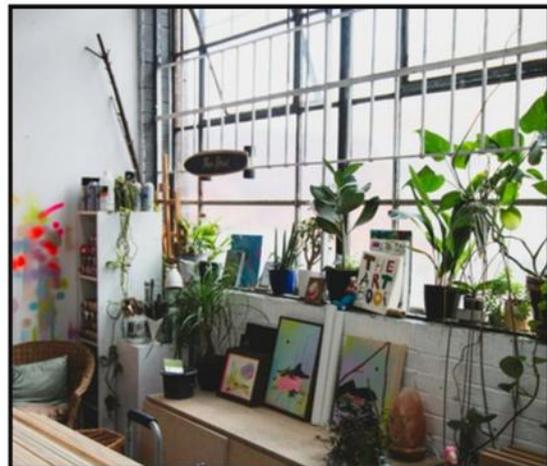
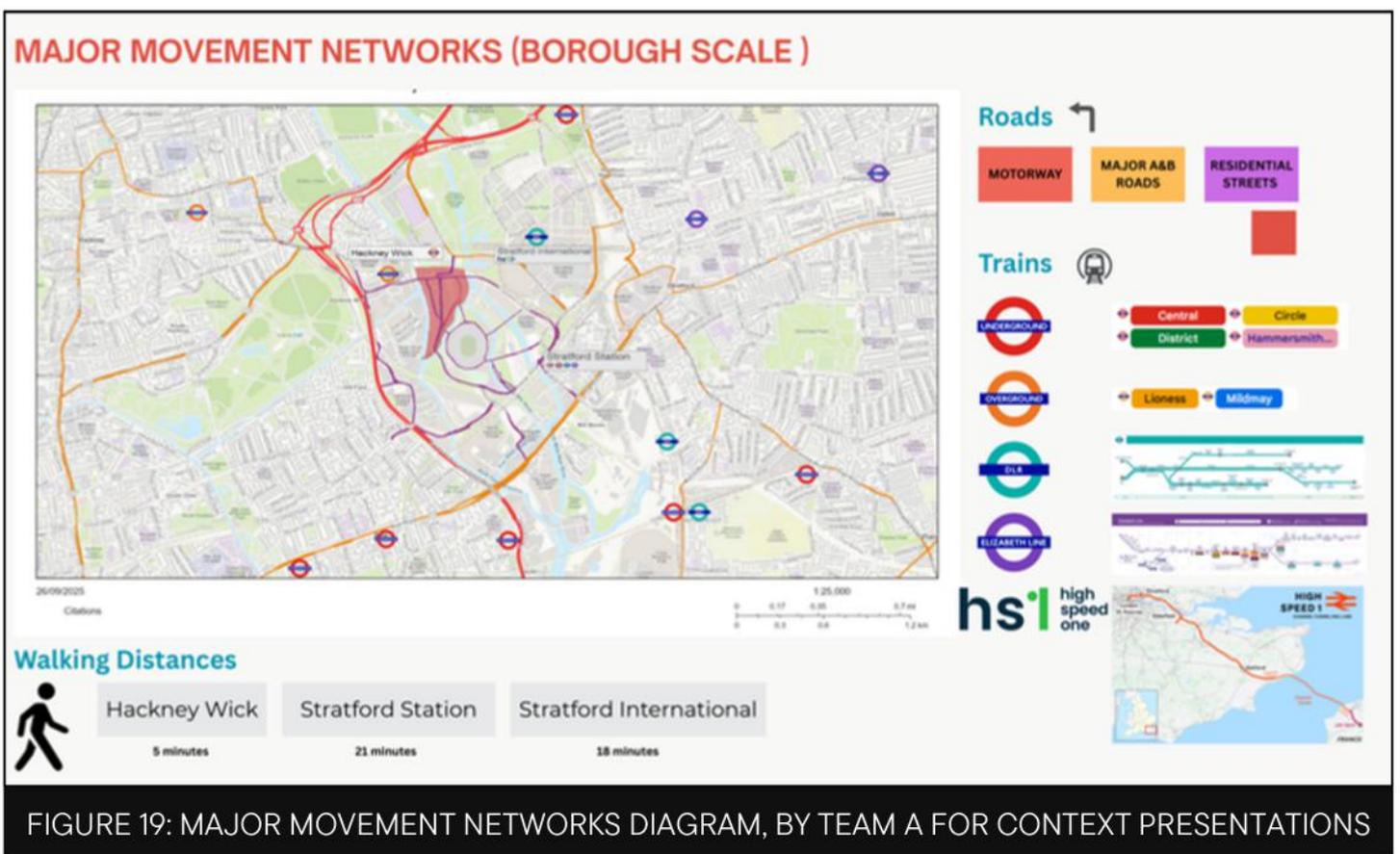


FIGURE 18: GROW STUDIOS

*A range of artist HMOs, studios, and live-work models were evaluated, with key spatial criteria including generous ceiling heights, skylit communal spaces, access to yards and outdoor work areas, provision for both performance and physical production, and close proximity to specialised supply shops and small-scale artisanal selling spaces.*



# Movement and Permeability

The site occupies a highly connected position within east London's wider movement network, benefiting from direct relationships to surrounding residential streets, major A and B roads, and strategic motorway infrastructure, alongside exceptional access to public transport.

Underground, Overground, DLR, and Elizabeth line services are all located within walking distance, with Hackney Wick Station approximately five minutes from the site, Stratford Station reachable in around 21 minutes, and Stratford International within approximately 18 minutes.

This level of connectivity situates the site within both local neighbourhood movement patterns and London's regional transport system, reducing reliance on private car use and supporting sustainable travel behaviours.

These conditions present a significant opportunity to prioritise active travel within the masterplan, allowing walking and cycling to function as the primary modes for everyday journeys. The scheme responds by reinforcing permeability through a fine-grain network of pedestrian routes, shared surfaces, and cycle connections that align with existing desire lines and link directly to surrounding streets, waterside paths, and green corridors.

Rather than treating movement infrastructure as a separate layer, routes are embedded within the public realm, encouraging incidental activity, informal encounter, and legible wayfinding across the site. By integrating regional accessibility with local-scale permeability, the masterplan supports healthier movement patterns, strengthens connections between Fish Island and its surroundings, and positions the public realm as an active, inclusive civic network rather than a residual circulation space.

# Site Analysis Overview

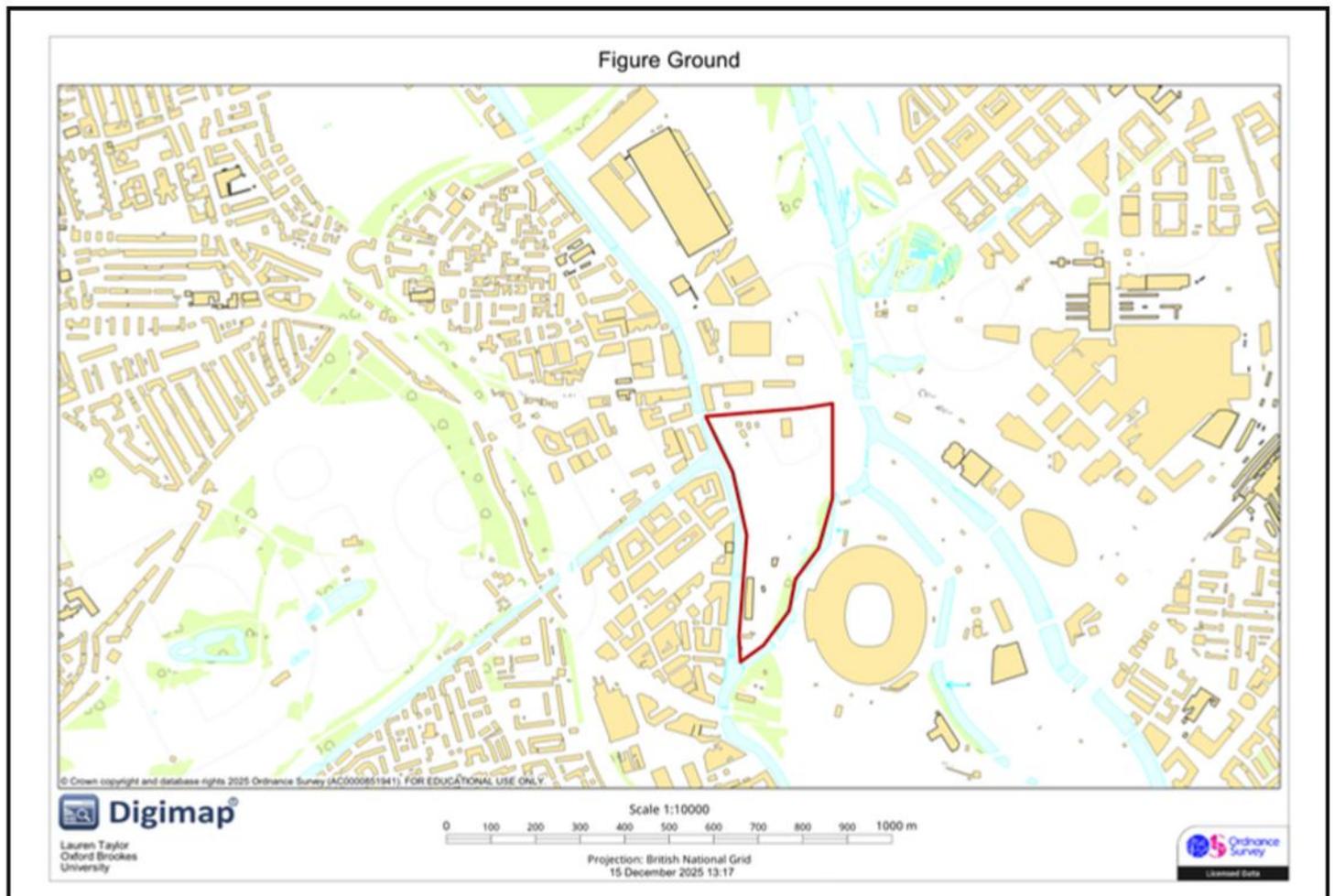


FIGURE 20: FISH ISLAND FIGURE GROUND - 1:10000 ON A4

The site sits within a fragmented post-industrial urban fabric characterised by a loose grain, large building footprints, and a high proportion of residual space. The figure-ground analysis reveals a contrast between dense perimeter blocks and underutilised internal areas, alongside weak spatial definition at key edges. Despite this, the surrounding context benefits from strong connectivity, waterways, and an established creative presence. These conditions present opportunities to repair the urban structure through clearer spatial enclosure, improved permeability, and a more legible relationship between built form and public realm.

***“The site’s greatest opportunity lies not in redevelopment, but in re-stitching fragmented urban form into a coherent public realm.”***



FIGURE 21: COMMUNITY USES

## Vision Statement

Achieving a **High Density, Characterful, Mixed-Use** Settlement, while respecting the **Artistic identity** and enhancing **Health and Wellbeing**.

# Design Principles



FIGURE 22: DESIGN PRINCIPLE PILLARS

## Design Principle Pillars

**Public Realm First:** The public realm structures the masterplan as shared civic infrastructure, prioritising genuine public access, permeability, and everyday use over branded or curated space.

**Embedded Artistic Identity:** Artistic identity is supported through live-work spaces, workshops, and informal cultural uses that enable everyday creativity without spectacle or commodification.

**Dense but Human-Scaled:** Density is achieved through coherent blocks, stepped heights, and courtyards that maintain human-scale streets and support social mix.

**Health and Wellbeing by Design:** Access to nature, daylight, walkable routes, play, and food growing is embedded across the site to support physical, mental, and social wellbeing.

**Permeable and Inclusive:** Clear, legible movement networks prioritise walking and cycling, ensuring inclusive access and strong connections to the surrounding neighbourhood.

**Landscape as Infrastructure:** Green and blue networks function as productive and ecological infrastructure, supporting biodiversity, climate resilience, and everyday use.

**Honest and Adaptable Architecture:** Robust materials and adaptable building forms support long-term use, resist luxury-led branding, and allow the neighbourhood to evolve over time.



FIGURE 23: MASTERPLAN OVERVIEW

# Masterplan Overview

The masterplan proposes a high-density, mixed-use neighbourhood that balances growth with cultural continuity, responding to the specific pressures facing Fish Island. Organised around a robust public realm framework, the scheme prioritises permeability, shared space, and everyday activity as the primary structuring elements, rather than iconic form or branded destinations. Built form is arranged to create a sequence of streets, courtyards, and waterfront spaces that support informal encounter, artistic production, and long-term residential use.

The development integrates a diverse mix of housing typologies, including artist live-work accommodation, affordable homes, family housing, and higher-density deck-access blocks, supporting demographic diversity and social resilience. Density is distributed through coherent block structures, stepped heights, and carefully positioned taller elements, maintaining human-scale streets while accommodating increased capacity. Landscape, food growing, and access to water are embedded throughout the site, reinforcing health, wellbeing, and environmental performance.

# Land Use and Density Strategy



FIGURE 24: GROUND FLOOR LAND USE PLAN

## Land Use Plan

The land use plan delivers a balanced mix of residential, creative, and community uses to support social diversity and active public space. Artist live-work accommodation, affordable housing, and family homes are distributed to encourage everyday interaction, while ground-floor uses animate key routes and shared spaces. Public-facing uses are prioritised along primary routes and the waterfront, ensuring long-term vitality.

## Dwellings Per Plot



FIGURE 25: DENSITY DIAGRAM

## Density Diagram

The density strategy supports a high-capacity, mixed community while maintaining legibility and human-scale public space. Density is distributed across courtyard blocks, deck-access housing, and taller elements to avoid concentration or visual dominance. Artist live-work warehouses are represented as single units in the density diagram for spatial clarity, while each contains 24 self-contained live-work dwellings, fully accounted for within the density calculations.

# Built Form, Light and Orientation

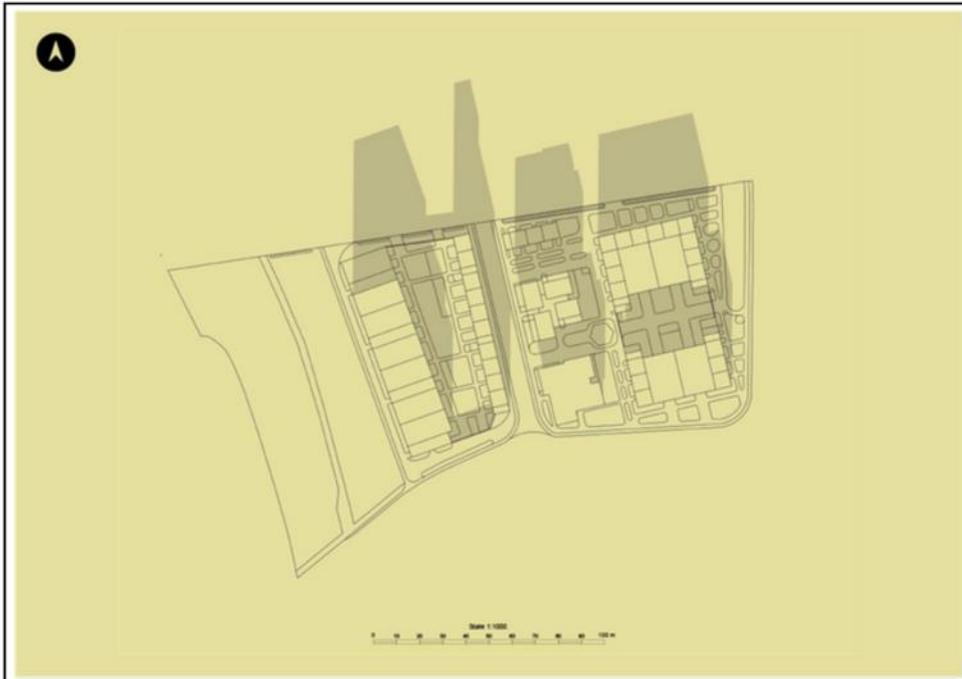


FIGURE 26: DECEMBER SHADOW ANALYSIS

The built form strategy is guided by solar orientation, daylight access, and microclimatic performance, ensuring that increased density does not compromise environmental quality or everyday comfort. Primary blocks are aligned predominantly along a north–south axis to maximise east–west solar exposure, improving daylight to homes, circulation spaces, and shared courtyards while reducing reliance on artificial lighting.

Building heights, spacing, and stepped massing are carefully calibrated to manage overshadowing and maintain adequate separation distances, particularly around courtyards, access routes, and family-oriented spaces.

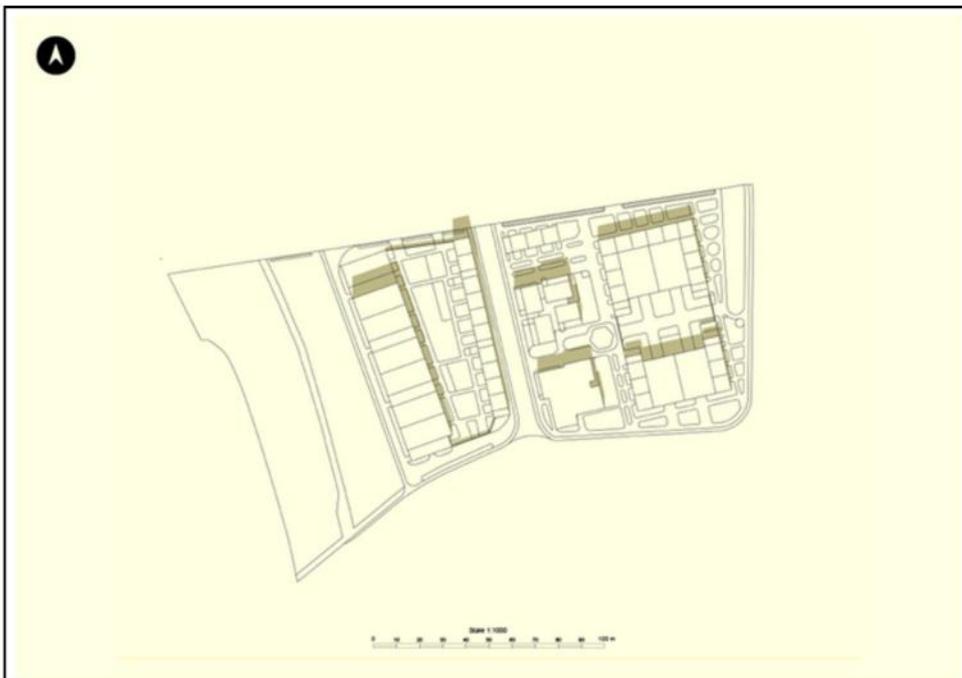


FIGURE 27: JUNE SHADOW ANALYSIS

At ground level, improved solar access enhances thermal comfort within the public realm and supports productive landscapes and outdoor occupation. Building orientation also facilitates passive environmental control through cross-ventilation and sheltered courtyard conditions. Together, built form, light, and orientation operate as integrated environmental tools, balancing density with long-term performance, wellbeing, and resilience.

**BOTH LIGHT ANALYSIS ARE TAKEN AT MIDDAY, AND INDICATE FORCASTED SHADOWS FROM BUILDINGS.**

# Height and Massing

*"Stepped massing prioritises sunlight, comfort, and productive ground space over visual dominance."*



FIGURE 28: MASSING FACADE RENDER - THE WICKSTEAD WEST - VIEW FROM WEST

**The Wickstead adopts a stepped massing strategy, rising from four storeys along the southern boundary to six storeys towards the north.**

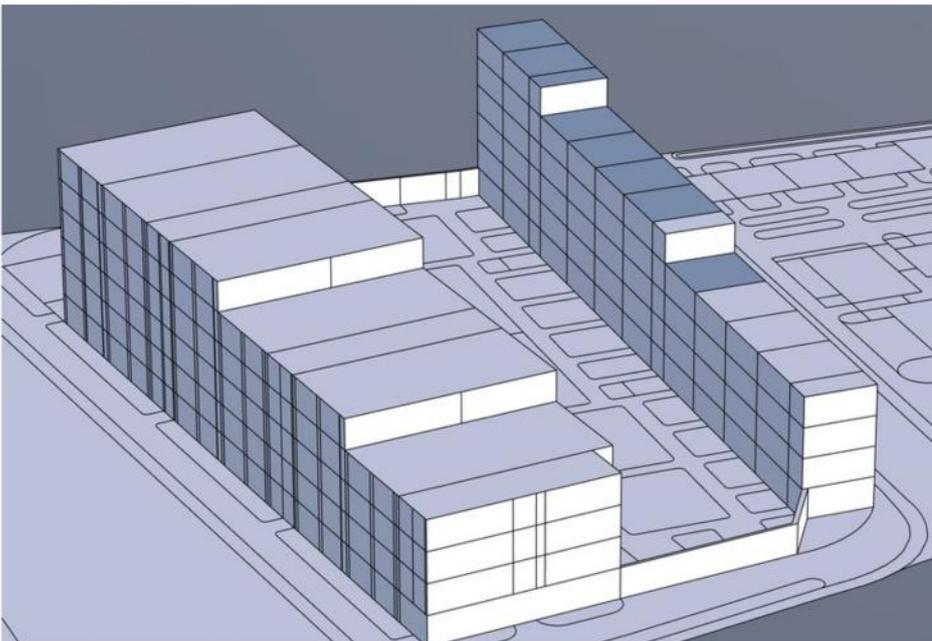


FIGURE 29: MASSING DIAGRAM

This approach is carefully calibrated to maximise direct sunlight to homes, access points, and shared outdoor spaces, enhancing daylight, comfort, and legibility at ground level. By reducing overshadowing and increasing solar access, the stepped form also supports productive landscapes and food growing within the public realm.

This massing strategy balances residential density with environmental performance, reinforcing The Wickstead as a family-oriented neighbourhood shaped by long-term wellbeing rather than visual prominence.

# Towers and Deck Access



FIGURE 30: BUILDING LOCATIONS PLAN

## Towers

Farah Tower and Hoy Tower are deployed as discrete, carefully positioned elements to accommodate higher residential density and demographic mix without resorting to continuous height across the site. Their placement is informed by daylight and overshadowing studies, ensuring minimal impact on adjacent courtyards, public routes, and family-oriented spaces. Ground floors are designed to maintain active, human-scale interfaces, with tower massing set back from primary public realm edges to reduce perceived bulk and avoid visual dominance, allowing vertical density to function as background infrastructure rather than a defining image.

## Deck Access

Dual aspect access buildings, such as The Dejardin Building and The Wickstead East, are employed as a mid-rise typology to increase residential density while supporting social interaction and passive surveillance. External access decks are 1.5 - 2m wide to function as semi-private thresholds rather than narrow corridors, providing opportunities for informal encounter and everyday use. The arrangement maintains clear sightlines to courtyards and public routes, improving legibility and safety. This typology balances efficiency, community formation, and environmental performance without relying on internalised circulation.

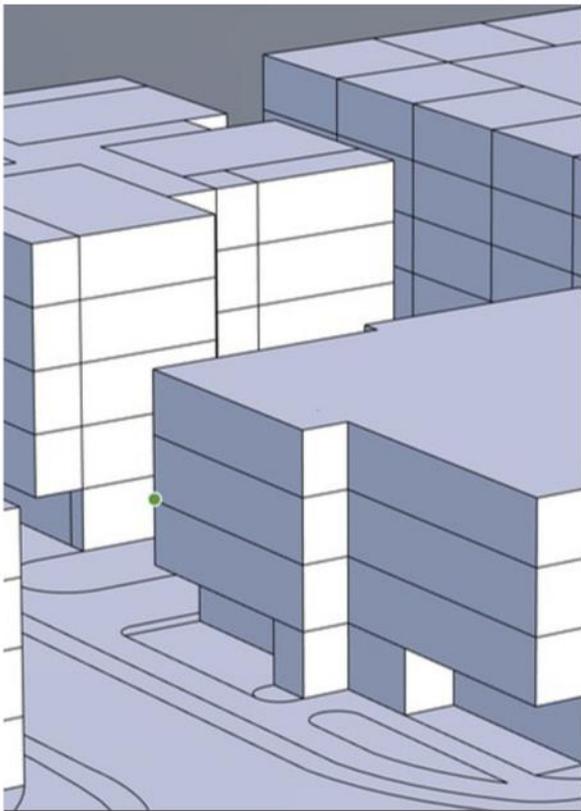


FIGURE 31: TOWER MASSING



FIGURE 32: TOWER FRONT ELEVATION RENDERING

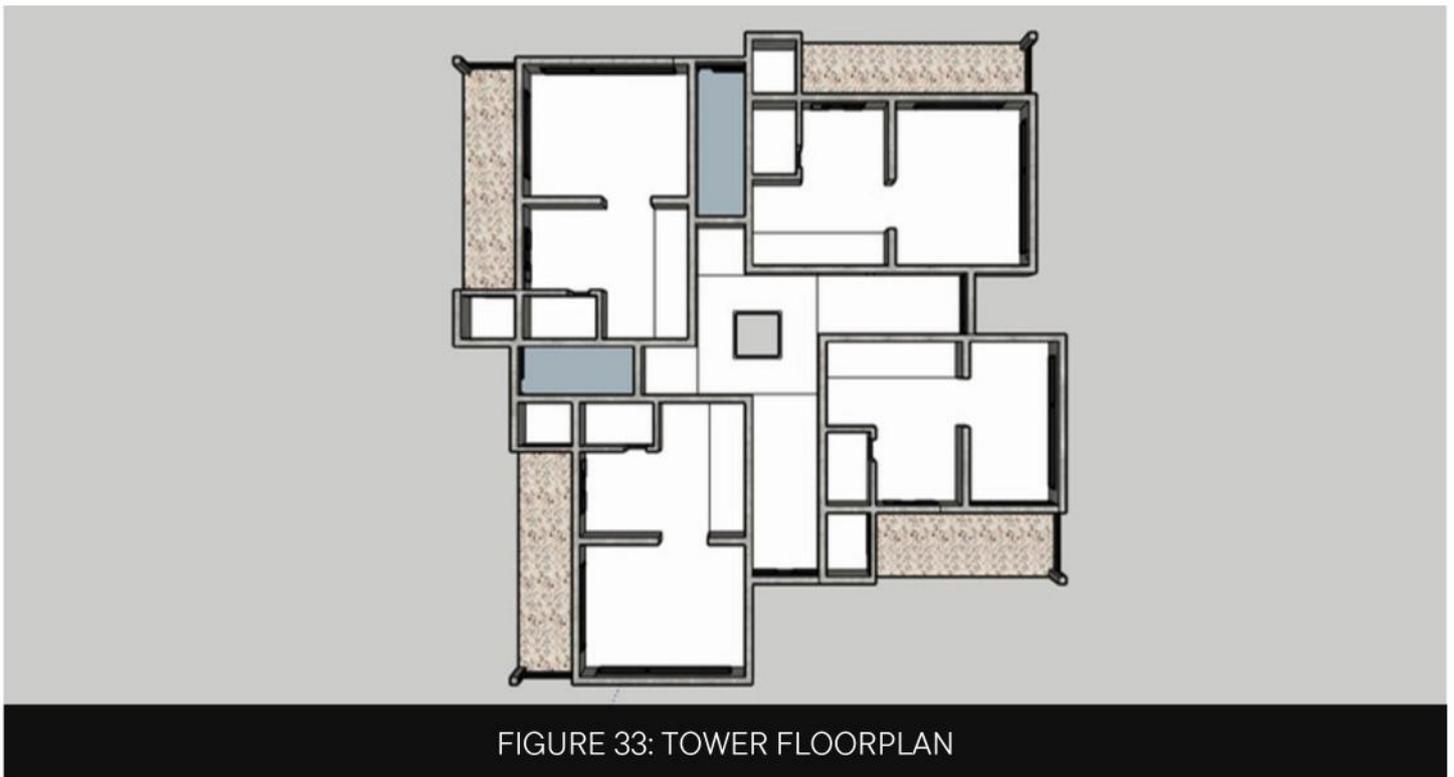


FIGURE 33: TOWER FLOORPLAN

Tower massing is deliberately compact and vertically expressed, with boxy forms and controlled footprints to reduce overshadowing, wind impact, and visual bulk at ground level. The towers are shaped to prioritise daylight penetration and long-range views while maintaining clear separation distances from neighbouring buildings and courtyards. At ground floor, massing is broken down through active frontages and generous thresholds, ensuring continuity with the surrounding public realm. This approach prevents towers from reading as isolated objects, instead anchoring them within everyday street life and reinforcing activity, safety, and human-scale experience at the base.

# Public Realm Strategy



FIGURE 34: PUBLIC REALM STRATEGY

The public realm operates as the primary structuring element of the masterplan, conceived as shared civic infrastructure rather than an amenity shaped by branding or consumption. A connected network of streets, courtyards, and waterside routes establishes permeability across the site, linking surrounding neighbourhoods while supporting everyday movement on foot and by cycle.

These spaces are designed to accommodate informal social activity, cultural production, and moments of pause, allowing different uses to coexist without reliance on programming or management.

Ground-floor uses, thresholds, and building frontages are carefully aligned with the public realm to maintain active, overlooked spaces that feel safe and inclusive throughout the day. Seating, planting, and robust landscape elements are integrated to support comfort and adaptability, enabling spaces to be appropriated and used differently over time.

By resisting privatisation, and event-led spectacle, the public realm reinforces spatial equity and long-term belonging, ensuring that value is generated collectively through daily life rather than curated identity.

# Productive Landscapes

How can landscape actively produce food, skills, and shared value — supporting wellbeing and spatial equity — rather than acting as decorative “green” branding?



FIGURE 35: PRODUCTIVE LANDSCAPES

## Productive Landscape Plan

Productive landscapes reframe value in post-industrial regeneration away from visual branding towards everyday use, care, and shared labour. By embedding food growing within the public realm, the project resists extractive regeneration logics.

The productive landscape strategy, as indicated on the next page in Figure 39, could generate between 3.4 and 13.6 tonnes of food per year, equating to approximately 23 – 93 people’s annual fruit and vegetable intake.

A realistic central estimate of 4 kg/m<sup>2</sup>/year would deliver ~6.8 tonnes annually, supporting around 47 people’s 5-a-day equivalent, while also delivering wider social, ecological, and educational benefits.

## Management Strategy Overview

Productive landscapes across the public realm, Eden Wick, and The Wickstead are conceived as a connected, community-managed food-growing system supported by resident volunteers. Rather than operating as a commercial or yield-driven model, the landscapes function as shared infrastructure for care, learning, and everyday participation. Management is based on an honesty-led, time-for-produce credit system, where residents contribute labour in exchange for access to food, reinforcing collective stewardship and mutual responsibility.

Management is based on an honesty-led time-for-produce credit model, encouraging stewardship, social cohesion, and shared responsibility rather than commercial farming outputs.

Area	Total Space (m <sup>2</sup> )	% Productive	Productive Area (m <sup>2</sup> )
Public Realm	1,327.46	75%	995.6
Eden Wick	424.13	75%	318.1
The Wickstead	521.09	75%	390.82
<b>TOTAL</b>	<b>2,272.68</b>		<b>1,704.52</b>

FIGURE 36: TABLE 1: PRODUCTIVE LANDSCAPE AREA (PLANTER SPACE ONLY)

Area	2 kg/m <sup>2</sup> (Conservative)	4 kg/m <sup>2</sup> (Typical)	5.94 kg/m <sup>2</sup> (Intensive)	8 kg/m <sup>2</sup> (High-performing)
Public Realm	1,991	3,982	5,914	7,965
Eden Wick	636	1,272	1,890	2,545
The Wickstead	782	1,563	2,321	3,127
<b>TOTAL (kg/year)</b>	<b>3,409</b>	<b>6,818</b>	<b>10,125</b>	<b>13,636</b>

FIGURE 37: TABLE 2: ANNUAL FOOD YIELD BY AREA (KG/YEAR)

Area	2 kg/m <sup>2</sup>	4 kg/m <sup>2</sup>	5.94 kg/m <sup>2</sup>	8 kg/m <sup>2</sup>
Public Realm	13.6 people	27.3 people	40.5 people	54.6 people
Eden Wick	4.4 people	8.7 people	12.9 people	17.4 people
The Wickstead	5.4 people	10.7 people	15.9 people	21.4 people
<b>TOTAL</b>	<b>23.3</b>	<b>46.7</b>	<b>69.3</b>	<b>93.4</b>

FIGURE 38: TABLE 3: EQUIVALENT PEOPLE FED (FRUIT & VEG / 5-A-DAY BASIS)

Yield Scenario	Total Annual Yield (kg)	80g Portions / Year
Conservative (2 kg/m <sup>2</sup> )	3,409	~42,600
Typical (4 kg/m <sup>2</sup> )	6,818	~85,200
Intensive (5.94 kg/m <sup>2</sup> )	10,125	~126,600
High-performing (8 kg/m <sup>2</sup> )	13,636	~170,400

FIGURE 39: TABLE 4: PORTION-BASED OUTPUT (80G PORTIONS/YEAR)



FIGURE 40: SALAD PRODUCTION



FIGURE 41: VEGETABLE PRODUCTION

The productive landscapes across the Public Realm, Eden Wick and The Wickstead are intended to operate as a community-managed growing system, supported by resident volunteers rather than commercial operators. The approach prioritises social value, food literacy, and long-term stewardship, while maintaining realistic expectations around yield and labour.

Based on urban agriculture benchmarks for raised-bed and community growing systems, the productive landscape is expected to require approximately 1,250–1,300 volunteer hours per year, equating to an average of around 25 hours per week across the whole site. This includes seasonal activities such as planting, watering, harvesting, compost management, light maintenance, and coordination. Labour demand will peak during spring and summer and reduce significantly in winter months.

Management will operate through an honesty-based time-for-produce credit system. Residents and local participants are invited to volunteer time, with one hour of volunteering earning one produce credit. Credits can be redeemed during harvest periods, encouraging fair access to produce while avoiding the need for complex administration or commercial transactions. Credits may be pooled by households or gifted, supporting flexibility and inclusivity.

Harvesting will prioritise contributors, with any surplus produce made available via informal honesty shelves or communal distribution points within the public realm. The system is deliberately low-barrier and trust-led, reinforcing shared ownership and collective responsibility.

A small volunteer steering group will provide light-touch oversight, coordinating seasonal crop planning, maintaining basic guidance for volunteers, and reviewing participation levels annually. Where appropriate, initial support from a local food-growing organisation may be used during the first year to establish good practice and build volunteer confidence.

Overall, the management strategy aligns labour input with realistic urban growing yields, ensuring the productive landscape functions as a social and ecological asset, embedding food production into everyday life without relying on intensive management or external funding.

# Materiality and Architectural Language

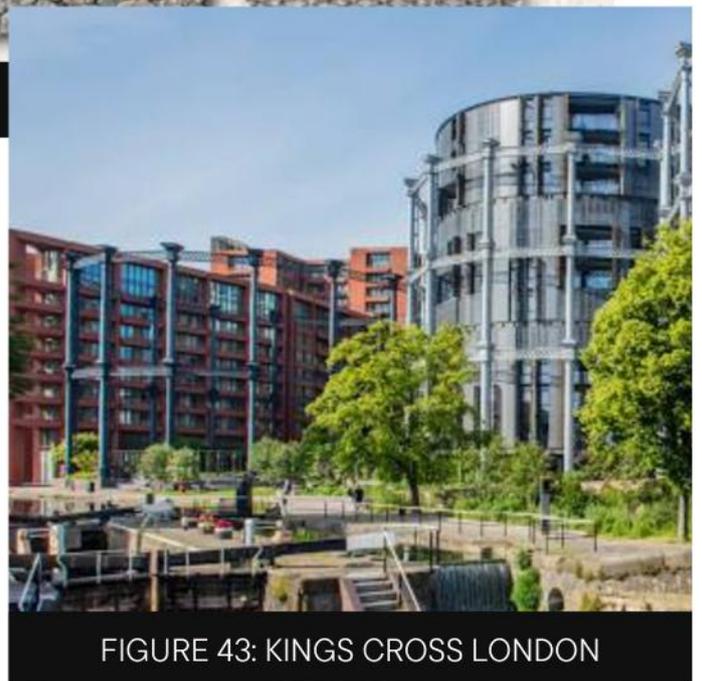


FIGURE 42: MATERIAL PALETTE

The material palette draws directly from Fish Island's industrial heritage, using robust, utilitarian materials to resist aestheticised luxury and image-led branding.

Brick, concrete, galvanised and weathered steel, timber, and mesh are employed for their durability, adaptability, and capacity to age honestly over time.

Rather than presenting a polished or curated identity, materials are selected to support everyday use, repair, and appropriation, reinforcing the project's position that value is generated through lived experience rather than spectacle.



# Land Budget

Category	Area (m <sup>2</sup> )	% of total
<b>GF Building Footprint</b>	<b>5,868.58</b>	<b>28.64%</b>
Residential – Dwellings	4,099.21	20.01%
Residential – Access / Stairwells	672.6	3.28%
Residential – Bin / Bike Storage	215.54	1.05%
Private – Terraces / GF Balconies	881.23	4.30%
<b>Grow Space &amp; Permeable Surfaces</b>	<b>2,272.68</b>	<b>11.09%</b>
Public	1,327.46	6.48%
Eden Wick	424.13	2.07%
The Wickstead	521.09	2.54%
<b>Meadows, Lawns, Tree Bays</b>	<b>5,642.68</b>	<b>27.54%</b>
Public Realm	4,785.39	23.35%
The Wickstead	857.29	4.18%
<b>Water Management &amp; Structures</b>	<b>284.21</b>	<b>1.39%</b>
SUDS Basins	113.57	0.55%
Temporary / Small Structures	170.64	0.83%
<b>Movement &amp; Hard Surfaces</b>	<b>5,318.22</b>	<b>25.96%</b>
Tarmac Roads	704.06	3.44%
Bike Lanes	821.73	4.01%
Hard Surfaces / Pavements	3,792.43	18.51%
<b>Communal Hard Surfaces</b>	<b>1,103.25</b>	<b>5.38%</b>
Hard Surfaces – Eden Wick	451.75	2.20%
Hard Surfaces – The Wickstead	651.5	3.18%
<b>TOTAL</b>	<b>20,489.62</b>	<b>100.00%</b>

FIGURE 44: LAND BUDGET TABLE AND PERCENTAGES

# Density Calculations

Component (as per calculator)	Typology breakdown	Total dwellings	Share of total
<b>Eden Wick: HMO + Sleeve South</b>	24 HMO studios + 6 maisonettes + 12 × 1-bed flats	<b>42</b>	<b>18.80%</b>
<b>Eden Wick: HMO + Sleeve North</b>	24 HMO studios + 12 maisonettes + 24 × 1-bed flats	<b>60</b>	<b>26.80%</b>
<b>Hoy Tower</b>	16 dwellings total (mix of 1/2/3+)	<b>16</b>	<b>7.10%</b>
<b>Farah Tower</b>	20 dwellings total (mix of 1/2/3+ beds shown)	<b>20</b>	<b>8.90%</b>
<b>Dejardin Building</b>	12 × 1-bed flats + 3 × 2-bed maisonettes	<b>15</b>	<b>6.70%</b>
<b>The Wickstead: East Linear Block</b>	28 × 1-bed flats + 10 × 2-bed maisonettes	<b>38</b>	<b>17.00%</b>
<b>The Wickstead: West Linear Block</b>	26 × 2-bed flats + 7 maisonettes	<b>33</b>	<b>14.70%</b>
<b>TOTAL SITE</b>	Site area: 2.05 ha • Density: ~109 dph	<b>224</b>	<b>100%</b>

FIGURE 45: DENSITY CALCULATIONS

The masterplan delivers a high-density residential neighbourhood with a gross density of approximately 109 dwellings per hectare across a 2.05-hectare section of the Fish Island site, achieved through a varied mix of built forms rather than uniform height or massing. Density is distributed across courtyard blocks, deck-access housing, and selectively positioned taller elements, allowing capacity to increase while maintaining human-scale streets and shared spaces. Shared-living artist HMOs contribute significantly to residential yield without proportionally increasing built volume, demonstrating how density can support social mix, cultural production, and spatial quality rather than simply maximising unit numbers.

# Character Areas Plan

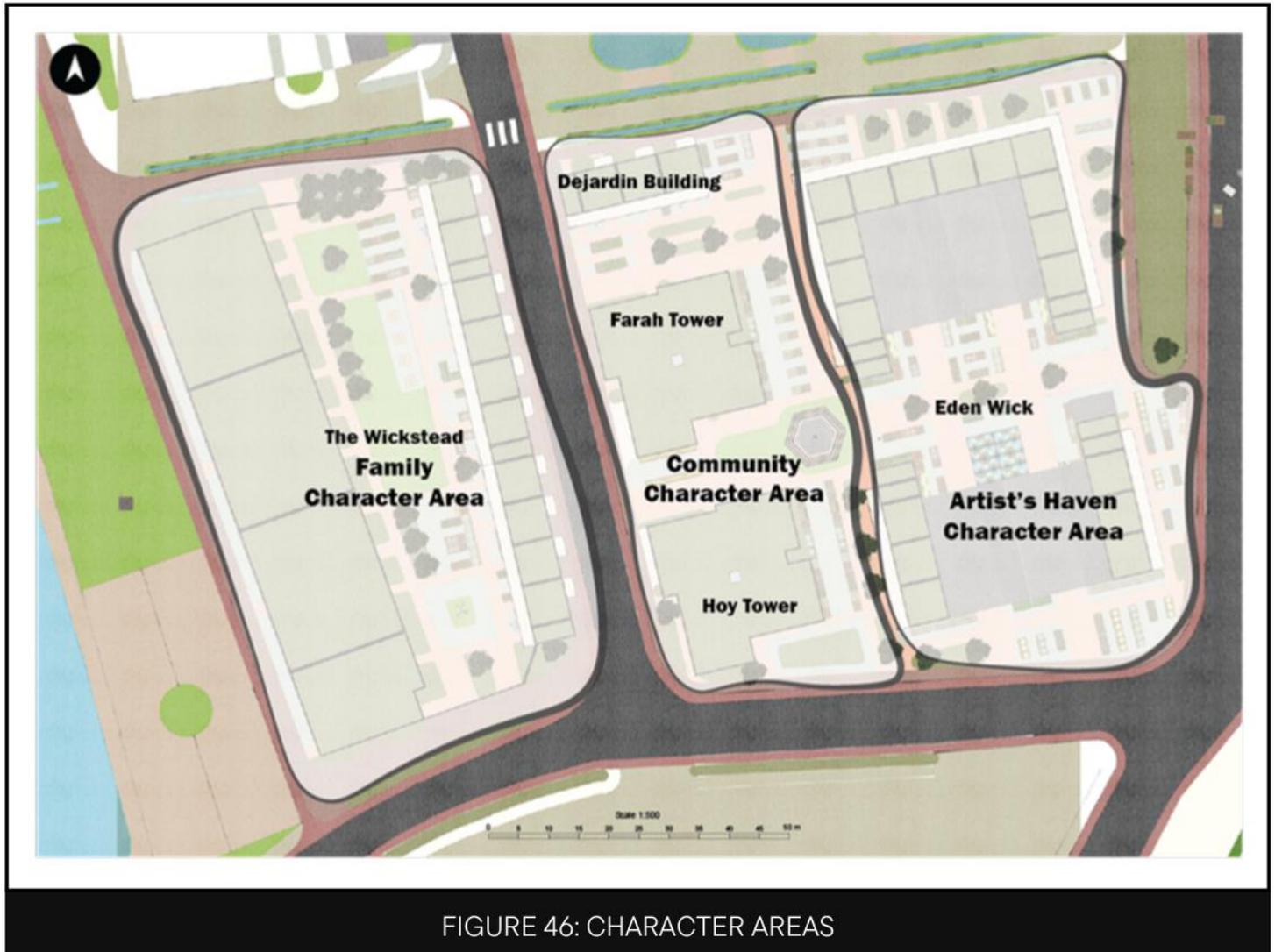


FIGURE 46: CHARACTER AREAS

Three distinct character areas are defined within the masterplan to support a diverse and inclusive community. Artistic Haven (Eden Wick) is centred around artist live-work housing and shared courtyards that support everyday creative production. A community-oriented area is formed around Hoy Tower, Farah Tower, and the Dujardin Building - named after multi gold-winning Olympic athletes - with the public realm between them acting as a shared civic focus. The Wickstead is conceived as a family-oriented neighbourhood, prioritising play, landscape, and long-term residential belonging.

***“Three character areas structure the masterplan around creativity, community, and family life - each distinct, yet connected through shared public space.”***



FIGURE 47: CHARACTER AREAS

## Eden Wick: Courtyard Life

At the heart of Eden Wick is a shared courtyard that functions as an everyday social and productive space for the resident artist community. Framed by live-work HMOs, the courtyard supports informal performance, making, food growing, and daily social interaction as part of ordinary life rather than programmed events. High ceilings, generous daylight, and visual connections between homes and the courtyard encourage shared use while maintaining individual privacy. Access is resident-focused and calm, fostering a sense of collective ownership and trust, and enabling the courtyard to evolve organically in response to changing needs.

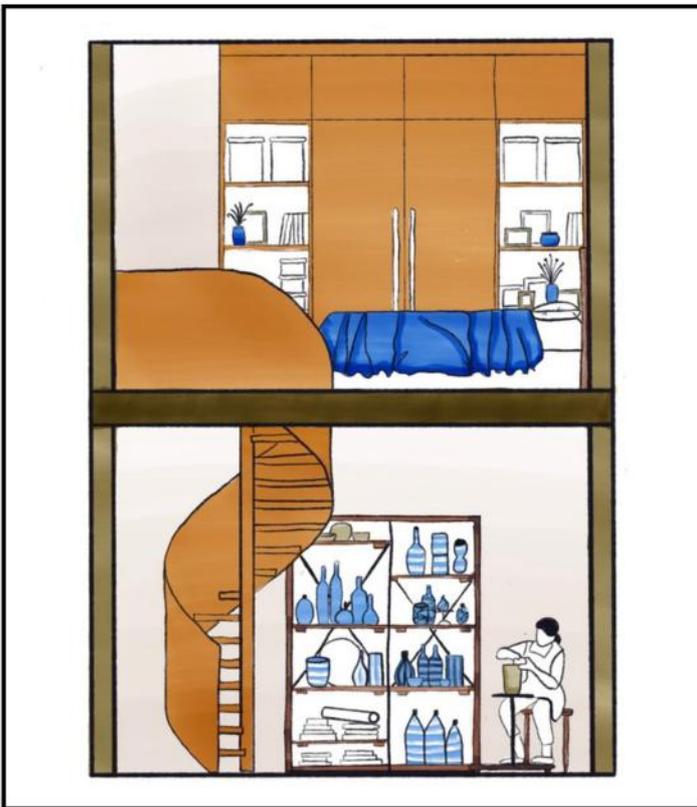


FIGURE 48: LIVE WORK HMO UNIT SECTION

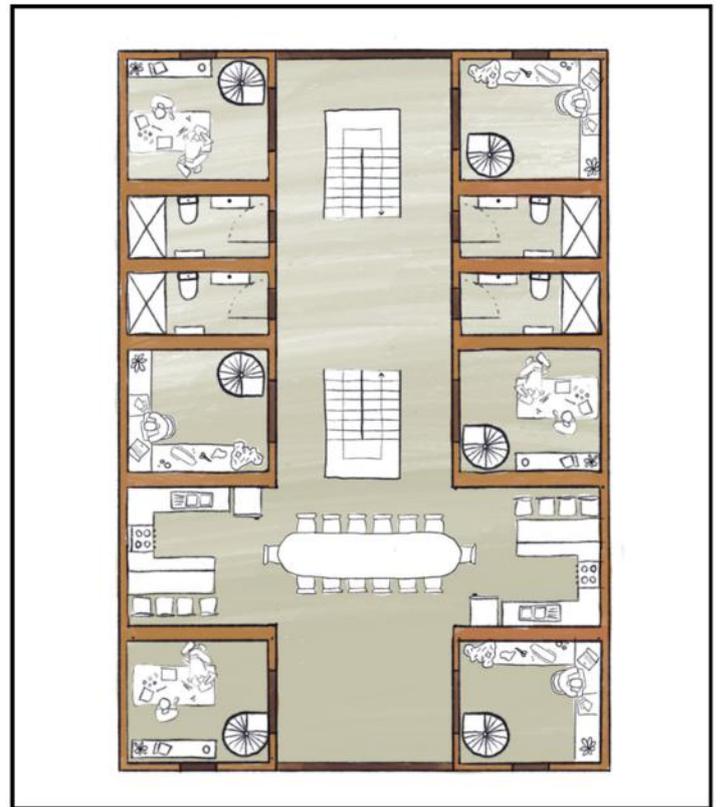


FIGURE 49: LIVE WORK HMO FLOORPLAN

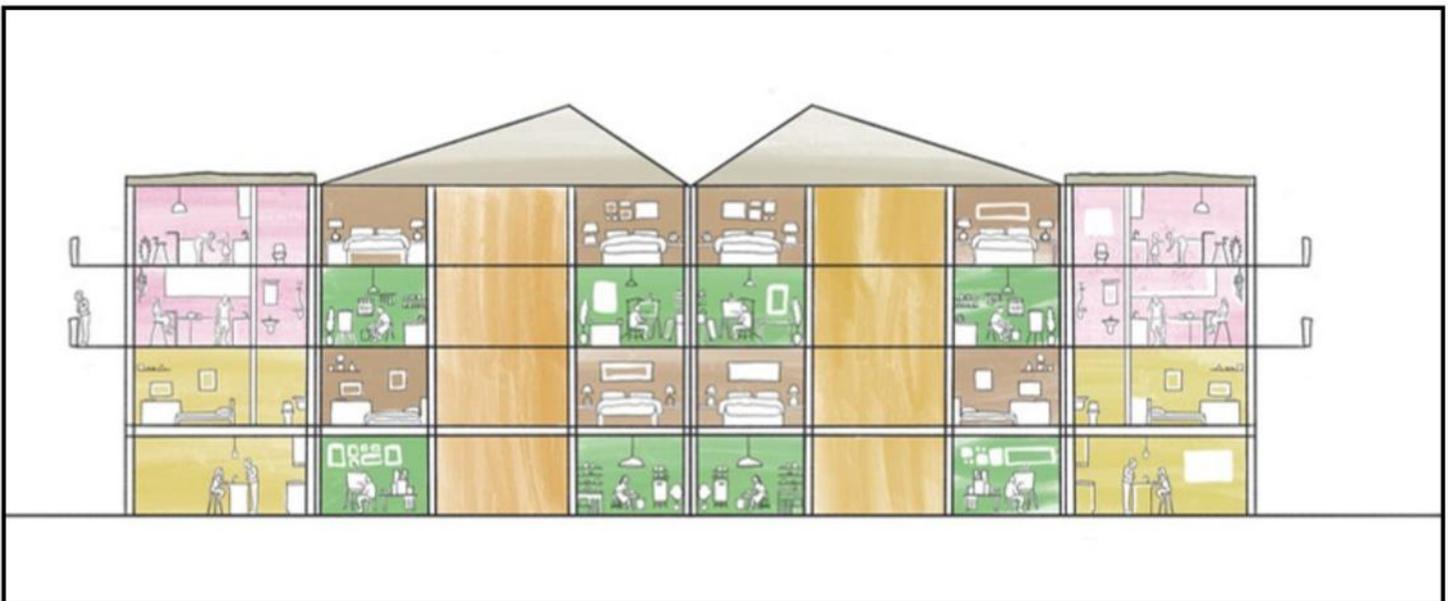


FIGURE 50: SLEEVED LIVE WORK HMO

The artist live-work HMO is conceived as a shared-living typology that supports both residential density and everyday cultural production. Self-contained studio units are organised around generous communal spaces, including shared kitchens, workshops, and recreational areas, enabling social interaction while maintaining individual autonomy. High ceilings and skylit circulation spaces provide daylight and spatial generosity, while direct relationships between units, shared areas, and the courtyard encourage informal exchange, collaboration, and collective ownership. This model delivers high-density living in a manner that prioritises wellbeing, adaptability, and long-term use over efficiency alone.



FIGURE 51: DAILY USES DIAGRAM

The Eden Wick courtyard operates as an everyday social and productive space shaped by routine use rather than programmed activity. Daily life includes informal drinks with friends, painting and making, tending to shared planting, small-scale trading, and quiet social occupation throughout the day.

These activities overlap naturally, supported by generous ground space, robust surfaces, and clear visual connections to surrounding live-work units. Use of the courtyard is guided by shared norms rather than formal management, with activities remaining informal, low-impact, and non-exclusive. Ticketed events, corporate branding, and private hire are deliberately designed out, allowing the courtyard to remain adaptable, collectively owned, and rooted in trust and everyday creative life.

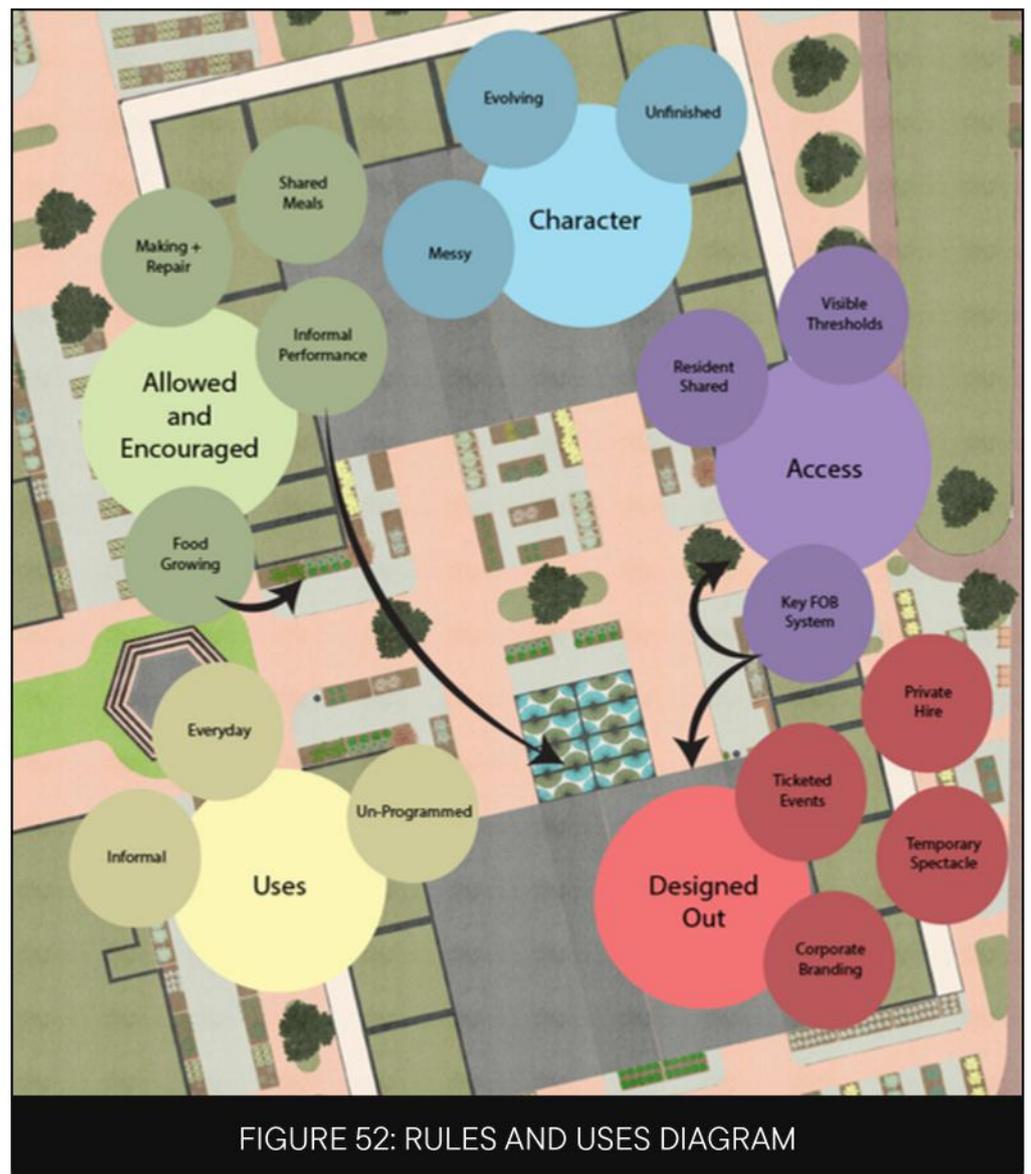


FIGURE 52: RULES AND USES DIAGRAM

# Affordable Housing Sleeve



FIGURE 53: AFFORDABLE HOUSING SLEEVE

The affordable housing sleeve demonstrates how affordable homes can coexist with intense cultural production without becoming secondary, hidden, or stigmatised.

Rather than functioning as a buffer, the sleeve operates as an active spatial equaliser, giving affordable housing the same access to streets, daylight, and public life as market homes.

By wrapping and defining the Eden Wick courtyard, the sleeve protects the privacy and collective ownership of the artist community without gating or exclusion.

This arrangement allows cultural production and affordable living to sit in productive proximity, reinforcing dignity, visibility, and long-term residential stability while maintaining a calm, resident-focused shared space.



FIGURE 54: 1 BEDROOM FLAT



FIGURE 55: 2 BEDROOM MAISONETTE

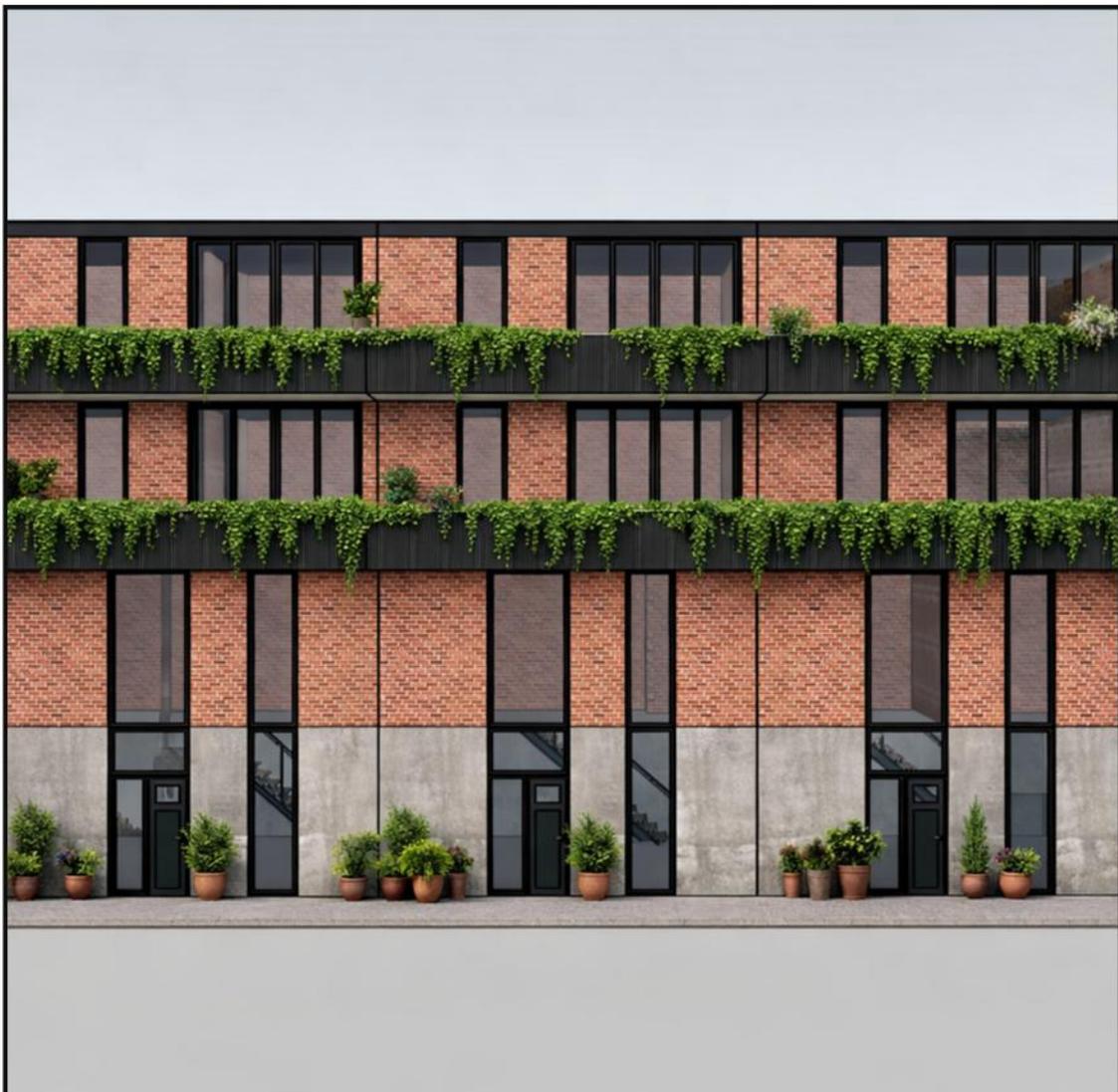


FIGURE 56: SAMPLE FACADE

# The Wickstead



FIGURE 57: WICKSTEAD COURTYARD PLAN

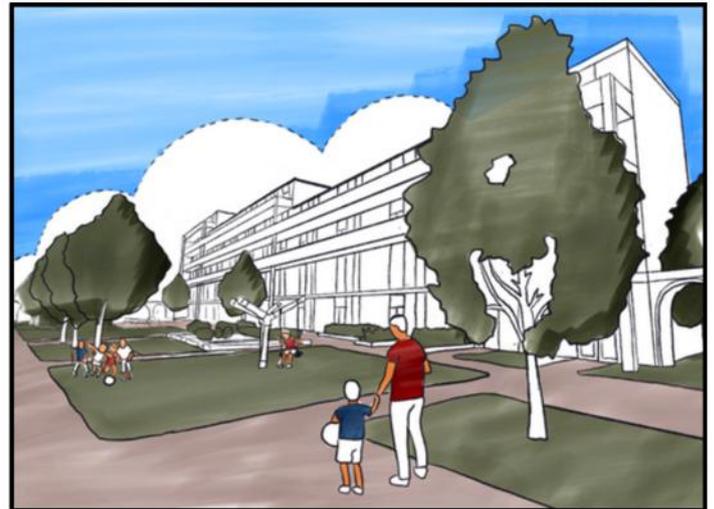


FIGURE 58: CHILDRENS PLAY



FIGURE 59: EYE LEVEL ILLUSTRATION

Shared courtyards are conceived as multifunctional social infrastructure, designed to support informal play, social trust, and intergenerational use through spatial configuration rather than prescriptive programming. The courtyards intentionally avoid fixed play equipment, age-segregated zones, and excessive signage, allowing space to remain flexible and responsive to changing patterns of use over time. This approach enables children's play, everyday social activity, productive uses, and quieter forms of occupation to coexist and overlap without spatial conflict or over-definition.

Spatial simplicity is reinforced through generous, open ground planes, robust surfaces, and minimal level changes, allowing play to emerge organically through movement, improvisation, and appropriation. Active thresholds between homes and the courtyard, including front doors, windows, and shared circulation, create continuous visual and social connections that support passive surveillance and natural supervision. This arrangement reduces reliance on formal monitoring or technological surveillance, instead fostering trust through everyday presence and shared responsibility.

By embedding play within the rhythms of daily life rather than isolating it as a specialised function, the courtyard operates as a lived, negotiated space that evolves with its community, reinforcing social cohesion, safety, and wellbeing over time.

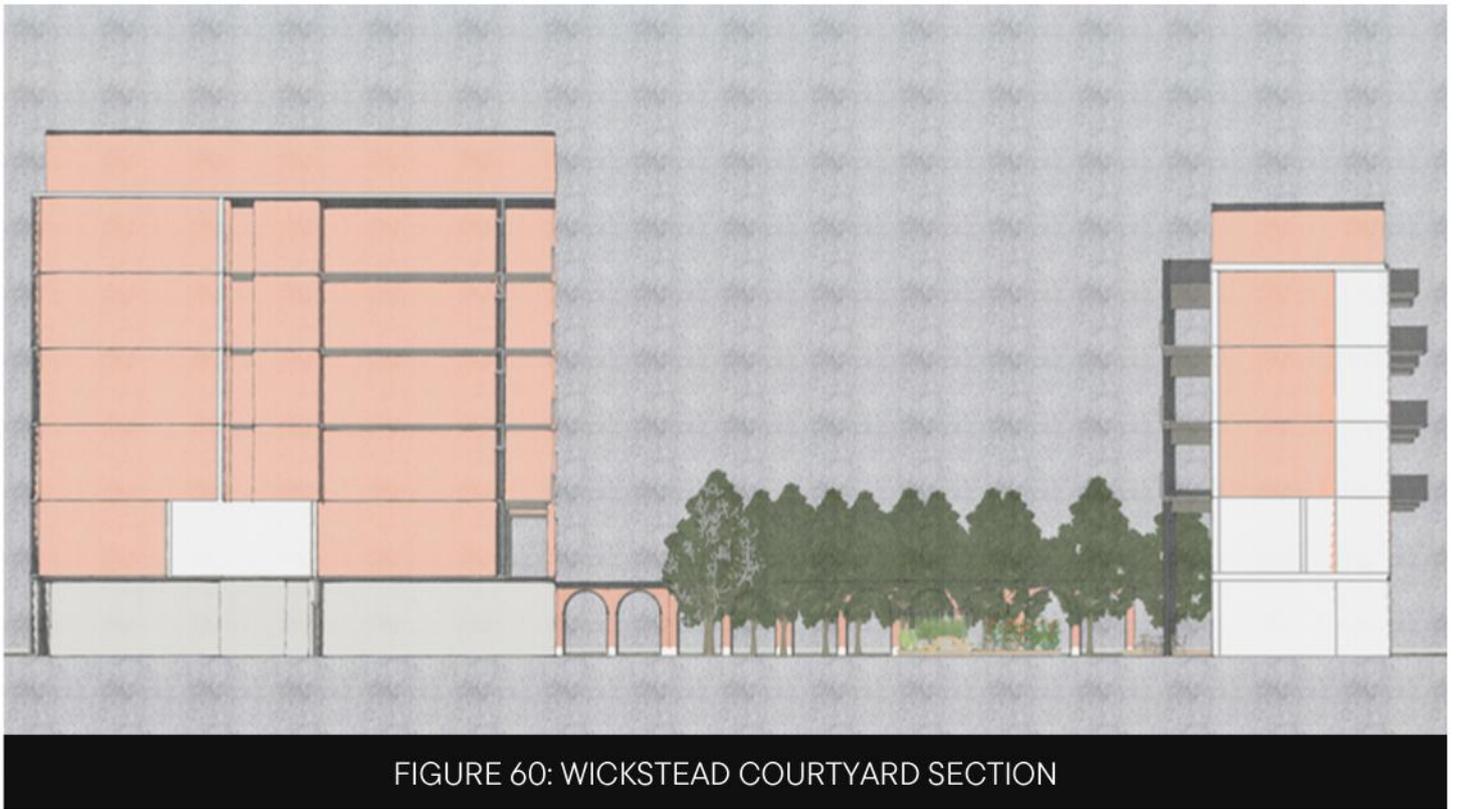


FIGURE 60: WICKSTEAD COURTYARD SECTION

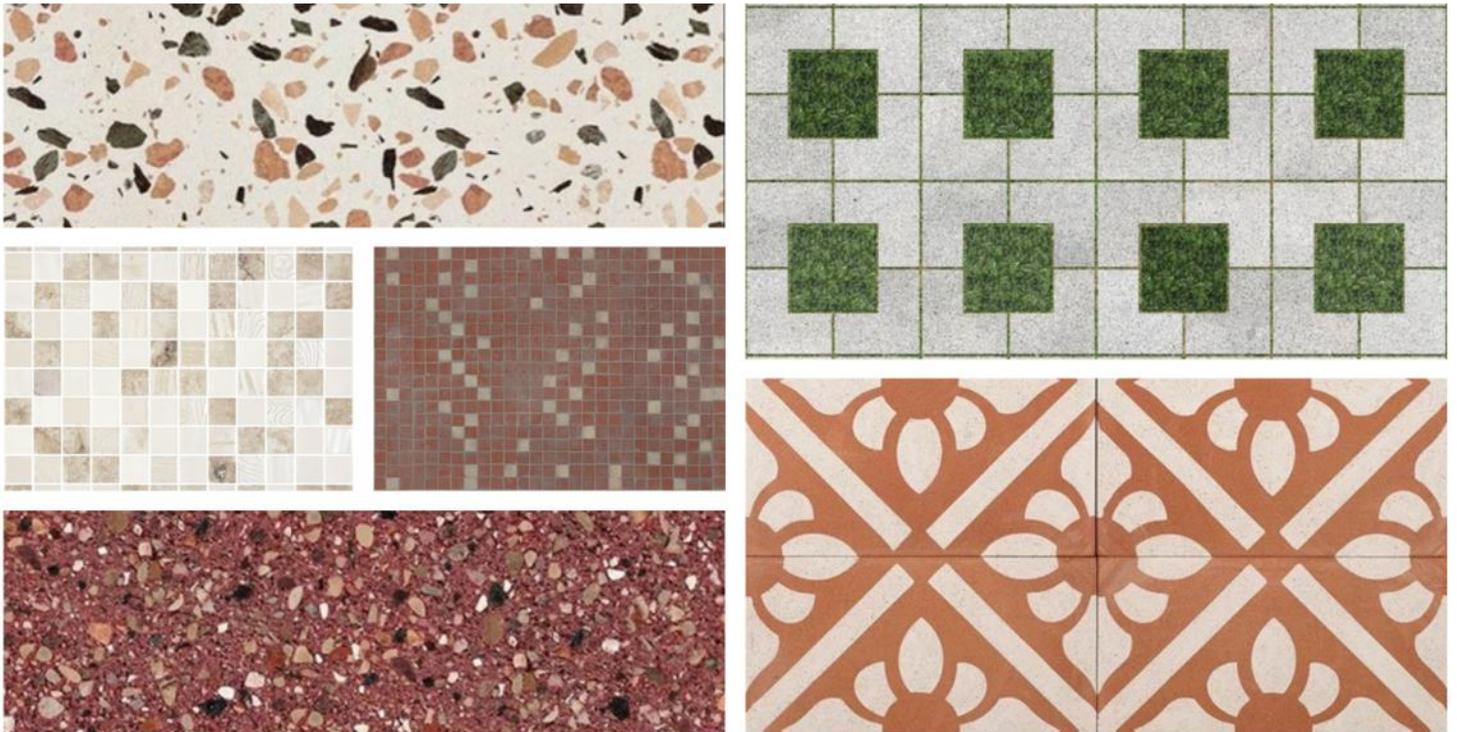


FIGURE 61: SURFACE MATERIAL STRATEGY

The surface strategy prioritises robust, long-lasting materials that support everyday use rather than visual spectacle.

Concrete, terrazzo, brick, and clay tiles are selected for their durability and capacity to age with use, while subtle shifts in texture and tone define routes, courtyards, and planted areas without relying on signage or barriers.

This approach resists luxury-led aestheticisation, allowing the ground plane to function as shared social infrastructure that supports informal activity, play, and long-term stewardship.



FIGURE 62: MASTERPLAN

# Conclusion

This project has explored how branding practices in post-industrial regeneration shape economic value and spatial equity, using Fish Island as a critical context.

In response to increasing luxury-led, image-driven development, the masterplan proposes an alternative approach in which value is generated through everyday use, cultural production, and shared spatial infrastructure rather than spectacle or lifestyle branding.

Through a carefully structured public realm, inclusive housing typologies, and robust material strategies, the scheme demonstrates how density can be achieved without compromising wellbeing, affordability, or authenticity. Artist live-work housing, integrated affordable provision, and family-oriented spaces are deliberately embedded within the wider urban fabric, ensuring that creative communities are supported as active producers of place rather than aesthetic signifiers.

By prioritising light, permeability, informal use, and long-term adaptability, the project reframes regeneration as a socially and environmentally grounded process. It argues that equitable urban futures are not delivered through curated identity, but through spatial conditions that enable trust, creativity, and everyday life to endure over time.