

08.

PLACEMAKING

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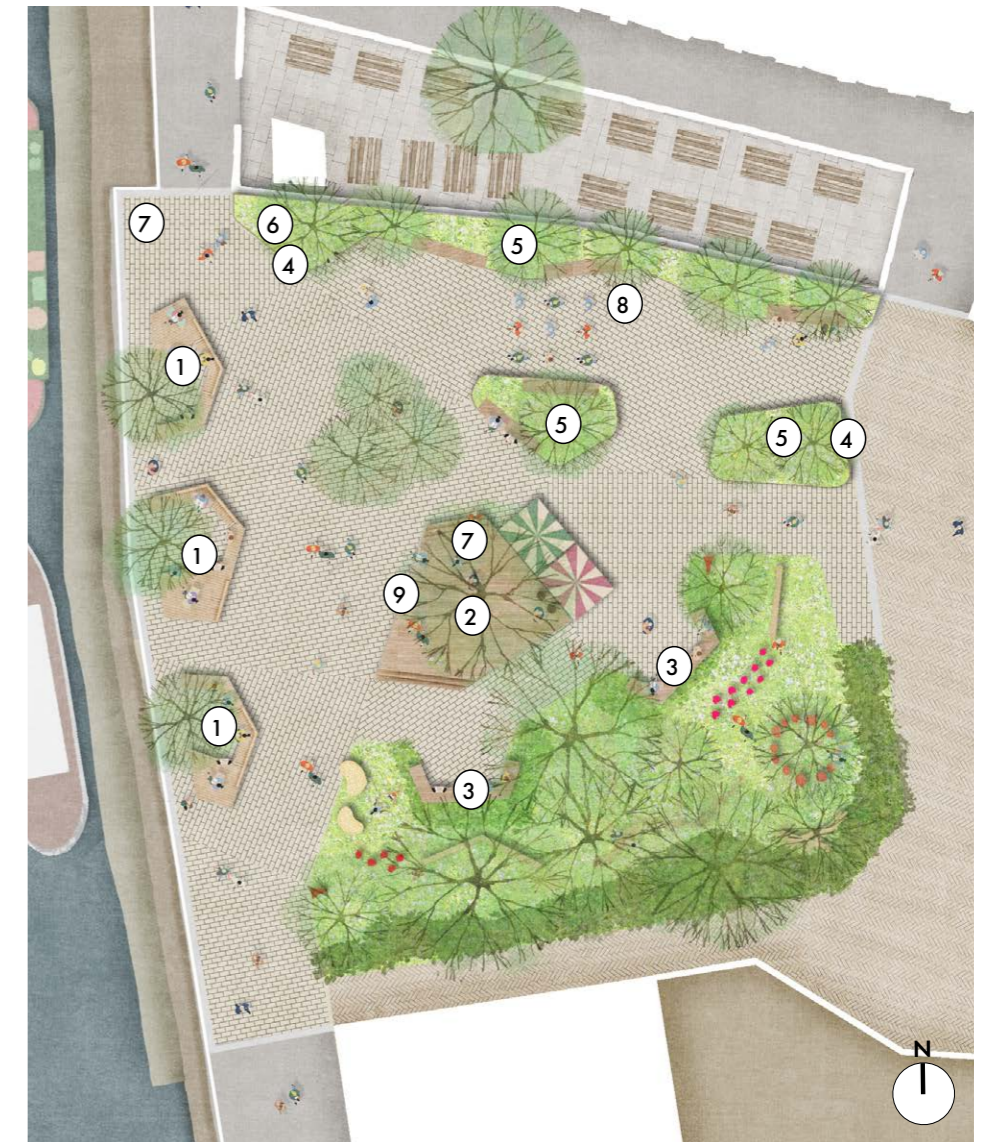
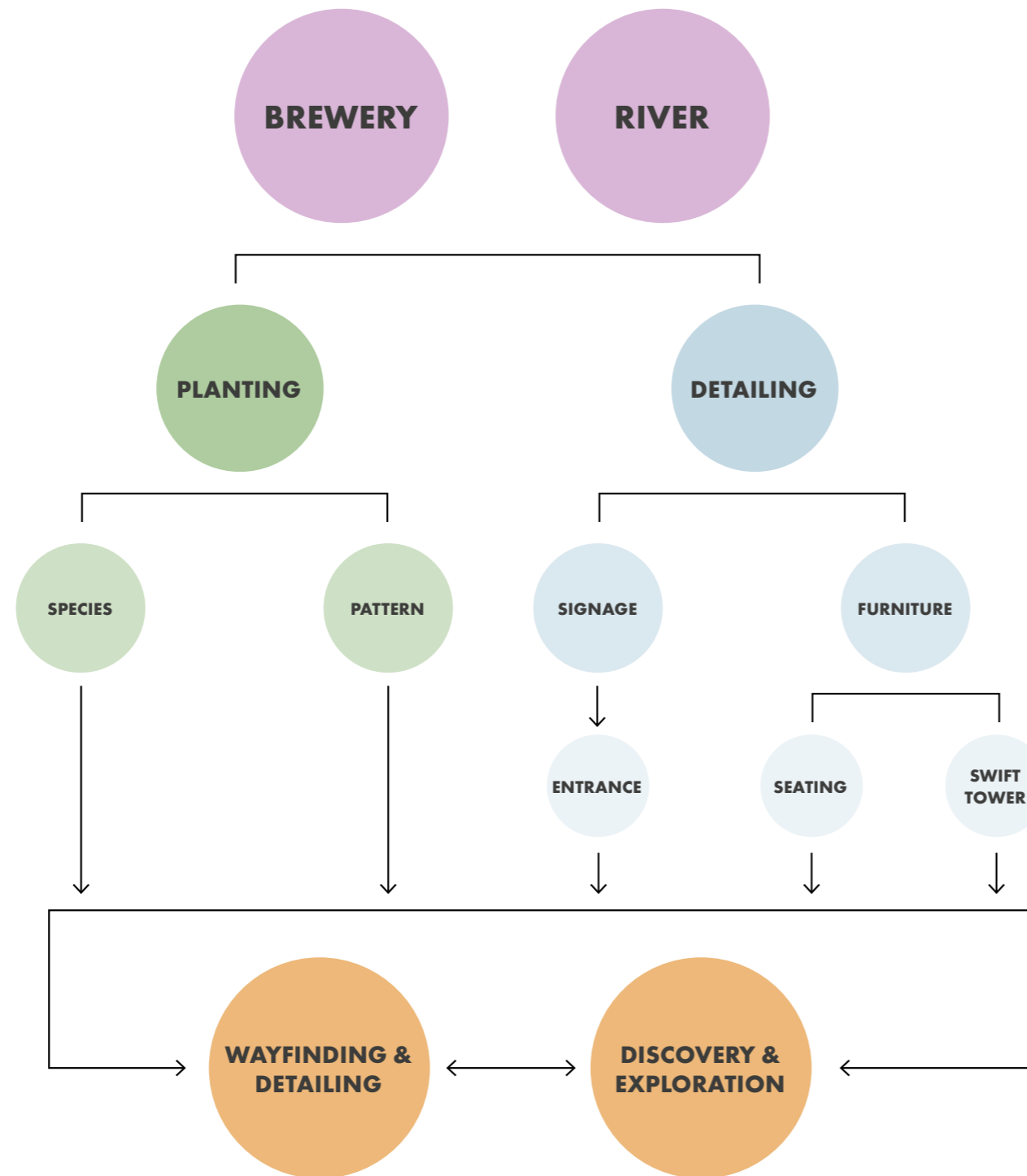
INTRODUCTION - CELEBRATING HISTORY AND HERITAGE

The placemaking strategy for Eagle Brewery Wharf supports the creation of an interesting, unique and attractive place, bringing together moments and interventions in the space that celebrate the heritage of the brewery and the riverside setting.

People can find out about the history of the site and local area through wayfinding and detailing. Incorporated into furniture, surfaces and planting beds, this will also add character and texture.

Discussions have been undertaken with the RBK Culture and Heritage team during design development process. This engagement will continue post-planning in order to finalise the placemaking strategy for the scheme.

PLACEMAKING STRATEGY



- ① Eagle Brewery Wharf engraving on riverfront seating
- ② Wayfinding tree
- ③ Pattern engraving on green edge seating
- ④ Entrance/ destination signage
- ⑤ Seasonal planting in raised planters
- ⑥ Swift tower
- ⑦ Historic plaque
- ⑧ Well cover
- ⑨ Destination signage incorporated into platform edge

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INTRODUCTION - CELEBRATING HISTORY AND HERITAGE

Eagle Brewery Wharf's placemaking strategy incorporates both graphical and typographical elements, which create a distinct identity and sense of destination for Eagle Brewery Wharf.

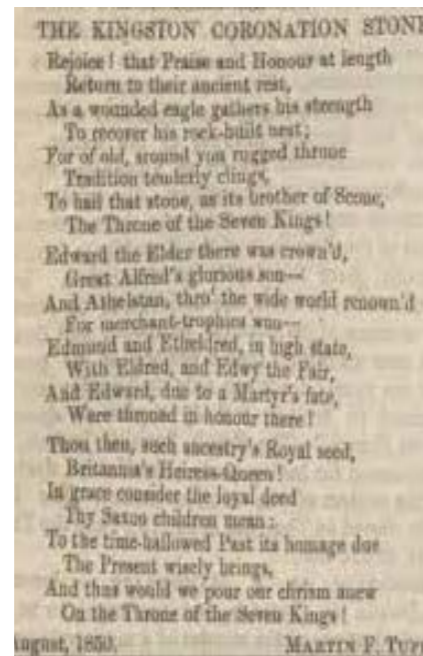
Each element seeks to engage, by offering information, inspiration, entertainment, attractive patterns or provocations.

A series of themes for what the wording and patterns could reference is set out on this page, to be further developed in collaboration with RBK Heritage and Culture team post planning.

POETRY

Themes and ideas:

- Poetic quotes
- Historic
- Contextual
- Inspirational



The Kingston Coronation Stone

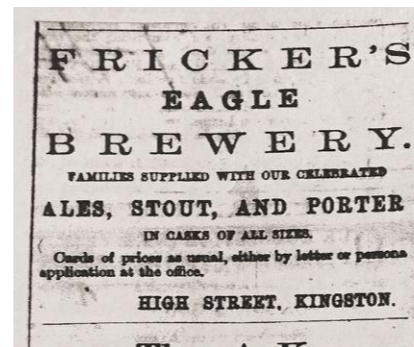
Poem by Martin F. Tupper, From the Leamington Spa Courier, 28 Sept 1850, courtesy of the British Newspaper Archive

"As a wounded eagle gathers his strength to recover his rock-built nest"

HISTORY

Themes and ideas:

- Historic
- Contextual
- Educational



Historic advertisement for Fricker's Eagle Brewery

Typographic reference



Historic photograph of original building

Typographic reference

PROVOCATION

Themes and ideas:

- Quotes
- Questions
- Inclusivity
- Positive enforcement
- Imaginative



Street typography

"Streets are the dwelling place of the collective"



Street typography

"The world is our stage" Referencing "All the world's a stage" from Shakespeare's As You Like It

PATTERN

Themes and ideas:

- Planting
- Biodiversity
- Aesthetic
- Historic
- Cartographical



Humulus lupulus

Hops

Botanical pattern



Hordeum murinum

Wall barley

Botanical pattern



Plan of Kingston

Historic drawing

INFORMATION

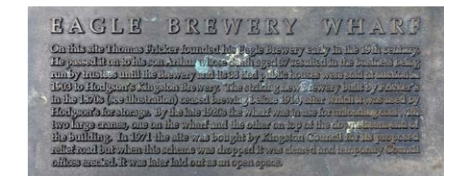
Themes and ideas:

- Wayfinding
- Contextual
- Locational
- Botanical
- Ecological



Situational Plaque

Contextual wayfinding



Eagle Brewery Wharf Plaque

Existing plaque with site introduction



Plant Identification

Signage with species information

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PLANTERS

The planters will incorporate entrance/destination signage, in keeping with signage on Queen's Promenade. Two locations are proposed, one on the entrance planter at the northern end of the site and one by the High Street Access to the east.

There will be additional patterns engraved or embossed onto the other planters. These will be representations of Hops (*Humulus lupulus*) and Barley (*Hordeum spontinaeum*) with the Latin text inscribed alongside. Some additional information could also be included to explain the link to the Brewery.



Planters with engraved patterns



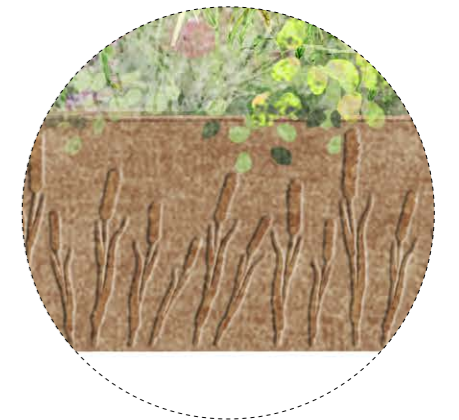
Hops



Barley



Hops pattern



Barley pattern



Existing signage at Queen's Promenade



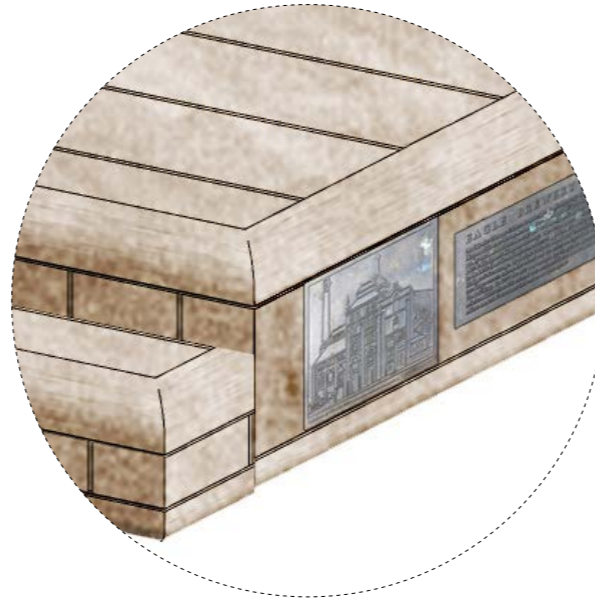
Proposed signage on planters

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SIGNAGE

Signage will be incorporated throughout the site at different scales, heights, and locations. Proposals include the reuse of the existing historic plaque, currently on the river wall. The plaque could be integrated into the timber platform or ground surface in another location.

Not all of the information on the plaque is relevant (e.g. reference to the 2010 renovation). It is therefore proposed that the relevant sections, which refer to the historic brewery, are extracted by cutting the plaque into panels.



TIMBER PLATFORM
Side



TIMBER PLATFORM
Surface



PAVING DETAIL
Integrated



EXISTING HISTORIC PLAQUE
Proposal to reuse parts of the historic plaque

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SIGNAGE

In addition to the reuse of the plaque, there are additional elements of signage that could be explored.

In the Ancient Market Place there is a plaque in the ground that leads to the riverfront walk. A similar piece of signage could be created at Eagle Brewery Wharf, which locates the space within Kingston. Discussions already undertaken with the RBK Heritage and Culture team will be continued post-planning to define the plaque's exact content.

An unappealing cover topping the historic well could be replaced with an upgraded cover, more in keeping with the proposed materials palette and which incorporates further historic information.

The existing Legible London Wayfinding totem will be retained in its current position.

Other potential ideas include entrance signage to the side of the Ram Pub (subject to agreement with the pub).

EXISTING



WELL COVER

Existing cover to historic well



WAYFINDING PLAQUE

Existing plaque in the Ancient Market Place

PROPOSED



PROPOSED WELL COVER

Potential for new cover to historic well



WAYFINDING PLAQUE

Signposting landmarks and points of interest in Kingston



BREWERY TAP

Potential to explore a blue plaque for the site



RAM PUB WALL SIGNAGE

Signage on the facade of Ram Pub

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RIVERFRONT SEATING PODS

The seating pods along the riverfront provide a compelling opportunity to add thought provoking words or patterns to draw interest from passers by.

This detail could be added on the top, front or back of backrests.

Text could reference:

- Poetry about the river
- Fricker's Brewery
- Provocation messages that inspire people to consider use of public open space

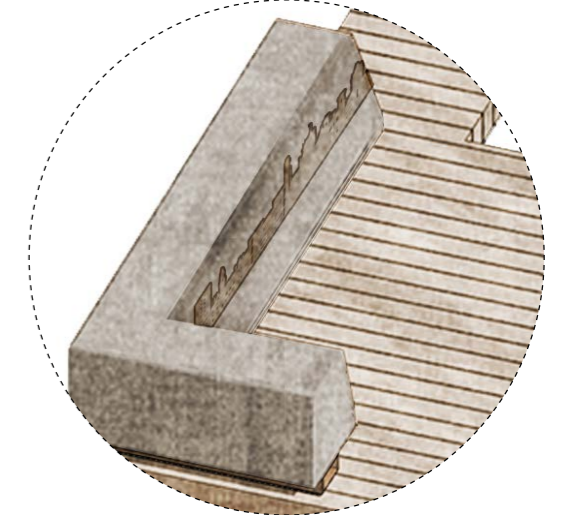
It is proposed that the detail (e.g. content, typeface) is explored in collaboration with the community or Kingston University during the detailed design phase post-planning.

RIVERFRONT SEATING PODS

Poetry could be engraved on backrests



POETRY



PATTERN



PROVOCATION

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TIMBER PLATFORM

Text on the riverfront edge of the platform creates a sense of destination and contributes to place identity, and complements the entrance planters.

This could instead incorporate poetry or a provocation, continuing the theme from the seating pods.

The above would also form part of the collaboration with the community or Kingston University.

TIMBER PLATFORM

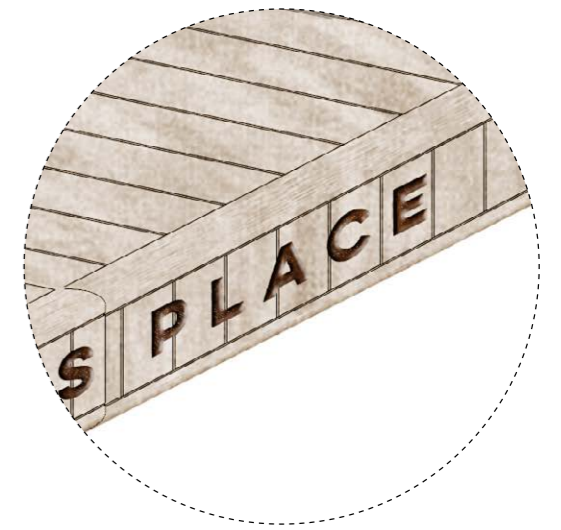
Creating a sense of destination through integrated signage



IDENTITY



POETRY



PROVOCATION

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GREEN EDGE SEATING

Detailing integrated into the green edge seating could be more granular or poetic in detail, complementing the quieter nature of these pockets and encouraging discovery (e.g. a timeline, riverfront skyline or a historic plan).

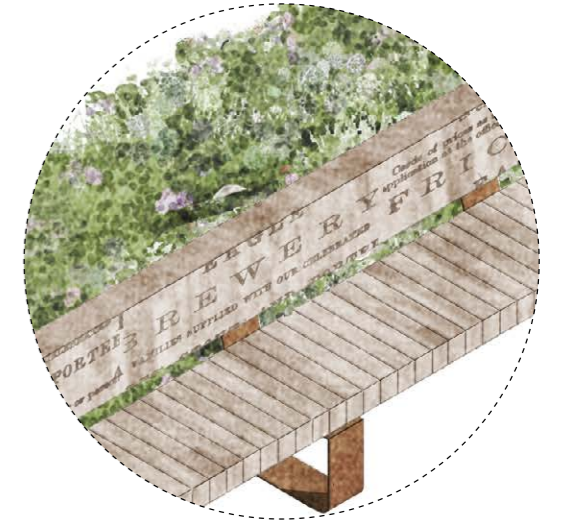
As with the other elements, this could also form part of the collaboration with the community or Kingston University.

GREEN EDGE SEATING

Further detail promotes discovery and complements the quieter nature of these seating pockets



POETRY



HISTORY



HISTORIC MAP

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SWIFT TOWER - INCORPORATING HERITAGE AND NATURE

The RBK Ecology Officer recommended the inclusion of a Swift tower in the design. Swift towers add important nesting habitats for these birds. The design of the tower could also invite other bird species such as House Martins.

This element will also act as a reference to the site's industrial history - the tall Swift tower hinting at the old brewery chimney.

A Swift tower could be particularly poignant addition, as habitable trees for Swifts have slowly been lost through industrialisation. Many of the birds began to find alternative nooks in awnings, roof details and chimneys. However, with a more simplified, sealed architecture, the Swifts have lost these niches, resulting in a 50% loss in the swift population in the last decade.

To ensure the Swift tower has the best chance of success, advice has been sought from **Swift Conservation UK**, whose feedback has been positive. Eagle Brewery Wharf could become an important refuelling, resting and nesting spot for birds along the river.

KEY SWIFT FACTS

- Not bothered by noise.
- They eat a lot of insects.
- They migrate in the winter.
- Nest from May to August.
- Swifts fill the skies with aerobatic flight, adding immense excitement.
- A small speaker with a swift call will help to attract the birds.



Examples of Swift towers and bird boxes



1. Location of Swift tower/ historic chimney

---- Overlay of the historic brewery's footprint

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SWIFT TOWER - DESIGN PARAMETERS

The swift tower will reference the Eagle Brewery's chimney in its form and location, whilst adhering to strict habitat requirements (safe from predators, away from direct sunlight etc). These parameters include a height range of 3-7+m. As a design element of some height, the tower it will also act as a totem or landmark that enables wayfinding.

A swift tower is made up of chambers (of specific size) and openings (of particular placement). Within these constraints there is potential to explore more aerodynamic forms, concentric iterations, or naturally found shapes.

- 7.7m has been established as the maximum height of the swift tower. Placed within a planter at the north end of the site, the top of the tower aligns with the corner of the adjacent pitched roof.
- This would align with a recommended 6m minimum clearance from the base of column to the base of swift chambers, and a 1.7m height allowance for the nest chambers.



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SWIFT TOWER - ILLUSTRATIVE EXPLORATIONS

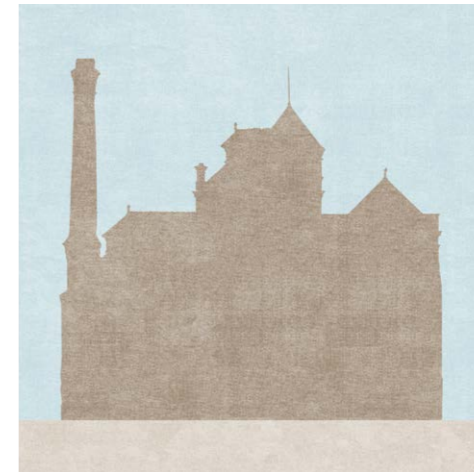


Illustrative view of Swift tower from the river

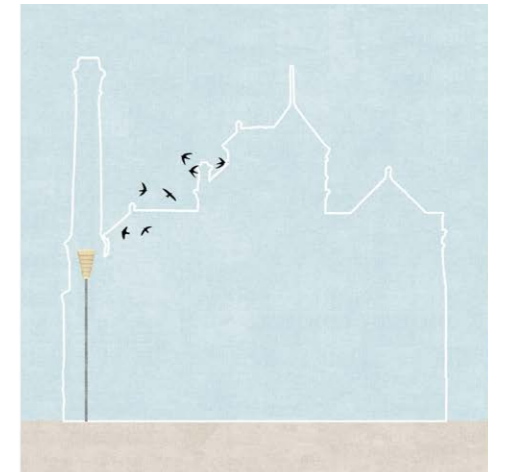
TIME LINE



From nature -

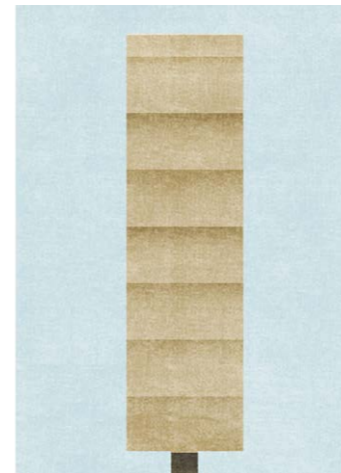


- to brewery -

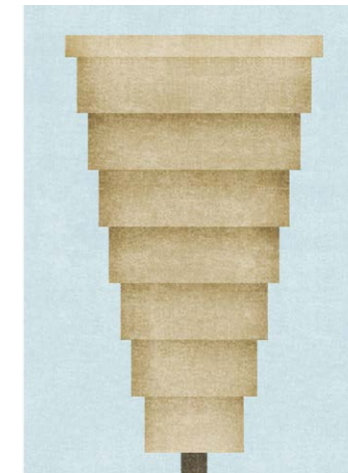
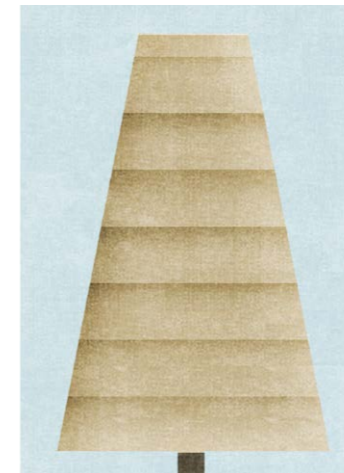


- to protected habitat

NEST BOXES OPTIONS



Exploration of nest box profiles



Profile of historic chimney

BASE OPTIONS



Metal/ timber column



Insect habitat at base



Housemartin Swift pattern on planter

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WAYFINDING SIGNAGE

RECONNECTING EAGLE BREWERY WHARF TO ITS HISTORY

Currently, Eagle Brewery Wharf is not a recognised name in Kingston. The space is commonly known as the area by the Ram pub.

As part of the placemaking strategy for Eagle Brewery Wharf, an entrance/destination sign could be placed at eye level on the southern wall of the Ram pub, facing the access road from the High Street.

Two themes have emerged that could inform the visual direction of this signage:

HERITAGE INSPIRED

Historically, there was a freestanding entrance sign in this location, which has inspired the sketch option.

CONTEMPORARY

A more contemporary typeface could be explored, which retains an industrial reference.



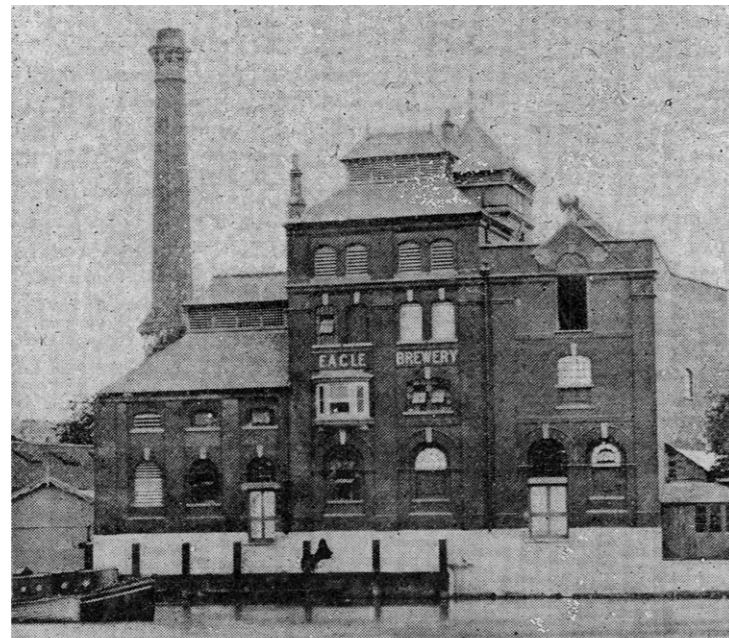
Historic references - freestanding entrance signage



Contemporary warehouse signage



Location on the side of the Ram Pub



Historic references - river elevation of the brewery



Contemporary industrial signage



Sketch mock-up of signage on wall

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