

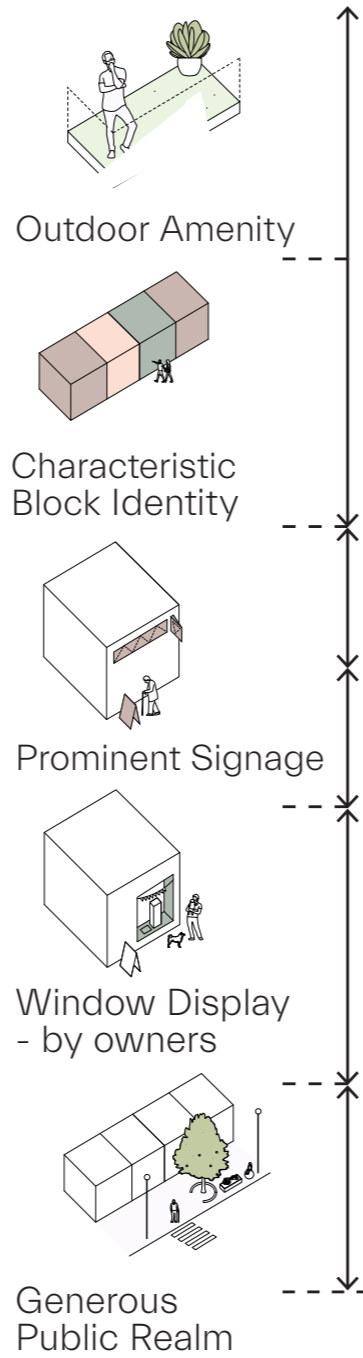
Streetscape

Proposed Retail

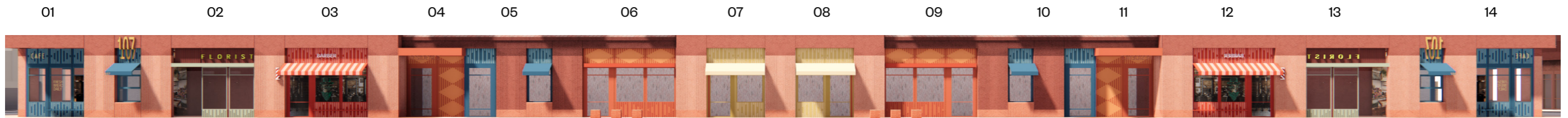
The proposed retail frontages stand as a reinterpretation of the existing streetscape. In total x12 units are located along the Western edge of Aberfeldy Street. In contrast to the existing, a greater variety of widths and floor areas are provided across the units, benefiting the future viability of the street and enabling diversity in retail uses. As per the existing, residential sits above retail use, however with amenity projecting over the street from L02 to animate activity and encourage passive surveillance. The aspiration to enliven the street at night has been a key design challenge so that an improved sense of safety can be felt amidst the community. Activating the uses at all hours of the day is key to this and a strong reason for locating residential entrances off the main street access, whilst also introducing significant public realm improvements (refer to chapter 7.0). To the retail fronts consistent datums are present, whilst enabling openings and signage to be articulated with a degree of unique character to each unit.

UNIT NUMBER + CURRENT USE

- (01) Large
- (02) Medium
- (03) Medium
- (04) Residential Entrance
- (05) Small
- (06) Small
- (07) Small
- (08) Small
- (09) Small
- (10) Small
- (11) Residential Entrance
- (12) Medium
- (13) Medium
- (14) Large



Taxonomy of shop fronts analysing layering of programme and use



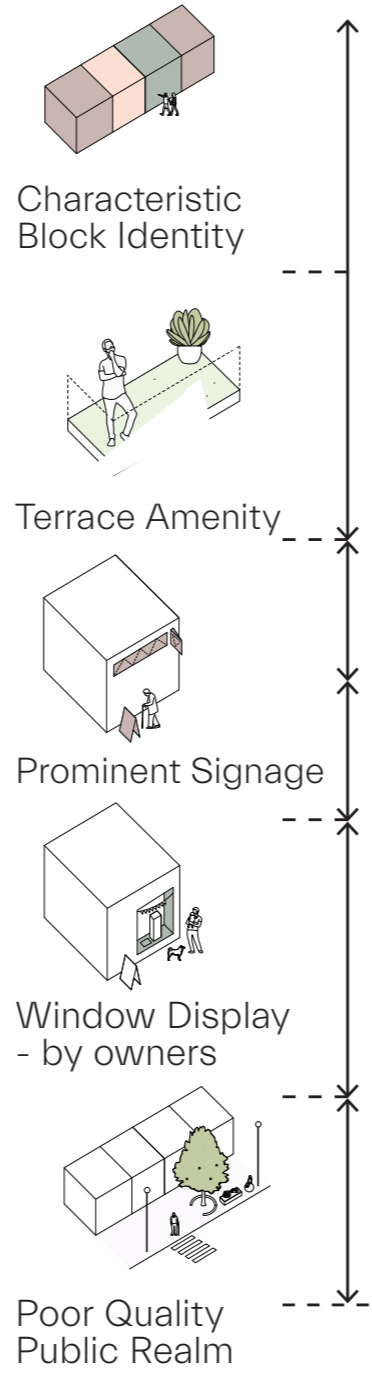
Elevation of Proposed Retail Street to H1 + h2

Streetscape

Existing Retail

The existing retail condition was continually referenced throughout the design development, with a series of examinations to appraise the success and downfalls of the current arrangement. The x14 units along the street length have particularly held influence to the proposals response on colour, given the success of the meanwhile use, and public realm, considering the current poor quality of streetscape.

| UNIT NUMBER + CURRENT USE | WIDTH |
|---|-------|
| (01) Perfect Fried Chicken | 5.24m |
| (02) The People Speak | 5.13m |
| (03) Boxing Club | 5.14m |
| (04) Barry's Newsagent + Off Licence | 5.14m |
| (05) Residential Entrance | 5.13m |
| (06) Limehouse Dry Cleaning + Laundry | 5.15m |
| (07) Britannia Pharmacy | 5.17m |
| (08) Raj Rumel Ltd | 5.12m |
| (09) Poplar Bangladeshi Community Project | 5.15m |
| (10) Vacant | 5.16m |
| (11) Vacant | 5.16m |
| (12) Londis | 5.14m |
| (13) Londis | 5.27m |
| (14) Residential Entrance | 4.90m |
| (15) Culloden Bangladeshi Parents Association | 5.38m |
| (16) Culloden Bangladeshi Parents Association | 5.03m |
| (17) Workshop | 5.13m |
| (18) Miu Valley Takeaway | 5.24m |



Taxonomy of shop fronts analysing layering of programme and use



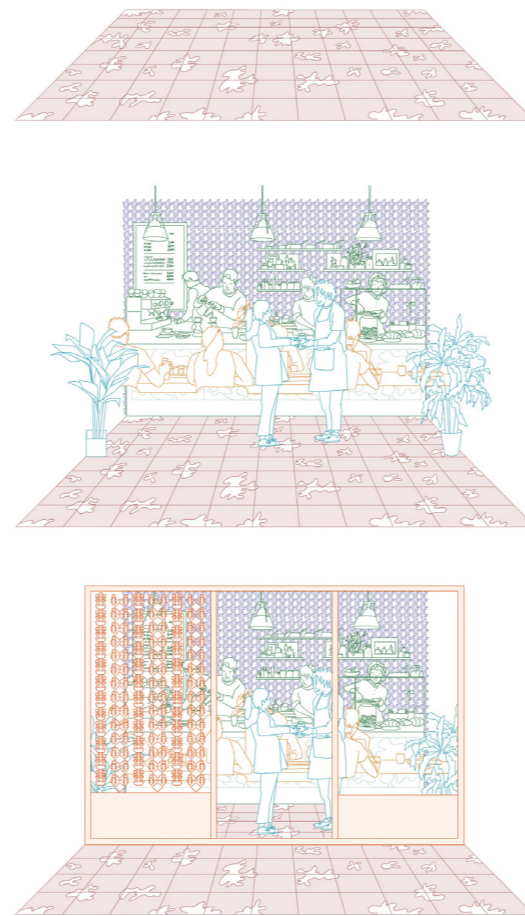
Projected Elevation of Existing Retail Street to H1 + h2

Streetscape

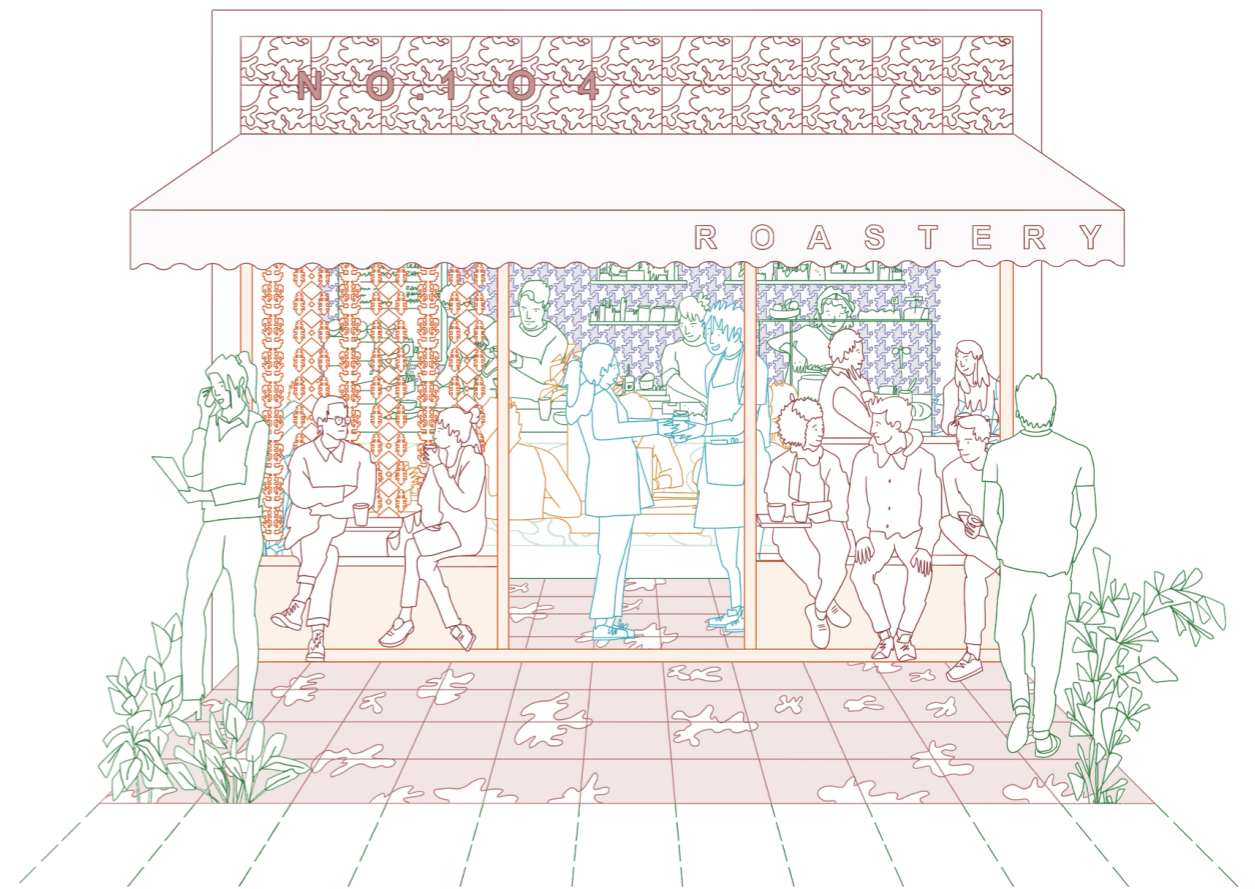
Design Development: Base

The base is seen as a key element of the building, not only to ground the massing above but also to articulate the street experience. To achieve this, studies explored the ability to subtly step the base in unison with the 5 volumes above, adding a connection between the vertical elements whilst retaining a horizontal datum. This would draw the eye along the street, creating clear definition between public and private programmes. Notably, this could also converse with the base of Plot F and retain a sense of architectural continuation to the pedestrian experience.

Within this base language, early speculations on the nature of retail expression were undertaken. Here the relation between openings and street finishes were posed, in line with the key principles and how thresholds to the public realm could converse with the building and its retail use.



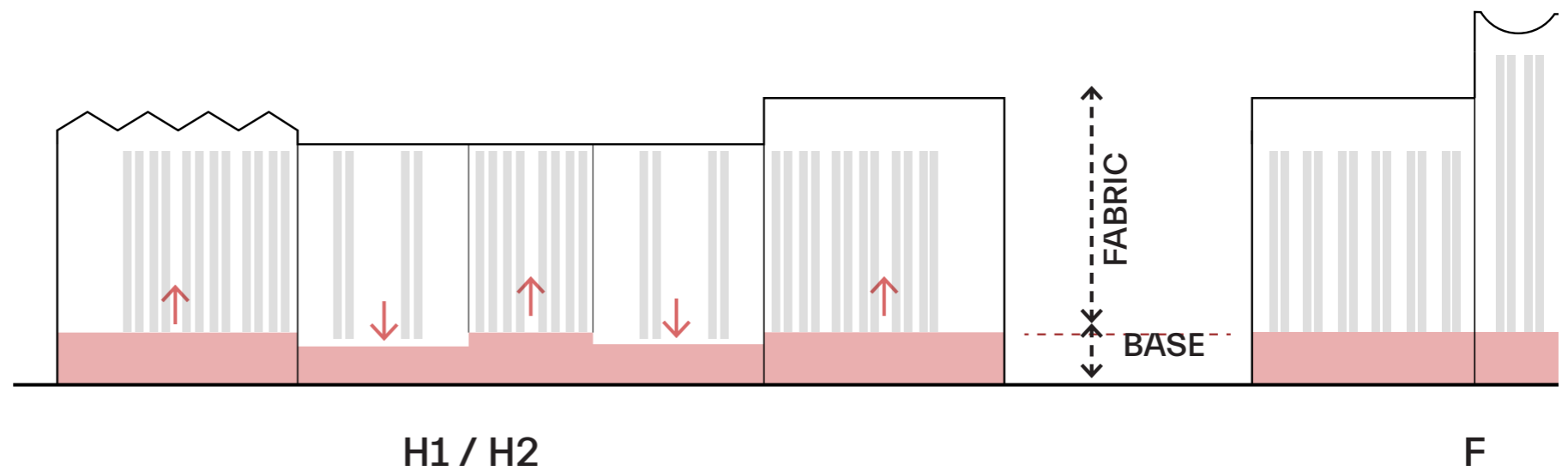
Developing shopfront and matwells



Developing shopfront and matwells



Historic East London example of base to retail frontage



Street Section Datum