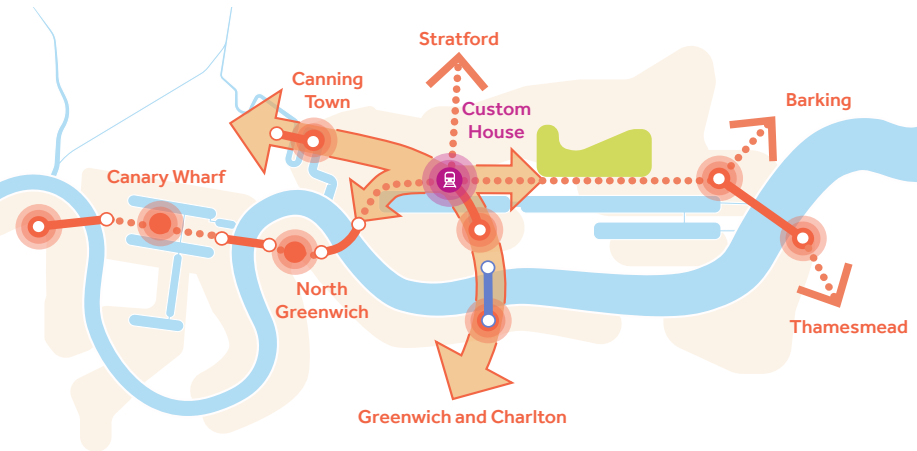


# One street - connecting all the Communities

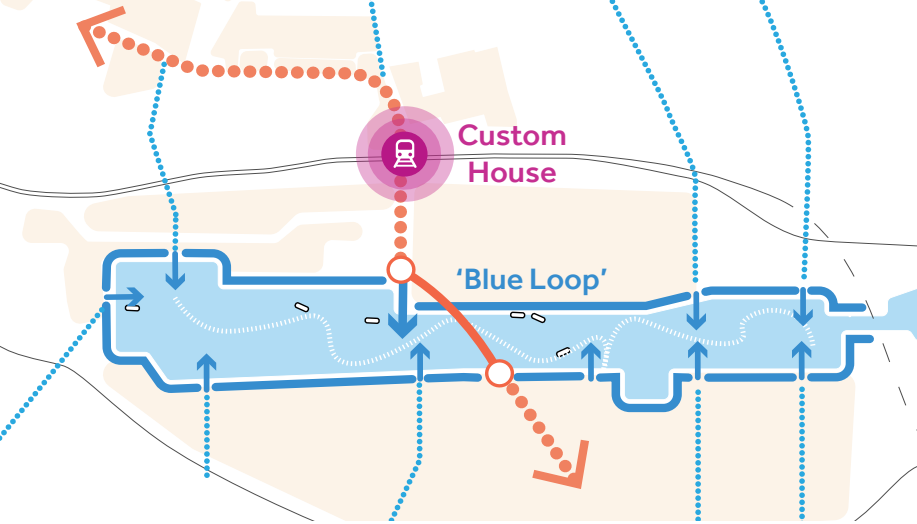
Our aim is to go beyond pure design to first interrogate what the various Custom House communities need, whether access to jobs and homes, for Excel visitors to spend more time in the area, or a place to buy milk. Our objective is then to show how those aims can be delivered for real, over time and through empowering all of the local communities.

**Making Freemasons Road a thriving local centre again**  
Both visible and appealing to Excel visitors and the local community, we propose a staged series of interventions, starting with a new eating, shopping, performance and community building, at the northern end of the enhanced bridge. Around the centre, we would begin with connecting to a repaired Cundy Park – great coffee in the community hall – moving on to a new locally managed local square/ street market.

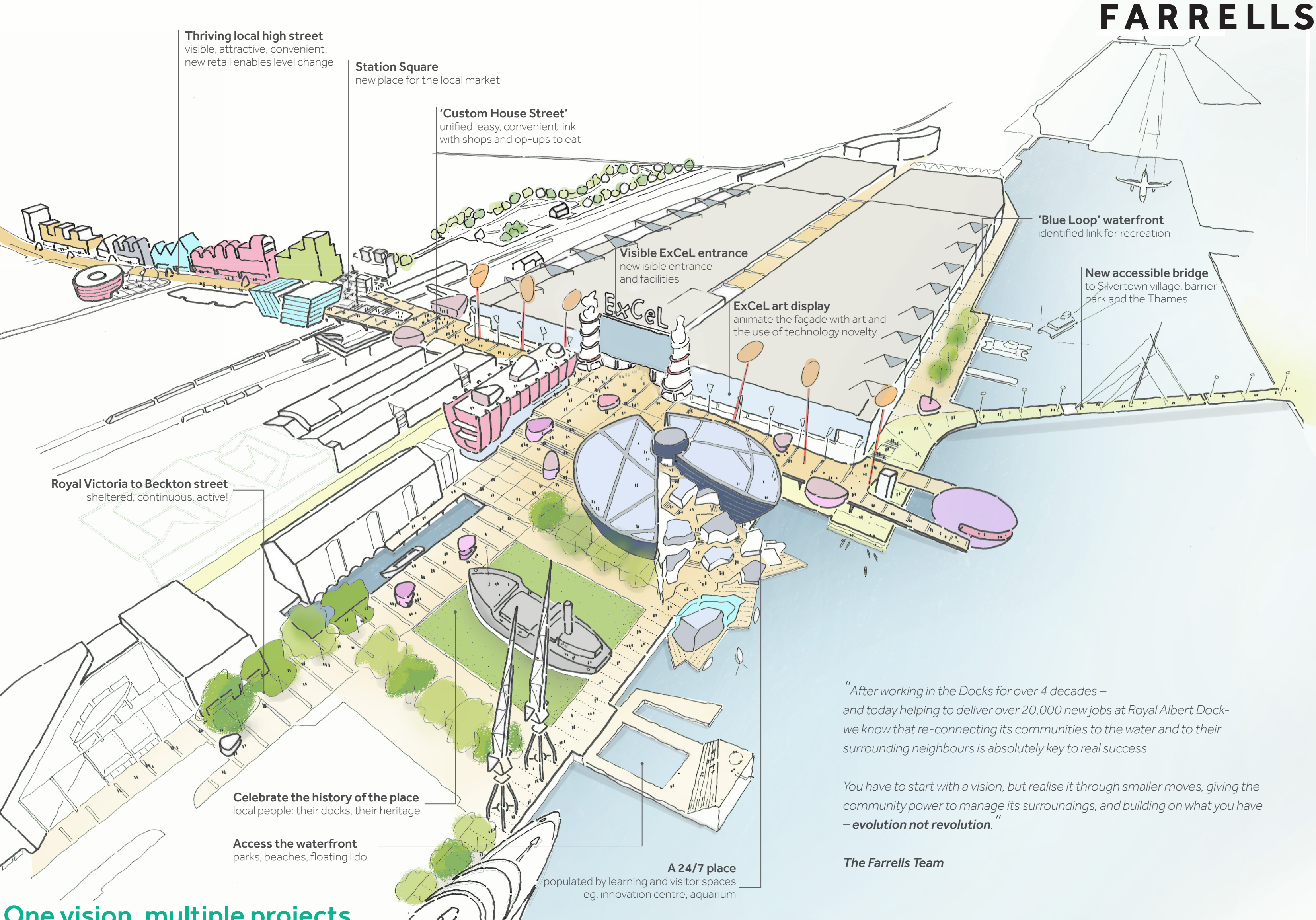
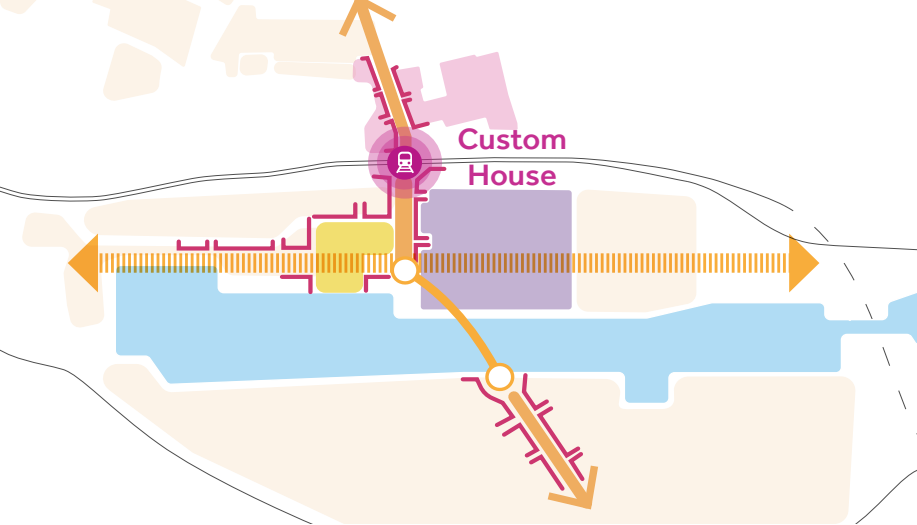
**Linking the Urban Quarters with access to jobs, homes and amenities**  
Complete the missing links with new river crossings, connecting Canary Wharf with Custom House, Charlton and Thamesmead.



**Create and celebrate the best new waterfront in London**  
Bring the local communities to the Dock, identify a 'Blue' recreational loop around the Dock, with an active promenade, for walking, running, swimming, angling and punting.

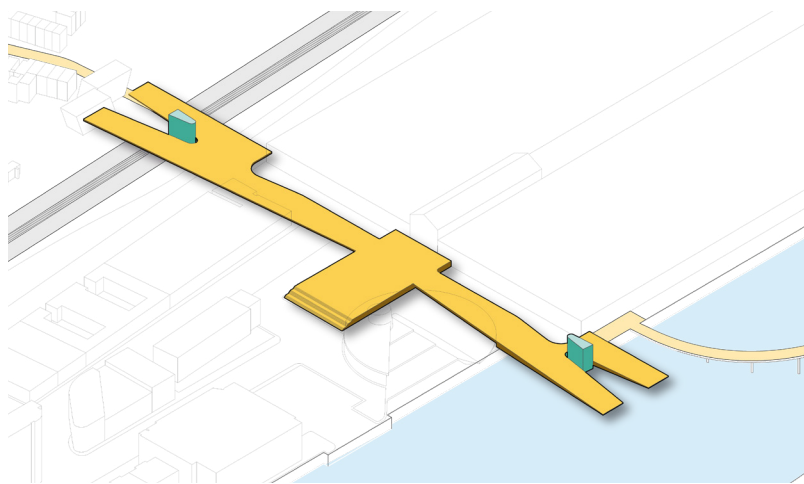


**The necklace of pearls**  
A network of places, linked with streets. Areas with different characters, each with a new point of interest and visual marker.

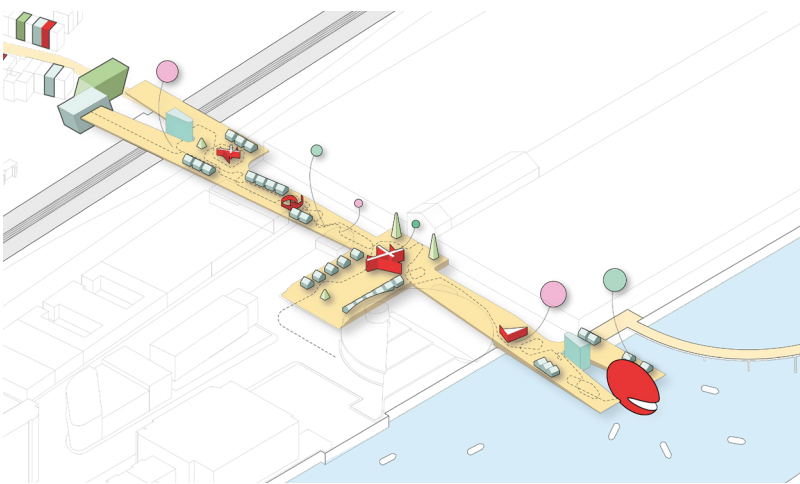


## One vision, multiple projects

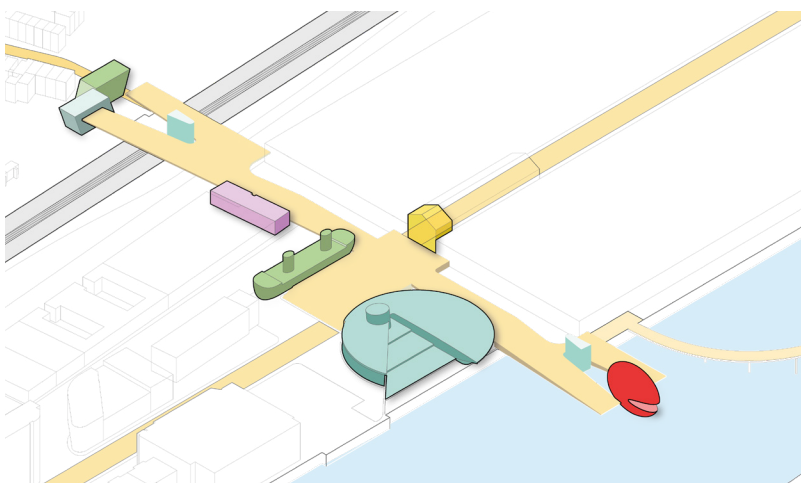
**One place - one language**  
From Freemasons Rd. to Silvertown. Unified architectural language and repeating elements: colour, shape, light...



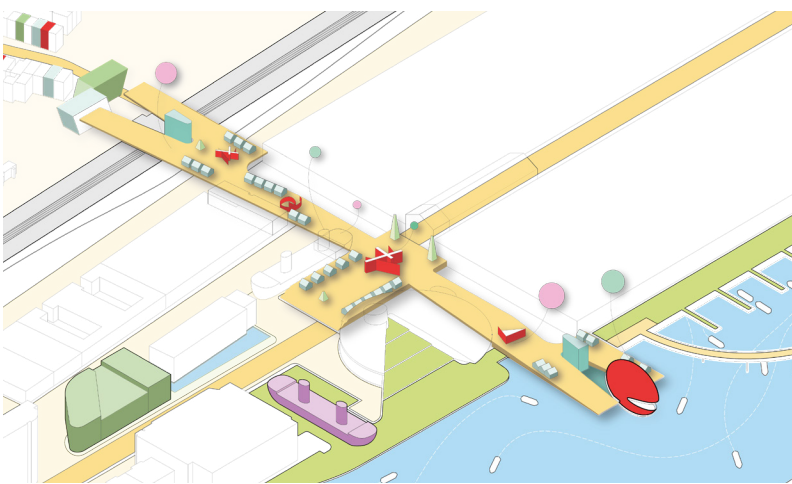
**Transform the bridge into a street**  
Inhabit and extend the link, introduce active frontages, pavilions, wayfinding signage, art installations...



**Anchor the street with feature buildings**  
Gateways for the Station and the Waterfront



**Inhabit, programme and curate the network of public spaces**  
Pop-ups, markets, festivals, exhibitions, attractive use 24/7



"After working in the Docks for over 4 decades – and today helping to deliver over 20,000 new jobs at Royal Albert Dock – we know that re-connecting its communities to the water and to their surrounding neighbours is absolutely key to real success.

You have to start with a vision, but realise it through smaller moves, giving the community power to manage its surroundings, and building on what you have – evolution not revolution."

The Farrells Team