Workshop: Making development sites in historic areas work for you: Towards a viable Town Centre

The Bournemouth workshop focussed on understanding how larger sites in town centres may be beneficially redeveloped once their original use is considered no longer viable. The chosen site of study is a cinema in one of the town’s highest quality shopping streets, Westover Road. The cinema will eventually relocate to new premises. The cinema is the collonaded building in the centre of the streetscene sketch above, drawn by Alistair Barr. It is opposite the listed Pavilion (complementary in style) listed public gardens and within a Conservation Area.

The cinema site provided the need to consider and explore: heritage assets as part of and close to the site; the street scene and potential for activating and enhancing; connections in and around the site; opportunities for change or increase in building scale; design and appearance of a building; issues surrounding plot amalgamation, comprehensive planning and piecemeal development; town centre uses, and; relationship with the public realm.

Elected members, planning, design and conservation officers from Bournemouth, Poole and Christchurch Councils participated in the workshop on 2nd December 2013.
David Stuart introduced the day with a round up of current heritage practice and forthcoming changes. He promoted research 'The changing face of the High Street: Decline and Revival' undertaken for English Heritage in 2013 which identified a series of places across England where innovative approaches have achieved successful outcomes despite a backdrop of testing economic times.

A key part of any Building in Context workshop is in understanding the genesis of an area, its evolution and how to retain the best of now in any future redevelopments. To aid this participants took part in a series of activities, including figureground drawings to show change over time. Participants described this street as being Bournemouth’s equivalent of London’s Bond Street in terms of quality of buildings and retail offer.

Another important tool in the armoury for improving the quality of design is review and advice from independent advisors. Timothy Cantell, Manager for South West Regional Design Review Panel discussed the role of design review at various stages of schemes; the mechanics of engaging the independent Panel and its rationale as providing practical assistance in support of good design and effective community engagement. He gave the support from the National Planning Policy Framework (2012) where ‘Local planning authorities should have local design review arrangements in place to provide assessment and support to ensure high standards of design’ and where ‘Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.’

Case studies and precedents by Architect, Alistair Barr illustrated transferrable lessons which could be reinvented for Bournemouth’s cinema site, taking into account its present context and history of the area. This included potential uses as a food hall, taking the wartime history of the gardens opposite and participants ideas as art gallery with links to national and local institutions. Both schemes using the opportunities offered by the building itself and its location. He also discussed the value of models, however sketchy, to aid a better understanding of the implications of a scheme.

Participants contributed in open session to considerations necessary in understanding a scheme from the aspects of research gathered throughout the day: current and past economic drivers of Bournemouth Town: university, offices, conferences, retail and tourism; wider questions on the ingredients of a successful 21st Century shopping street. Combining this information and those gathered from the site visit, walkabout, figureground, and speakers, participants put together design and development principles for the site.

The workshop concluded with participants highlighting the information necessary to accompany a scheme to ensure proper understanding of the implications of the proposal and that would deliver high quality developments.
About the TOOLKIT

The Building in Context toolkit has been developed by EH, Cabe and the Kent Architecture Centre, now Design: South East. It grew out of the publication ‘Building in Context’ published by EH and Cabe in 2001. The purpose of the publication was to stimulate a high standard of design when development takes place in historically sensitive contexts. The founding principle is that all successful design solutions depend on allowing time for a thorough site analysis and character appraisal of context. Building in Context TOOLKIT training aims to help those making decisions to reach effective and balanced design decisions.

It is proven to be useful in communicating issues of development in complex situations; helping convey the depth of expertise required in adopting a holistic approach to site development and reduced ‘silo mentality’. Through the analysis of a case study, wider design issues than ‘how it looks’ are explored.

Each workshop consists of a presentation looking at the key issues covered in Building in Context, followed by local and regional case studies, a practical, hands-on drawing activity, and an opportunity to discuss the complex issues associated with successfully incorporating contemporary design in sensitive locations.

The Building in Context Toolkit Programme aims to:

• Enable wider understanding of the principles of developing appropriate contemporary design in historic areas to a range of professional and community groups
• Enable those involved in making decisions affecting historic areas in their attainment of a more effective, balanced and efficient service resulting in improvement of those decisions affecting the quality of the historic environment for future generations.
• Promote sustainable new and re-used development that doesn’t sacrifice what future generations will value for the sake of short-term and often illusory gains so that we use already developed areas in the most efficient way, while making them more attractive places in which to live and work and conserving our cultural heritage.

Building in Context: Appraising a proposal

It is possible to arrive at opinions about design quality that are based on objective criteria. There are many ways of doing this, but any such process is likely to include asking the following questions. They encompass both the quality of the building itself and its quality as a contribution to the urban design of the neighbourhood in which it is situated:

The site
How does the proposed building relate to the site? Is there a positive and imaginative response to any problems and constraints? Have the physical aspects of the site been considered, such as any changes in level within or beyond it? Are access arrangements convenient and existing routes respected? Can the amount of accommodation required be fitted on the site in an elegant way?

Wider setting
How does the proposal relate to its wider setting? Are the street pattern and grain of the surroundings respected? Are there changes in height between the existing and new development and if so how are they managed? Will the result enhance or damage the quality of the townscape?

Density
How is the density of the proposal related to that of existing and neighbouring uses? If there are differences, are they acceptable? Impact on close views Has the impact of the building in close views been assessed? Is it either weak or overpowering? Does it respect the scale and rhythm of its neighbours?

Materials
What materials are used? How do they relate to those of the surrounding buildings? Is the quality as high? Are there interesting comparisons or contrasts in the use of materials? How will the colours work together?

Architecture suitable to its use
Is the architecture of the building suitable for the uses it contains? Is it trying to be too grand or pretending to be more modest than it really is?

Composition
How does the architecture present itself to the viewer? Is there a strong composition in the pattern of solid to opening in the façade? Does the detailing of the materials show signs of careful thought or originality in the way the building is put together?

Public realm
What contribution, if any, does the proposal make to the public realm? If new open space is created, is it clear that it will provide a positive benefit and have a genuine use?

Vistas and views
In the wider setting, has the impact of the building in views and vistas been considered? Does it make a positive or negative impact? Does it form a harmonious group or composition with existing buildings or features in the landscape? Does it distract the eye from the focus of the view and if so does it provide something better to look at?

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