

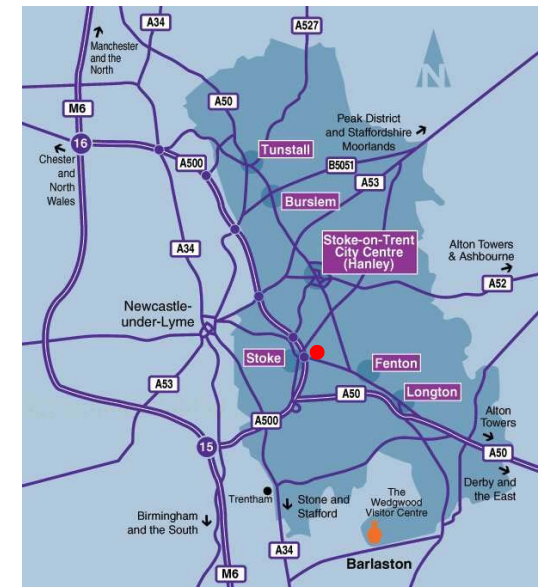
stoke today – location

group c



Stoke is located centrally to the west of England, off J15 of the M6 and lies to the east of Newcastle-under-Lyme

Stoke began life as 6 individual towns which came together in 1910. Although named after Stoke, the centre of the city is considered to be Hanley.



stoke today – site location / character

group c



historical development of site & surrounding area

group c



City Development

1900: The City know has urban status with the six town federation in place. It is possible to see high density of the area. Industrial development served by canal and railway networks facilitating prosperous pottery industry and supporting new housing development.

1900 figure ground

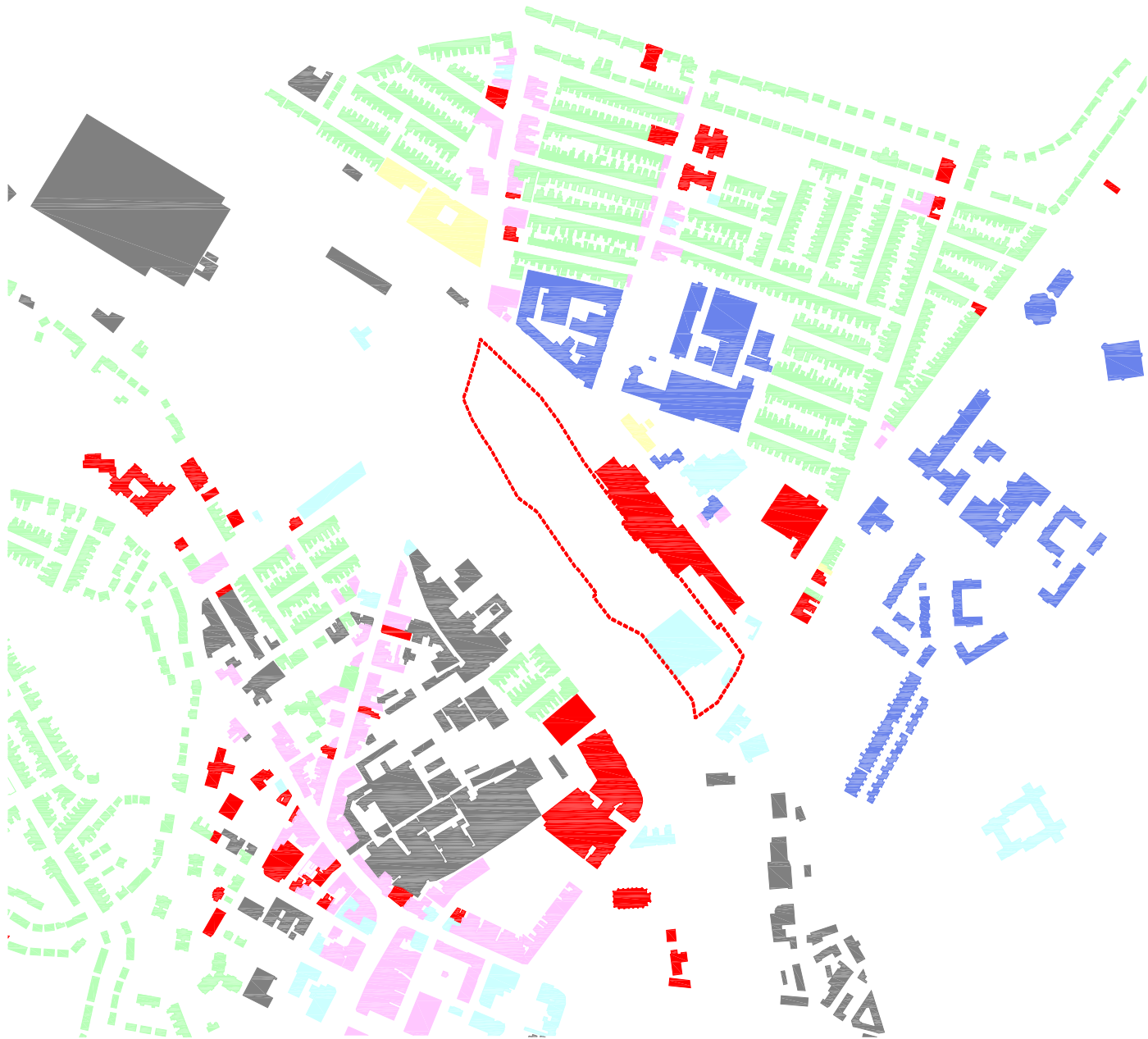
districts

group c



context – land uses

group c



Summary of land usage within the areas surrounding the site.

public buildings



residential



educational



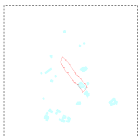
industrial



retail



commercial



mixed use

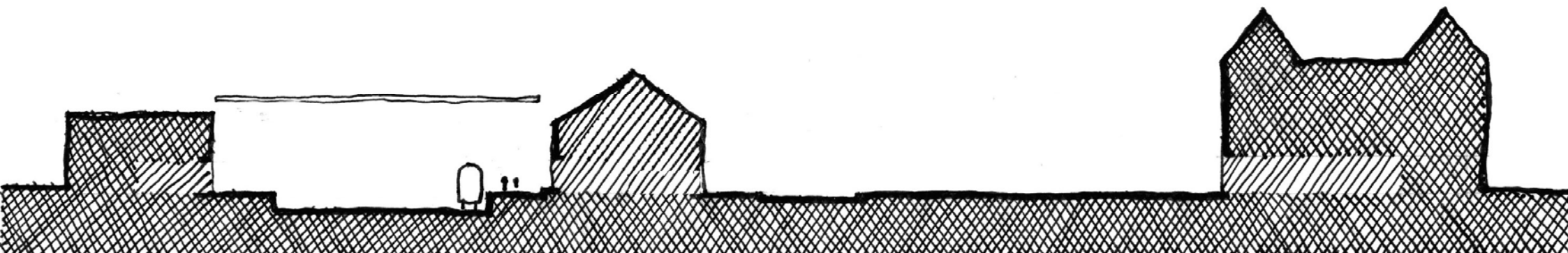


plan scale 1:5000



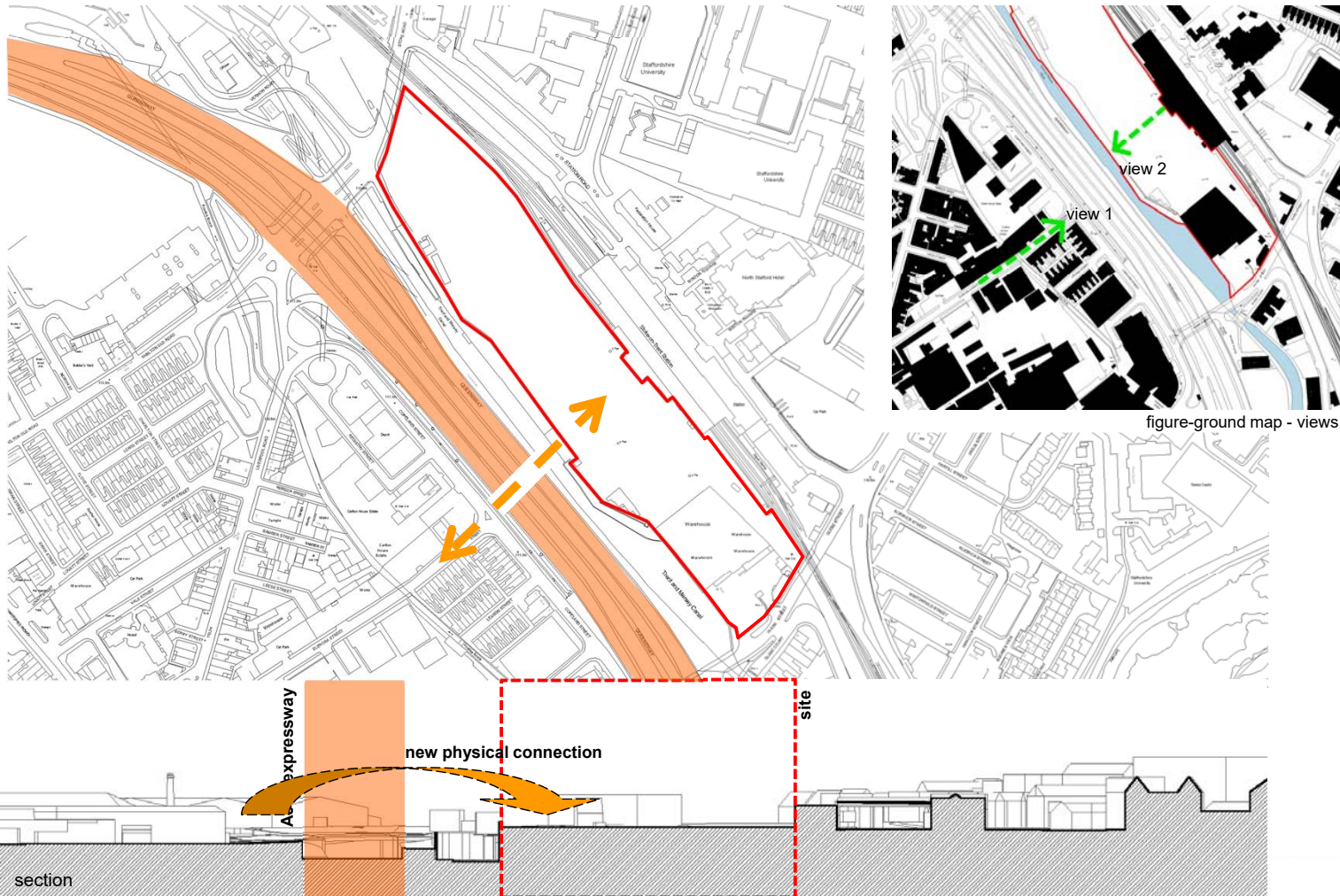
characteristics of area – station road

group c



opportunities – expressway [A500] // physical connectivity

group c



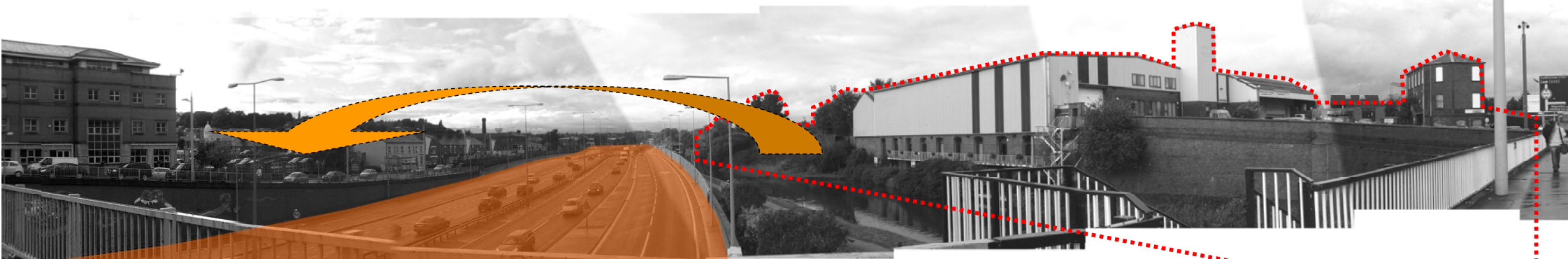
A new physical connection (pedestrian bridge) linking the site to the district of stoke would create a more permeable connection. Pedestrians exiting the station would have a formal view across to stoke, with the new bridge enticing people to venture across into the historic district. This connection also allows those within the district of stoke a more pedestrian friendly passage into hanley.



view 2 – view across stoke from railway station building



millennium bridge, frank geary, chicago



opportunities – retaining wall and canal

group c

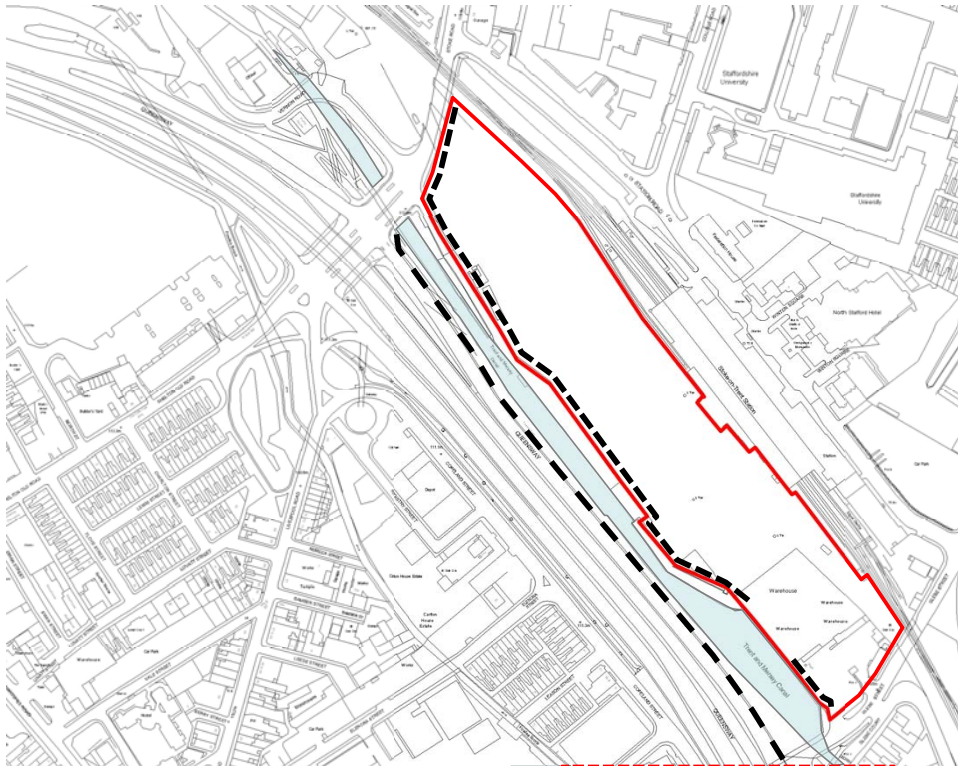
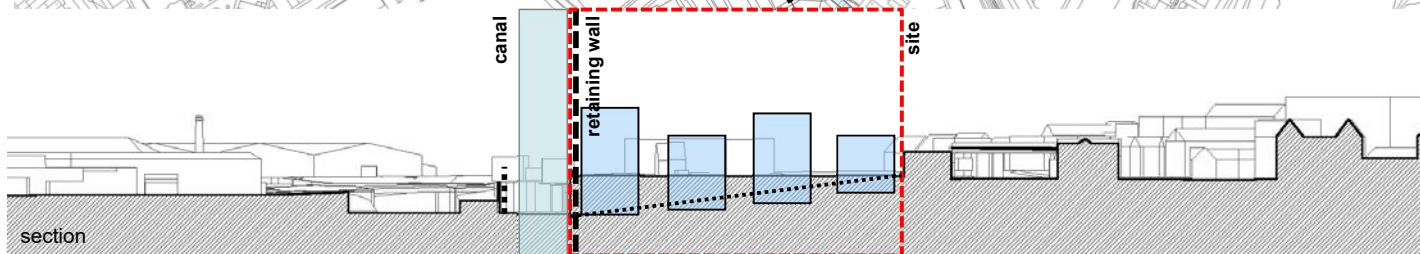


figure-ground map - views

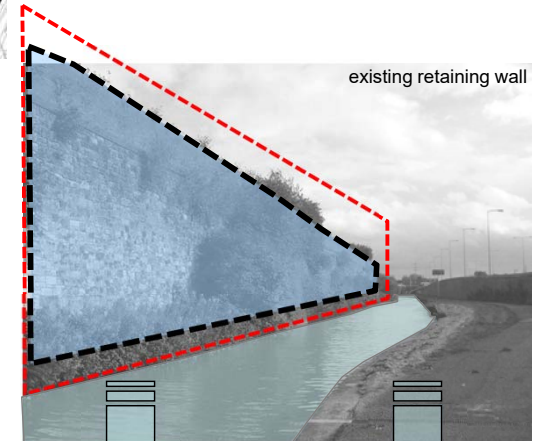
There is potential for the retaining wall to be cut back into the site, so that as you leave the train station, the site begins to fall away from you down towards the canal side. This has numerous positives to it in that it allows the development to stay at a manageable scale and mass, and would help reduce noise pollution from the A500 Expressway.

By cutting layers into the site, this provides unique opportunities for creative spaces, with the landscape implementing a form of natural landscape that would present the types of spaces not seen locally within the area.

This form of landscape would also mean that the retaining wall running parallel with the motorway could be renovated through artistic purposes in order to enhance the area.



section

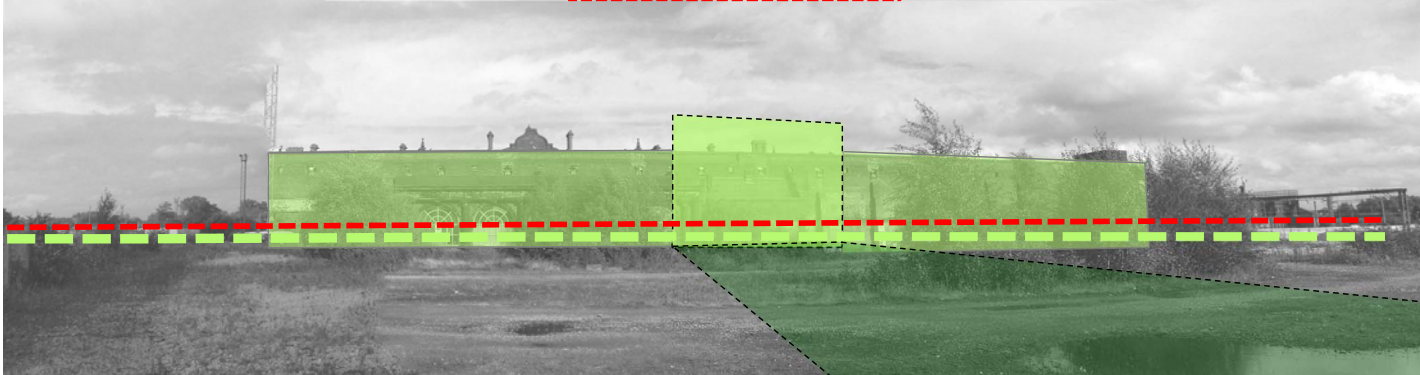
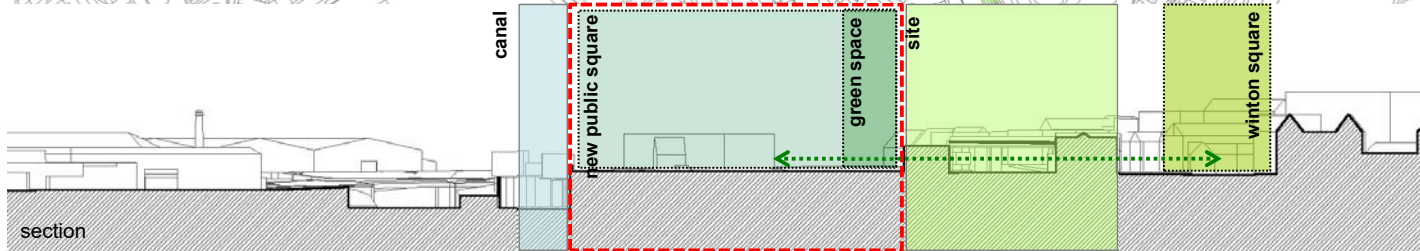


existing retaining wall



cutting into the site – layers across the site





Linking of public domain with introduction of new 'square'

Potential for a linear landscape running parallel with the railway



thames barrier park – linear landscaped space



thames barrier park – linear landscaped space

opportunities – physical connectivity at site edges

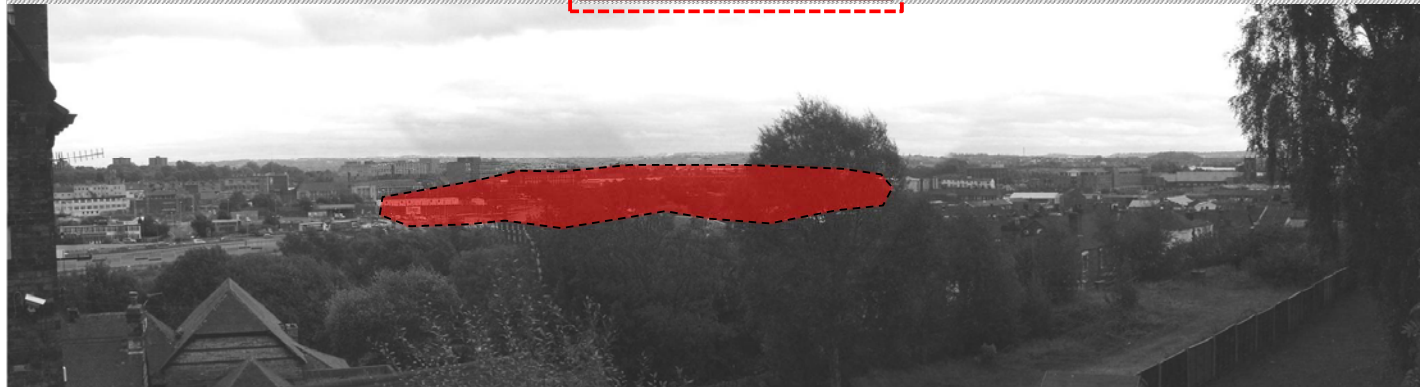
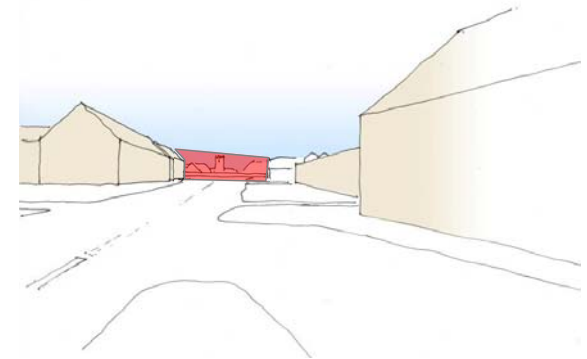
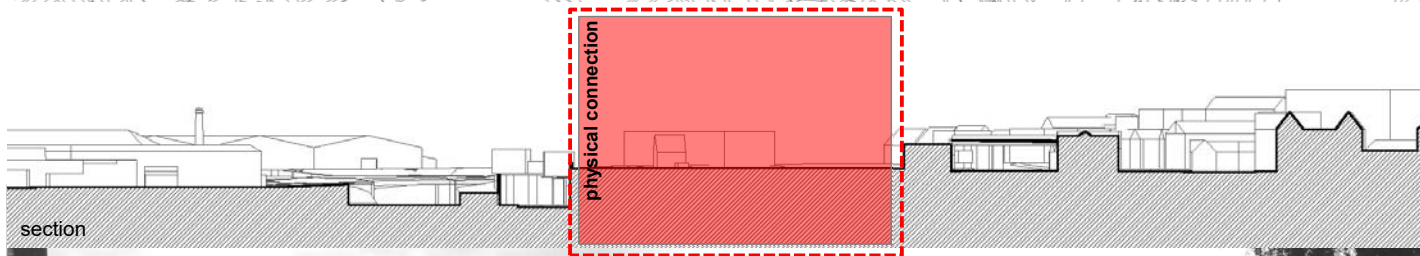
group c



figure-ground map - views

Physical connections at boundary edge

Opportunity for identity marker, visible in emerging views

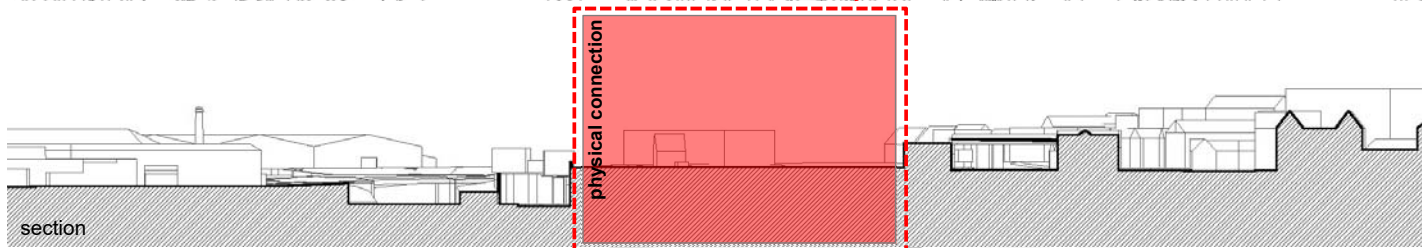
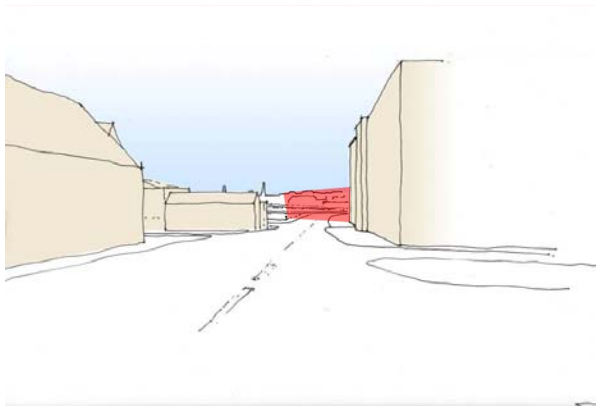
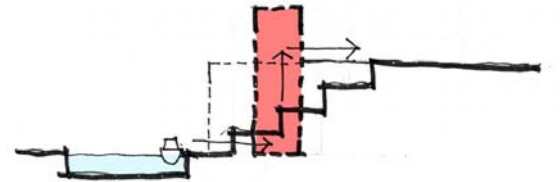
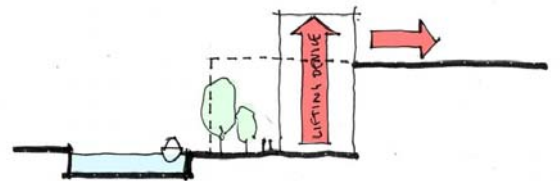
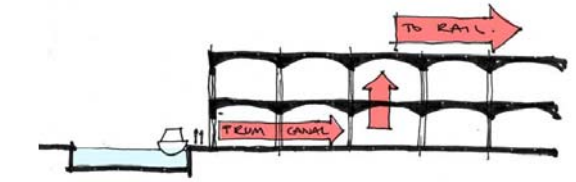


opportunities – physical connectivity at site edges

group c



figure-ground map - views

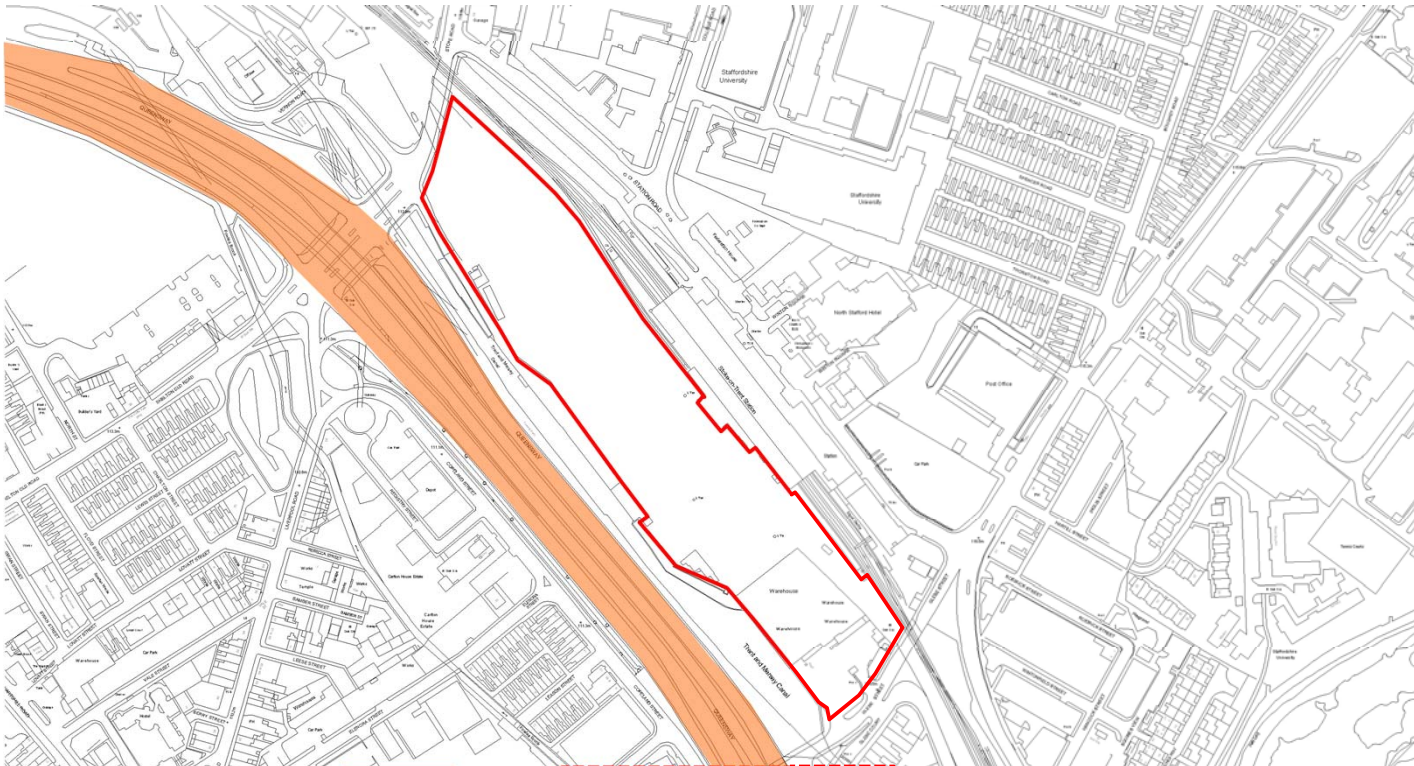


section



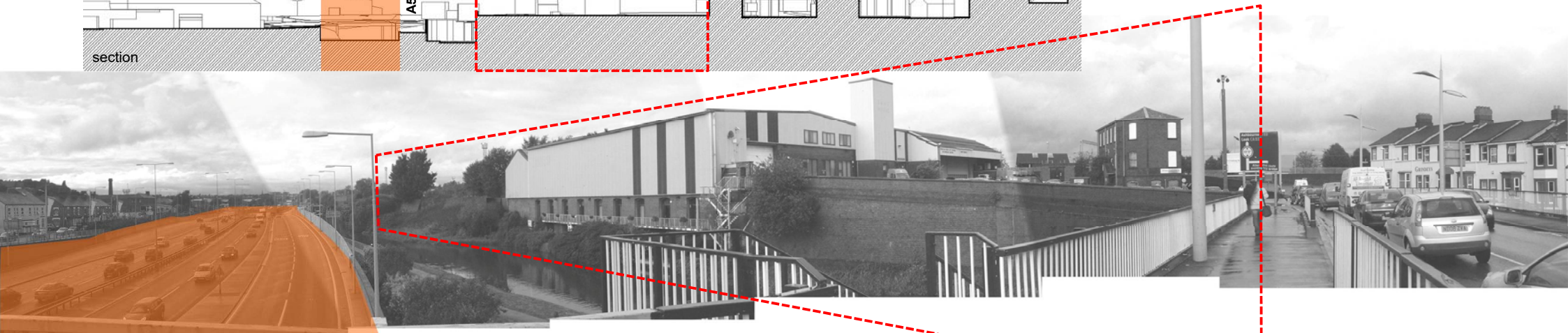
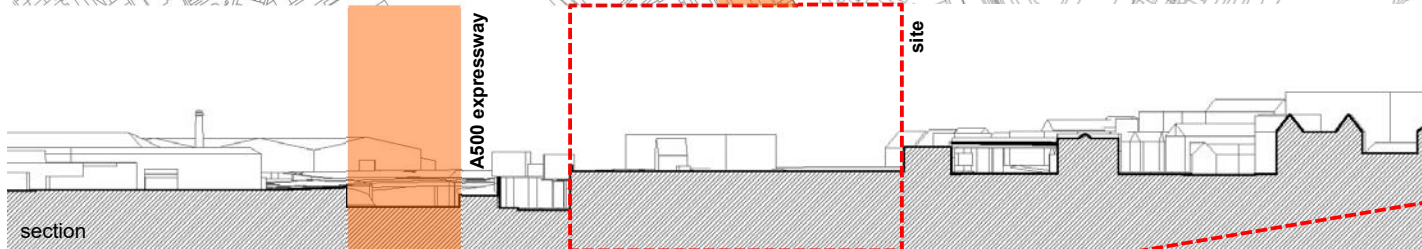
edges and boundaries – expressway [A500]

group c



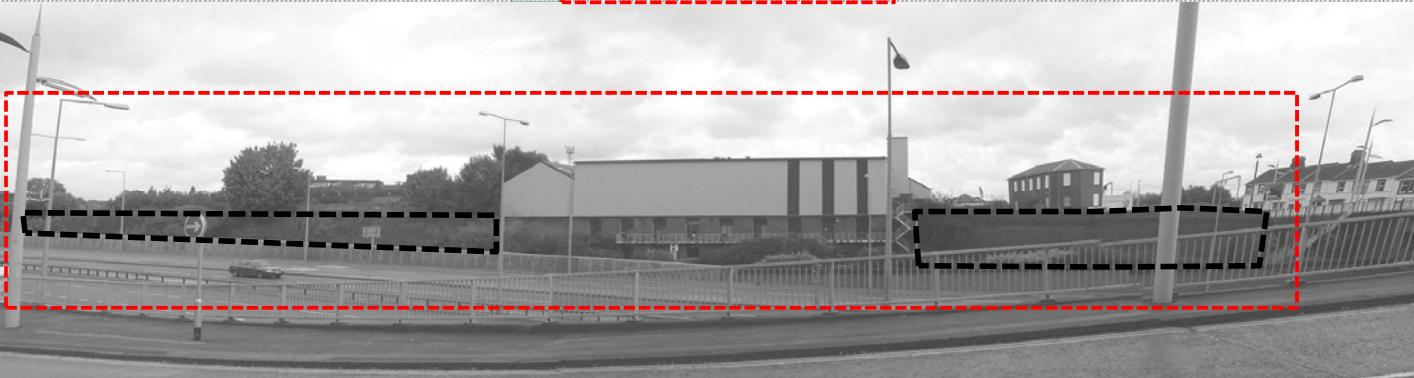
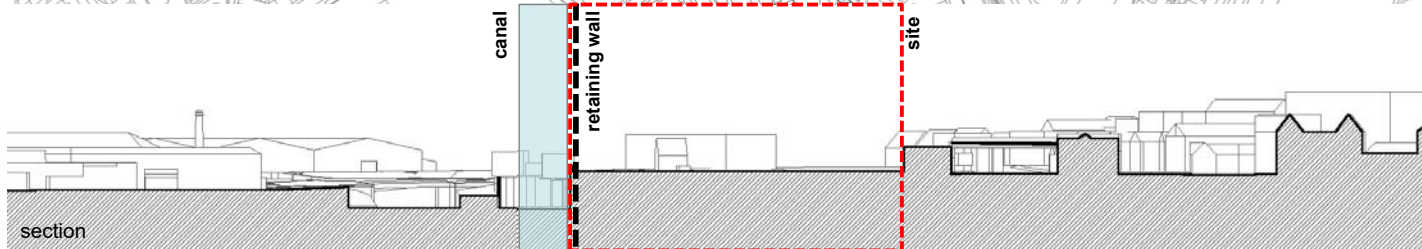
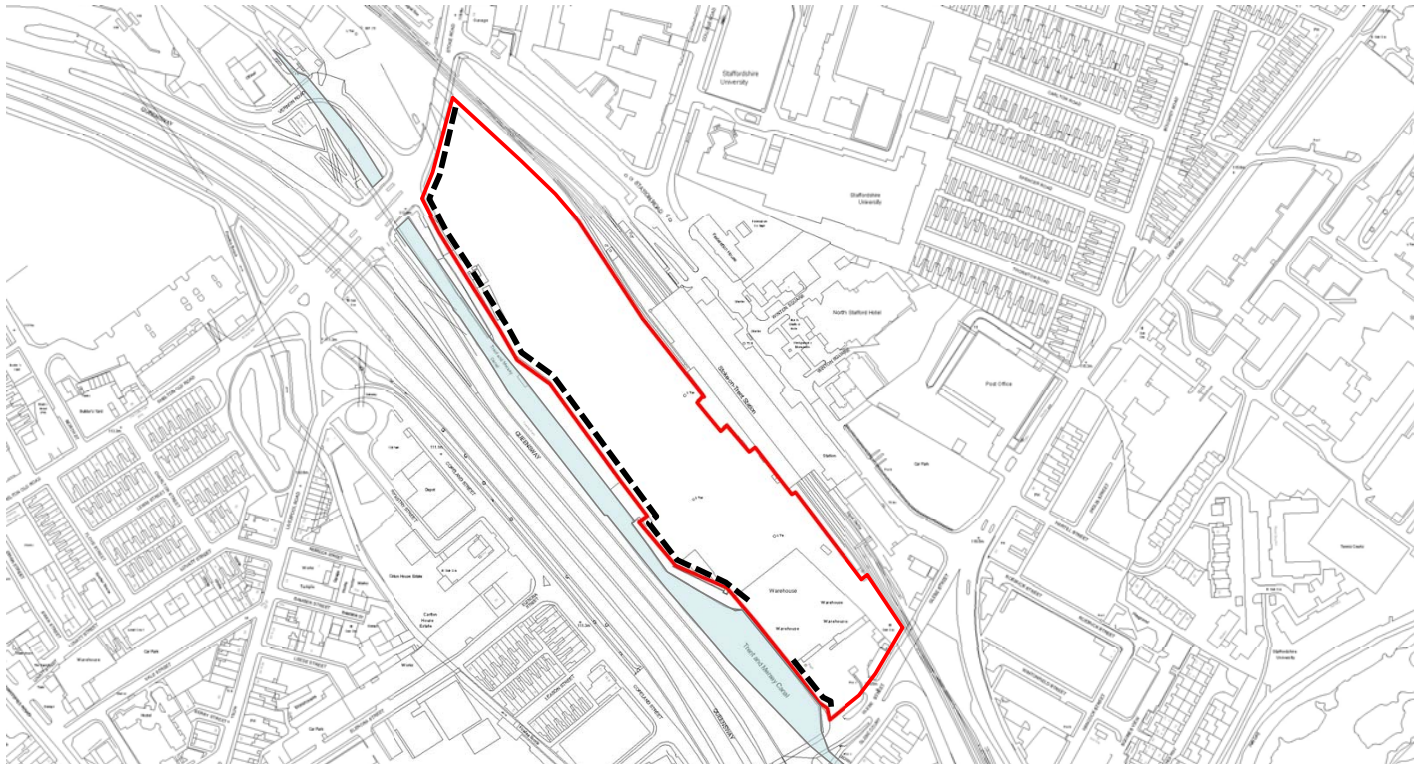
The A500 forms a physical and mental barrier to the site and the city.

The physical barrier is formed by it carving out of the ground with a large retaining wall to the Northern side, only letting people access the site at either end- physically dividing the city into two and severing the site from the south western side of the city.

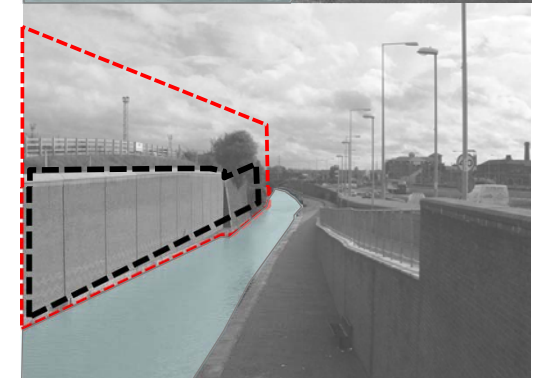
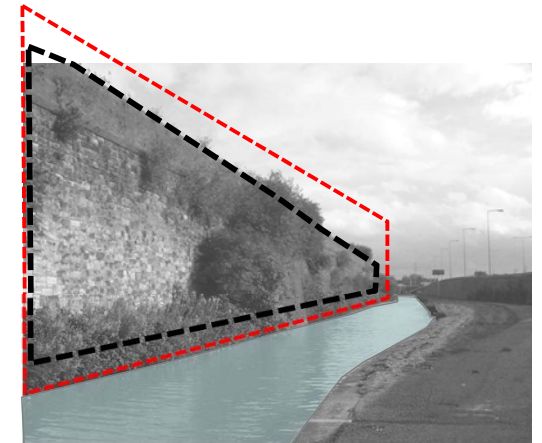


edges and boundaries – retaining wall and canal

group c



The canal and retaining wall to the canal and site, form the boundary to the site, separating it through level and inability to access the site. The Canal forms a barrier by not allowing people to cross the canal to the site. The retaining walls prevent access from the site to the canal.

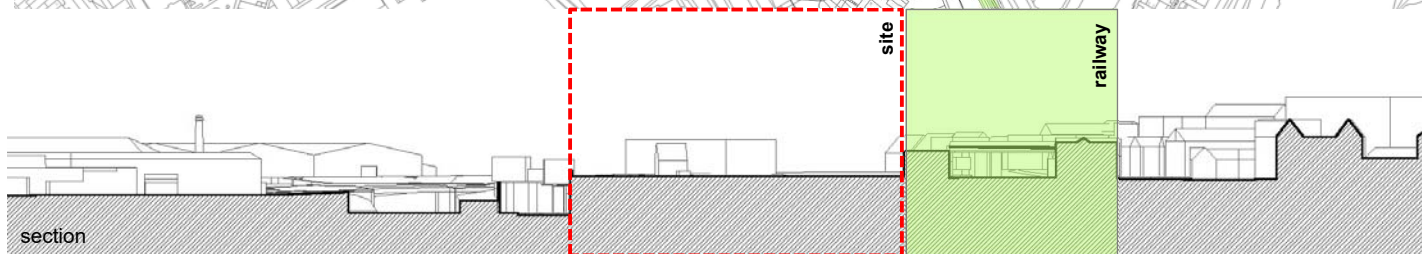


edges and boundaries – railway / station

group c

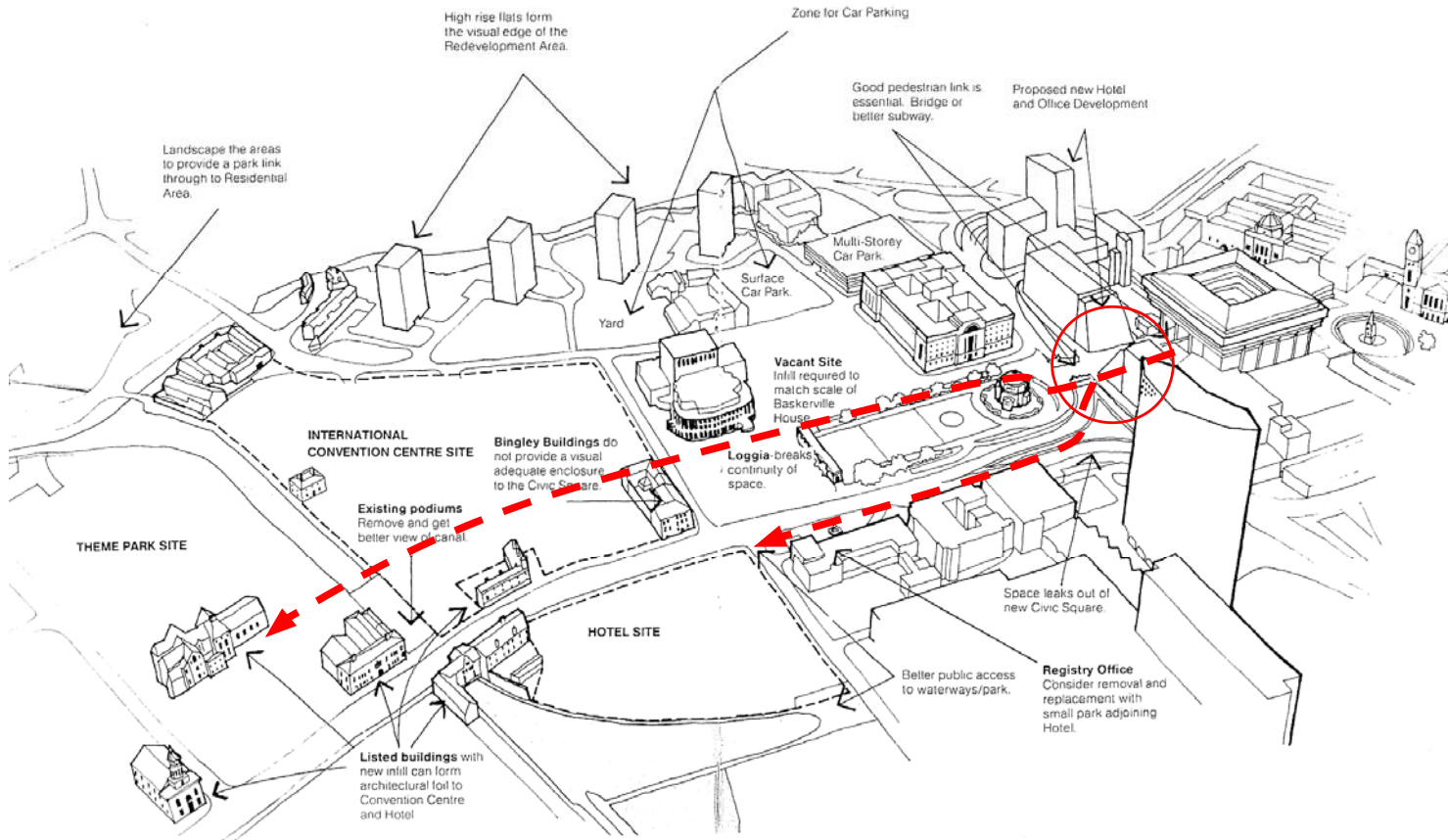


The station and rail lines line the northern side of the site allowing no access from the north onto the site.

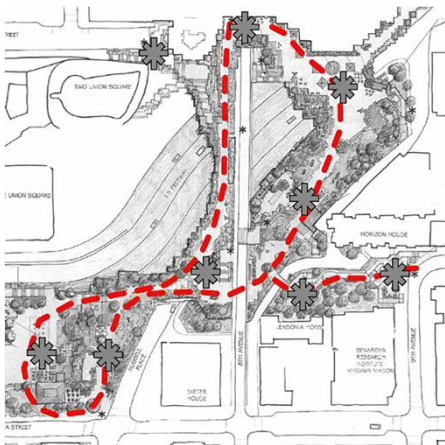
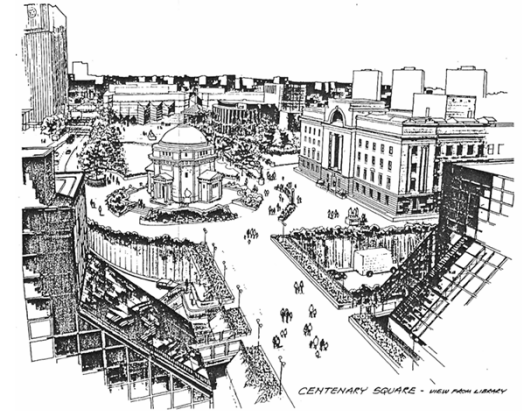


connection precedents – centenary way & freeway park

group c



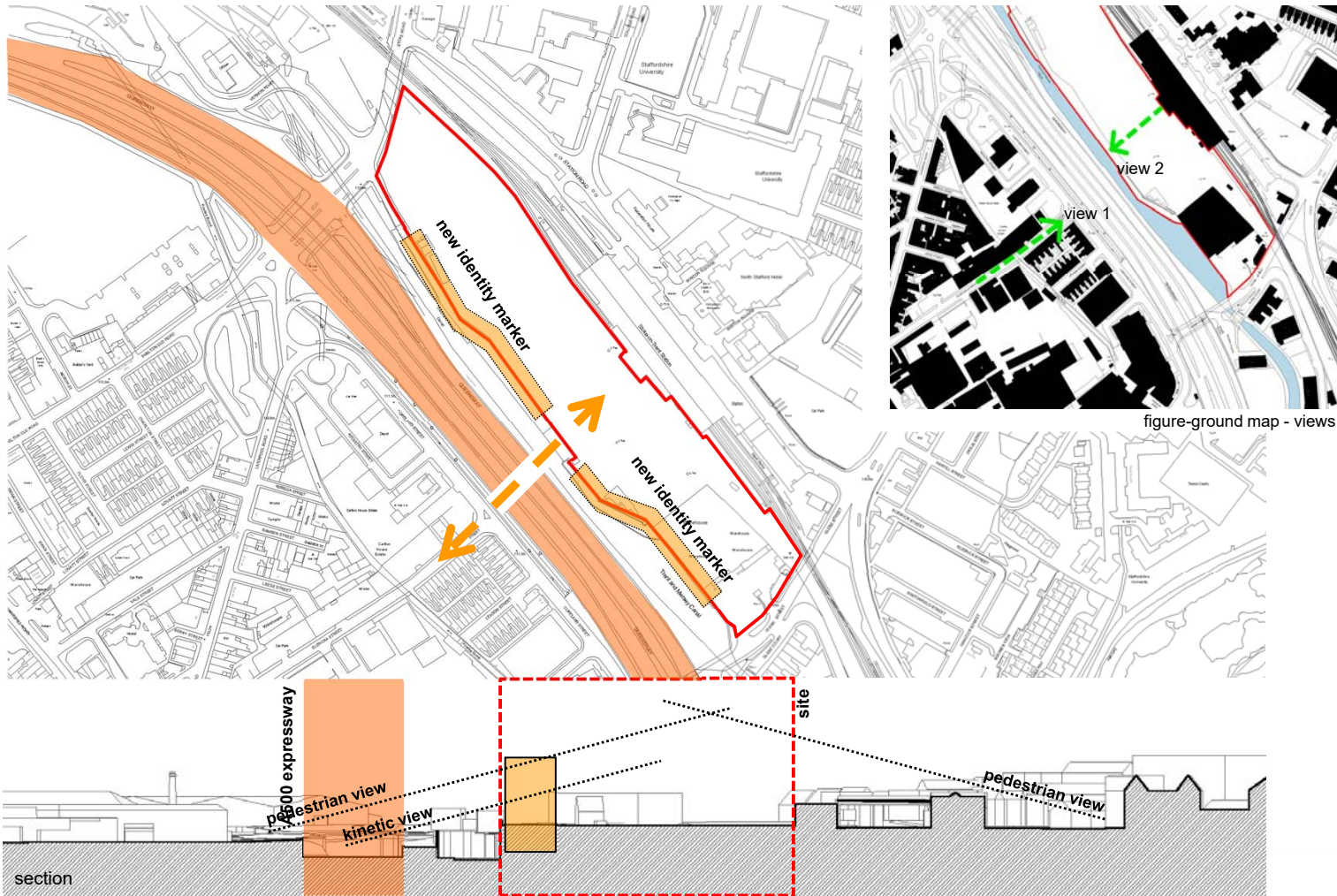
Centenary gateway – key infrastructure, bridging inner ring road, connecting to city centre, facilitating development of ICC, Brindley Place and regeneration of Broad Street



Seattle Freeway Park – connection over highway becomes parkland recreation space. Soft landscaping and fountains provide sense of tranquility, white noise mitigates traffic noise

opportunities – expressway [A500] // kinetic connectivity

group c

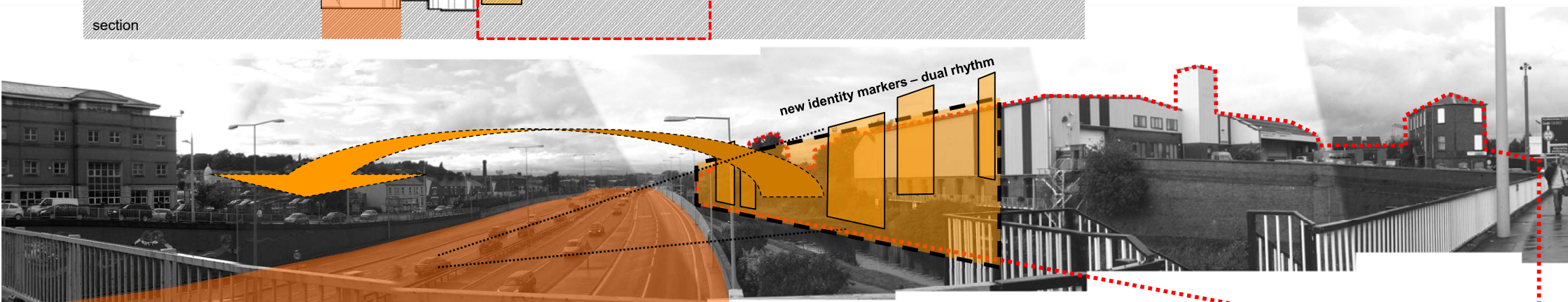


A new identity marker along the site boundary would allow stoke to announce its presence and new form of identity. The railway provides a focal point for pedestrians approaching from Elenora Street, with the rest of the boundary line available for a marker connecting all kinetic movement parallel to the site. These views, both pedestrian and kinetic will inform the height and scale of the developments along this boundary.

The rhythm of this edge is key in providing a sense of scale that is appropriate to kinetic movement but also pedestrians approaching / passing the site.

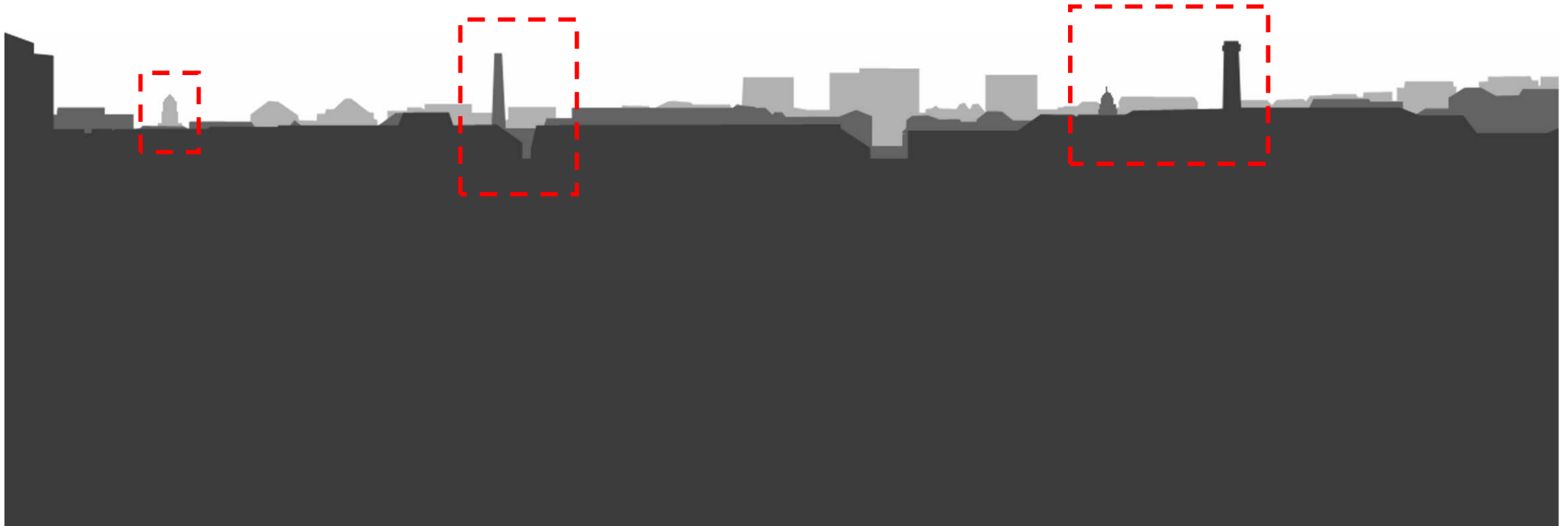


view 1 – railway station building provides focal point



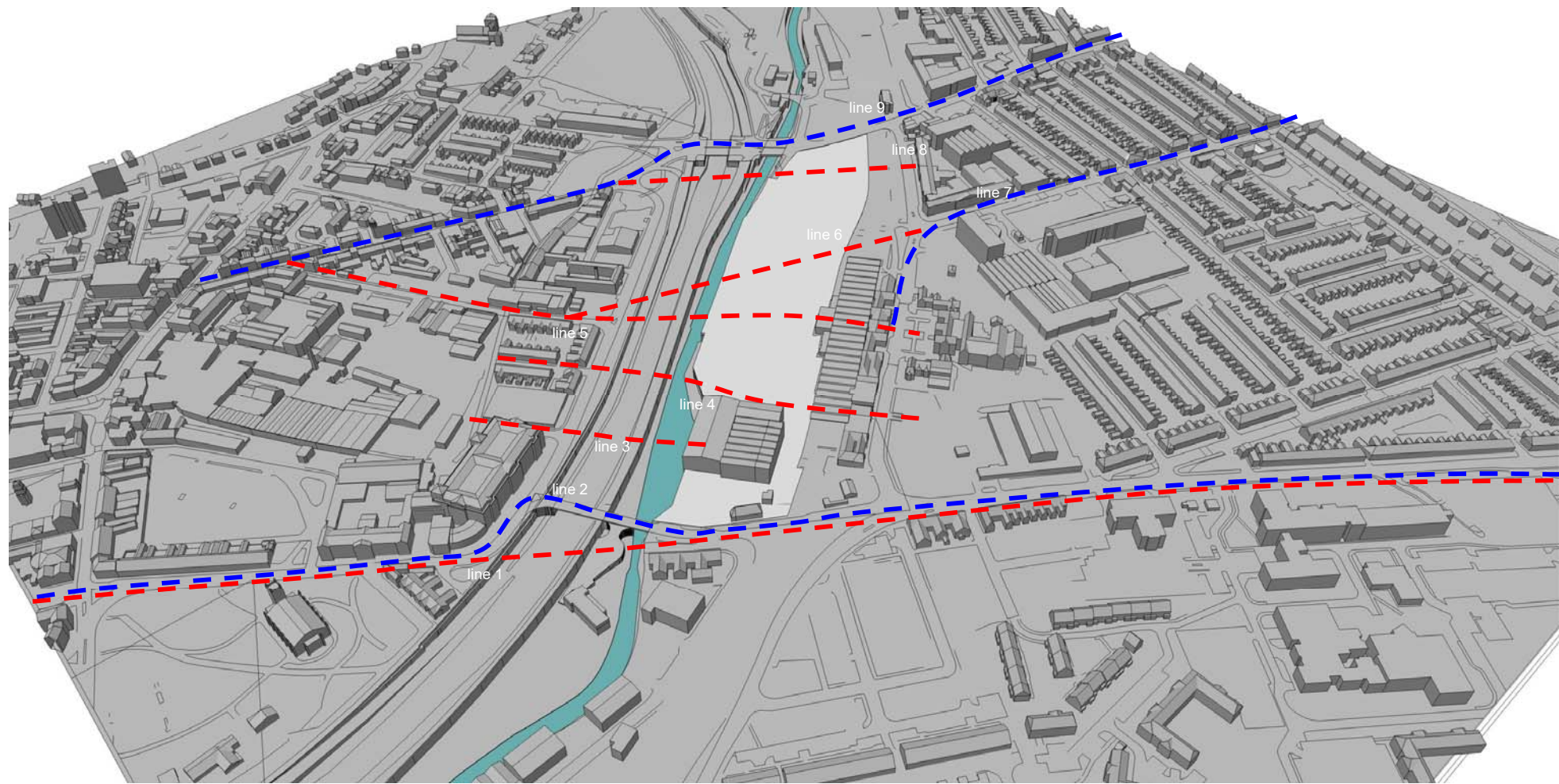
landmarks in views from site

group c



lines of desire

group c



Existing desire lines

Proposed desire lines

phase 1_stepping stone of creative industries [new and old]

group c



CREATIVE STOKE

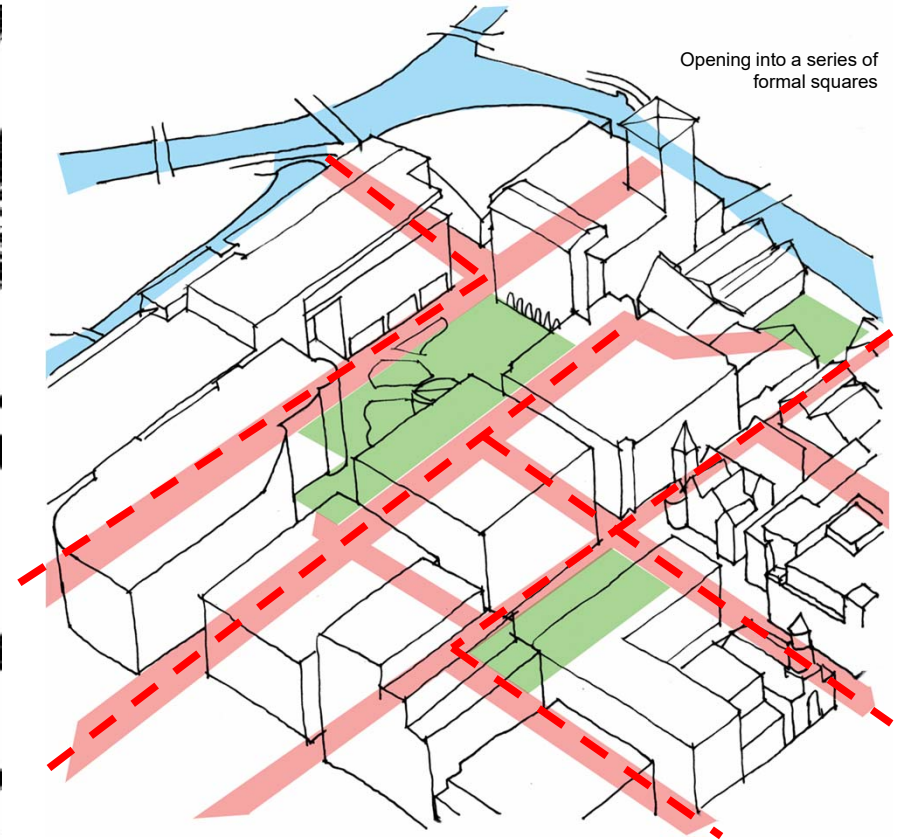


creative village

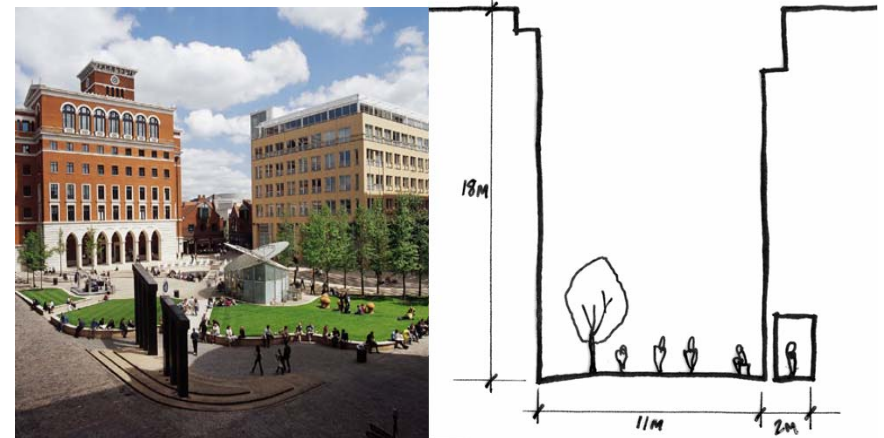
- Encouraging graduates for the Arts, Media & Design faculties to establish local business within the creative industries
- Providing workshop spaces for starter creative industries business

tissue studies – brindley place, birmingham

group c

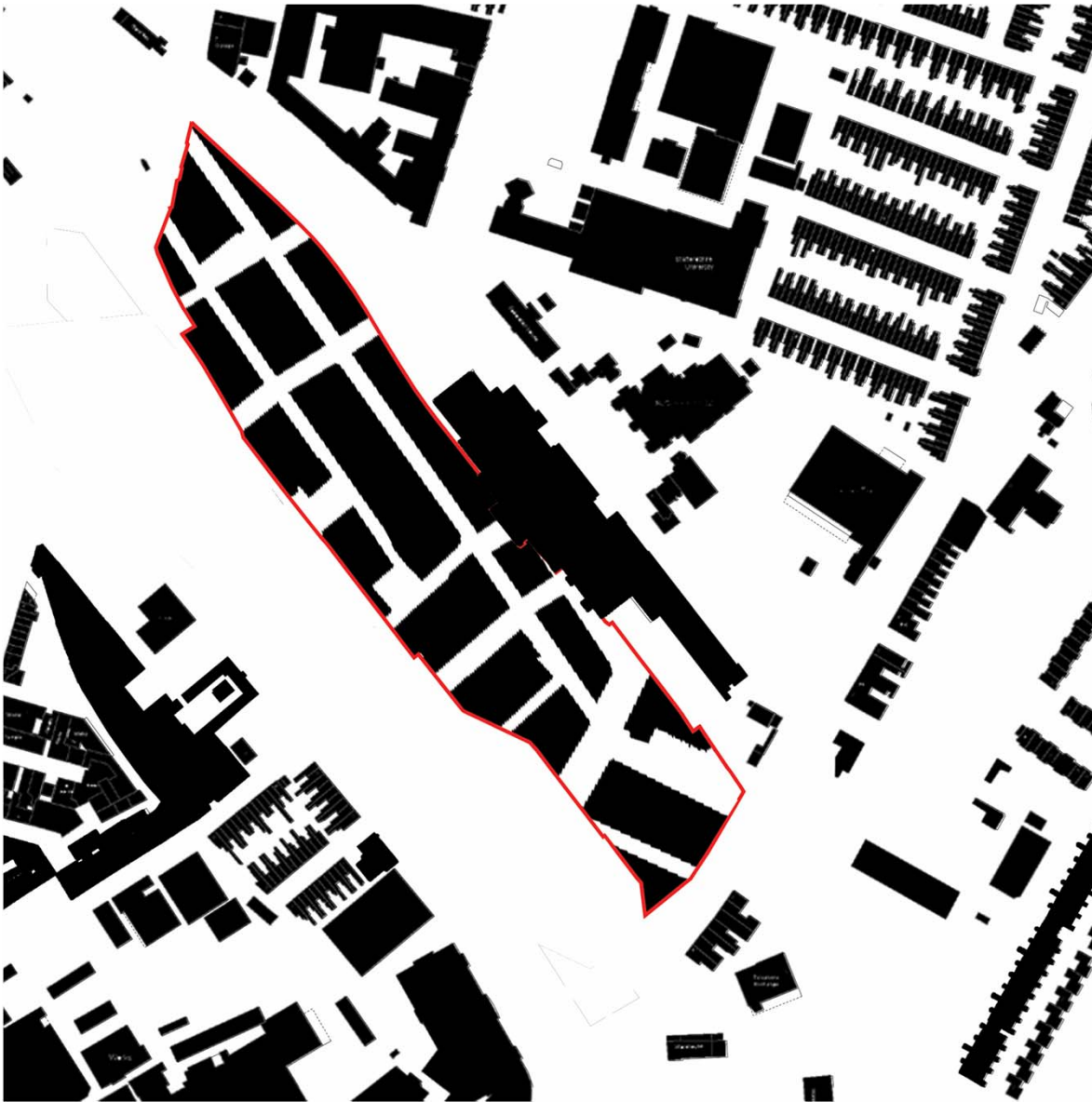


- Strong frontage to canal
- Formal square reflecting Winton Square to north-east side of station
- Inward looking development, reducing opportunity for vistas to surrounding landmarks
- Large block structure suitable for large scale commercial use
- Large height and mass, dominant in views from surrounding area and emerging kinetic vistas

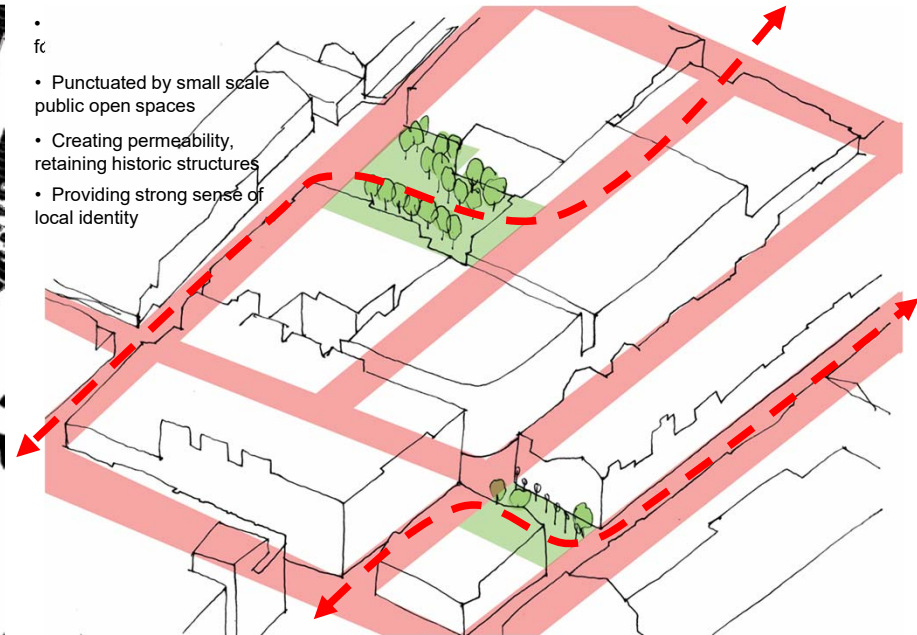


tissue studies – ropewalks, liverpool

group c



- Formal street network providing linear connectivity
- Punctuated by informal, small scale squares enabling sense identity/character areas with site
- Medium block structure defining formal vistas
- Strong frontage and rhythm of built form to canal



- Punctuated by small scale public open spaces
- Creating permeability, retaining historic structures
- Providing strong sense of local identity



phasing strategy

group c



PHASE 3:
PUTTING STOKE ON
THE MAP ON A
NATIONAL SCALE

PHASE 2:
CREATING A
DESTINATION

PHASE 1:
CREATIVE LINK BETWEEN
INDUSTRY AND
EDUCATION

Masterplan – strategy of connectivity and activity

group c



Diagram highlighting key philosophy adopted in the production of the masterplan. Using Edges, Nodes, Desire Lines and Views.

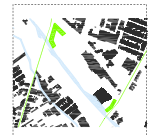
Site



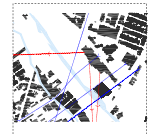
Existing Nodes



Prominence of Edges



Desire lines and Views



Masterplan



Proposed Nodes

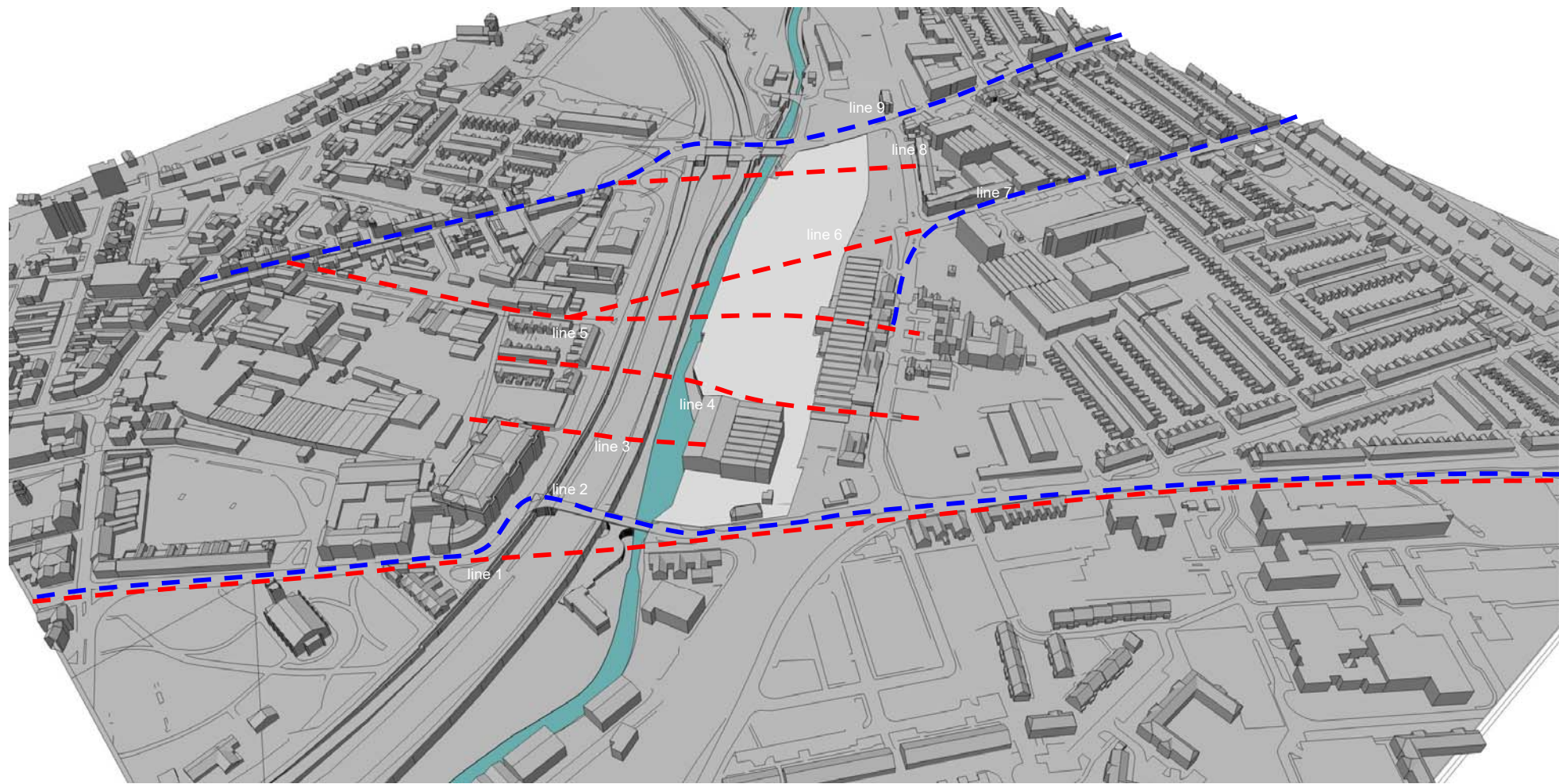


plan scale 1:2000



lines of desire

group c

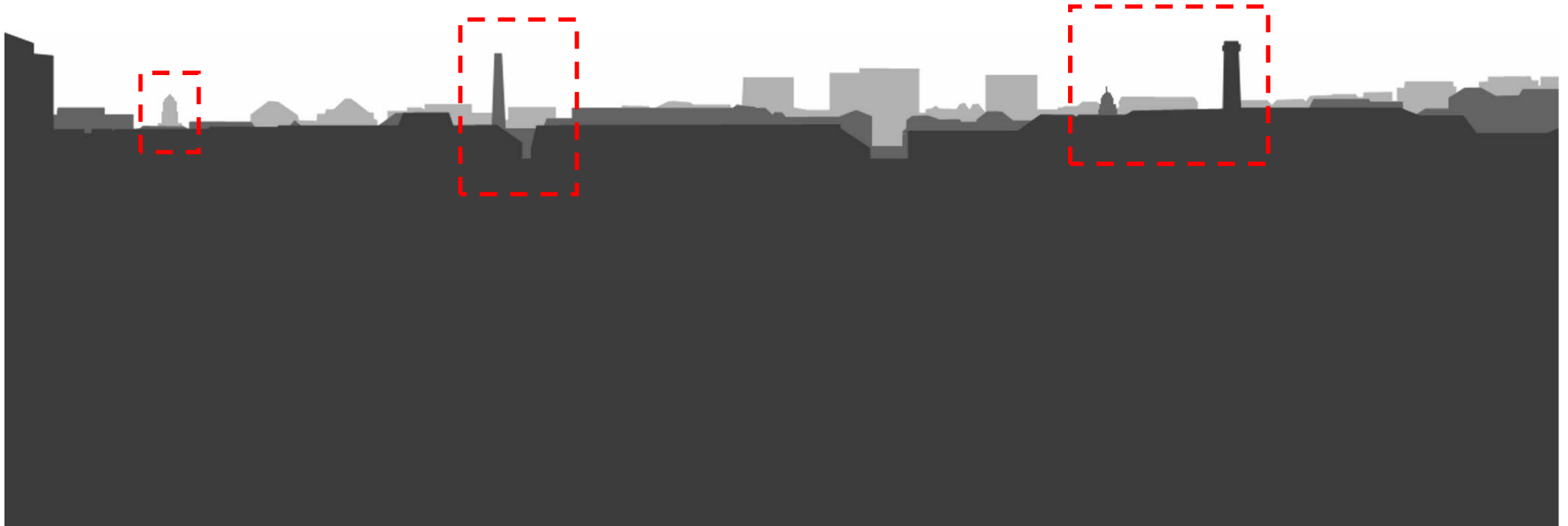


Existing desire lines

Proposed desire lines

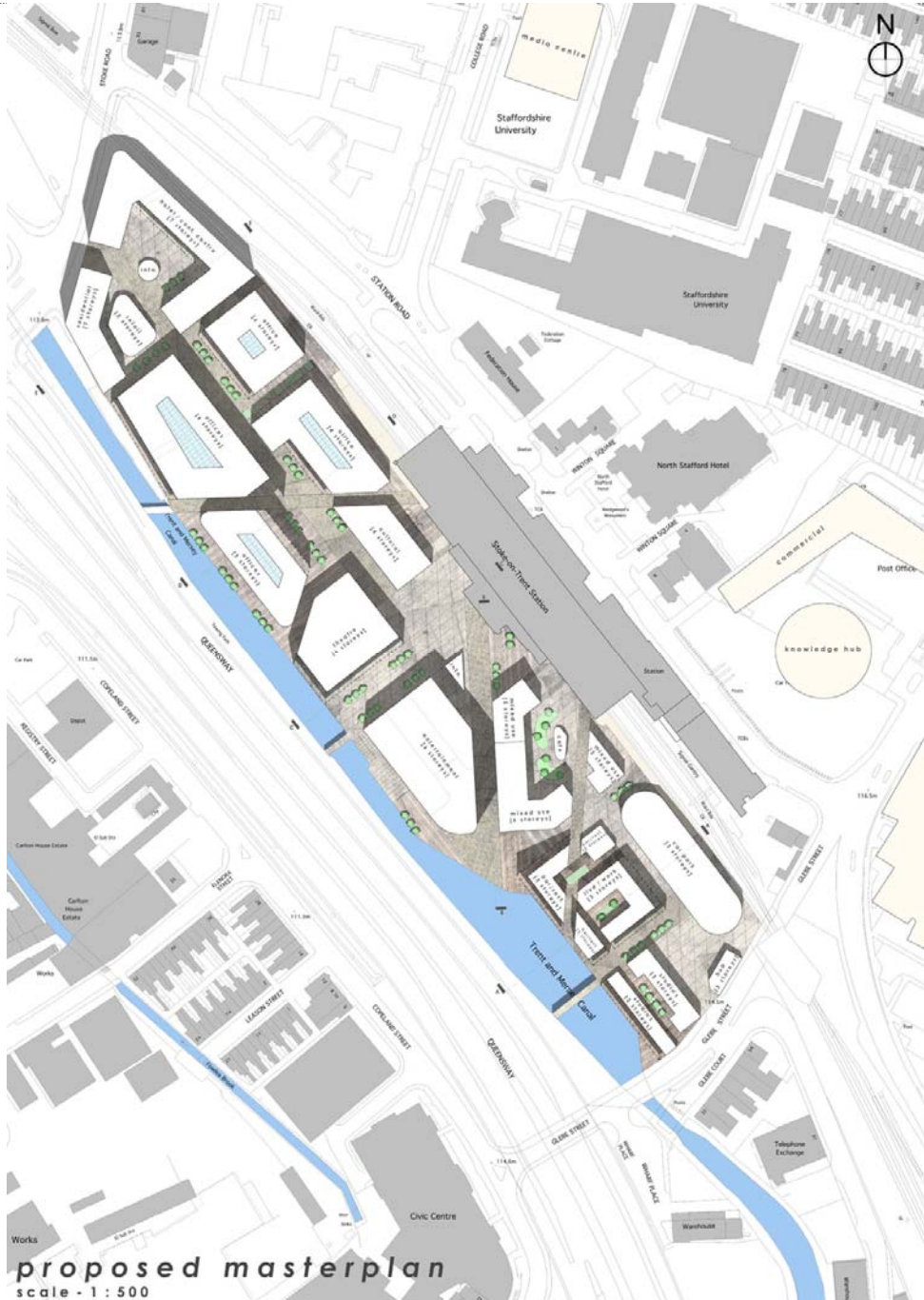
landmarks in views from site

group c



masterplan

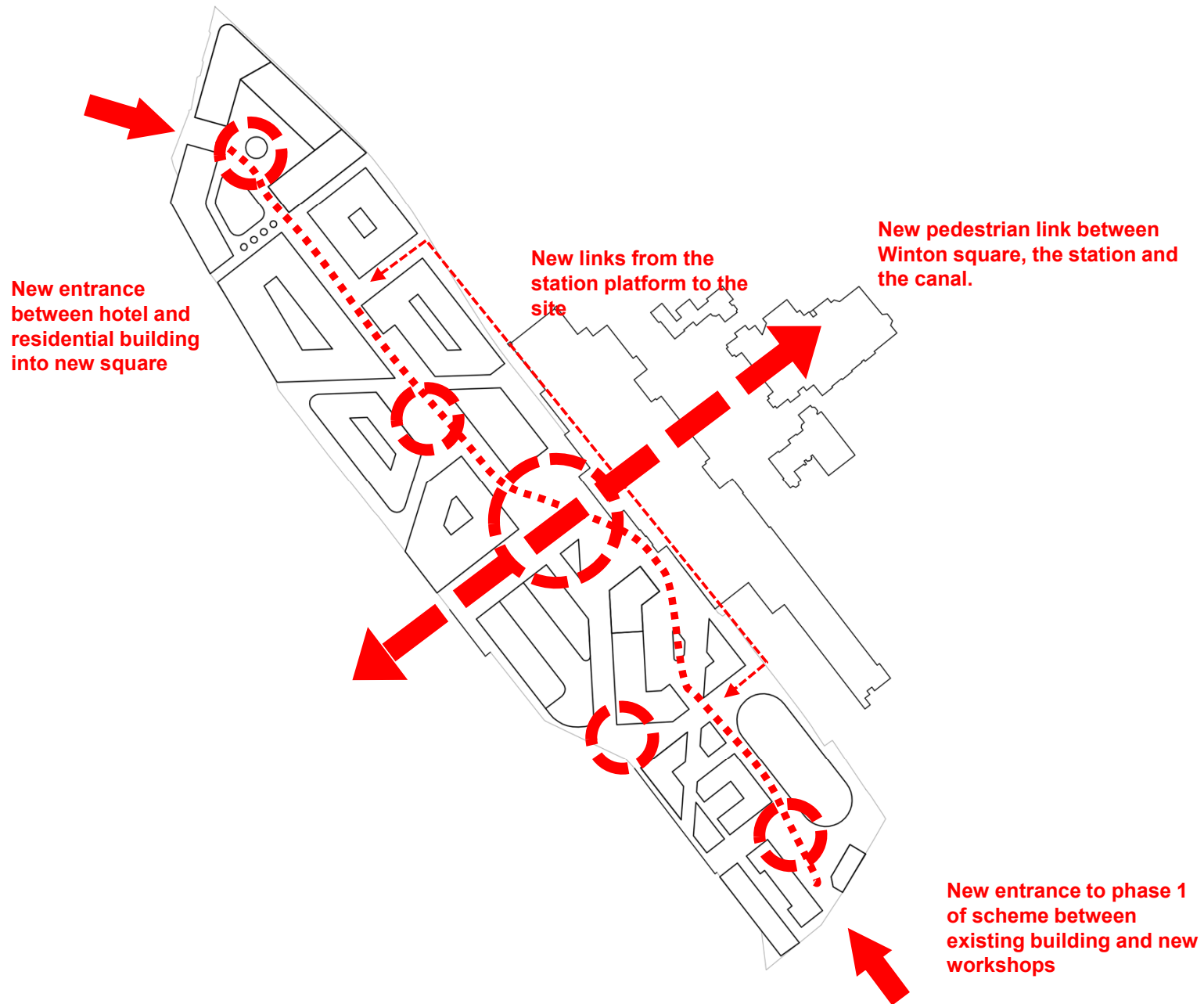
group c



MASTERPLAN PLOT RATIO: 2.24 : 1

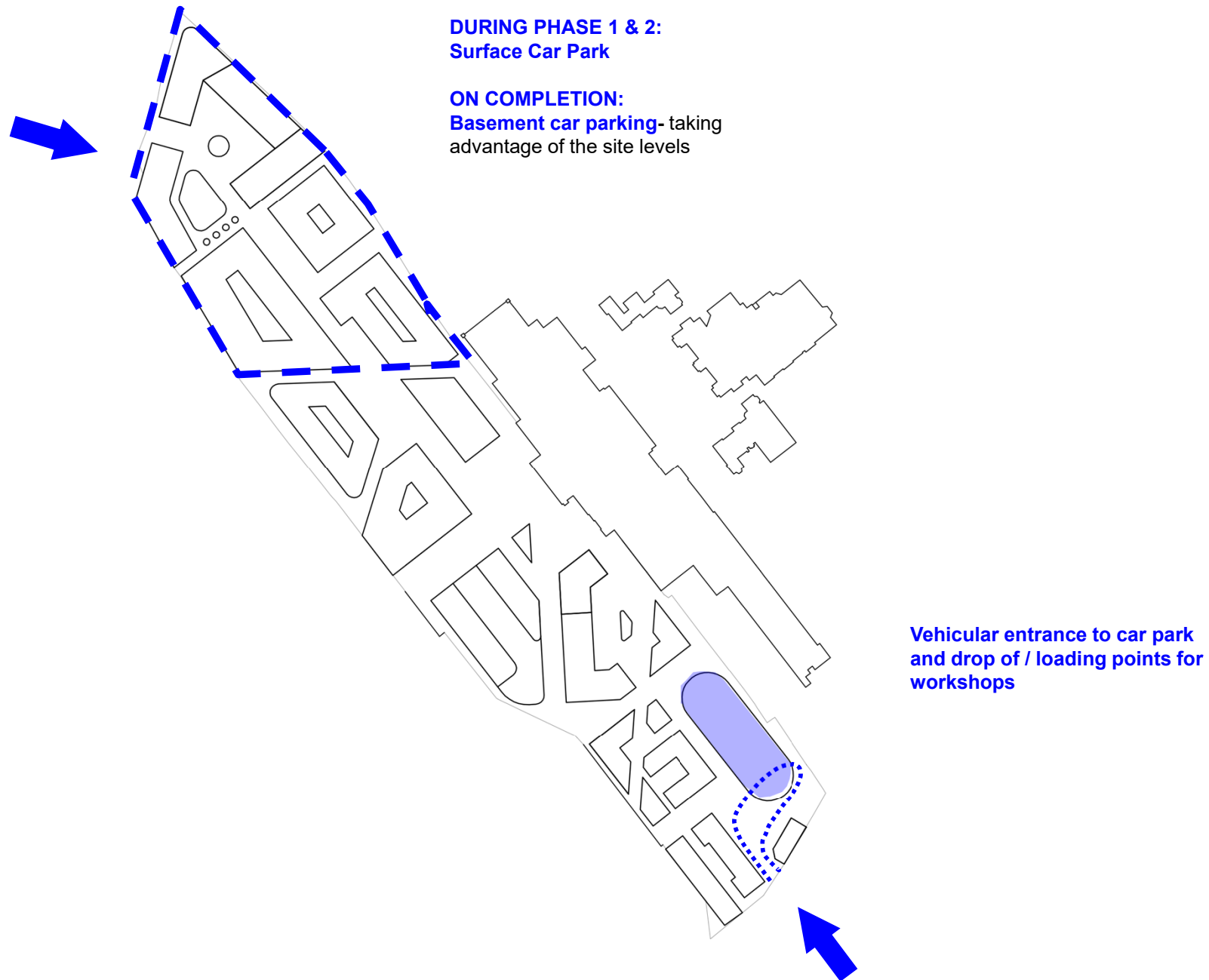
pedestrian movement

group c



vehicular movement _ parking strategy

group c



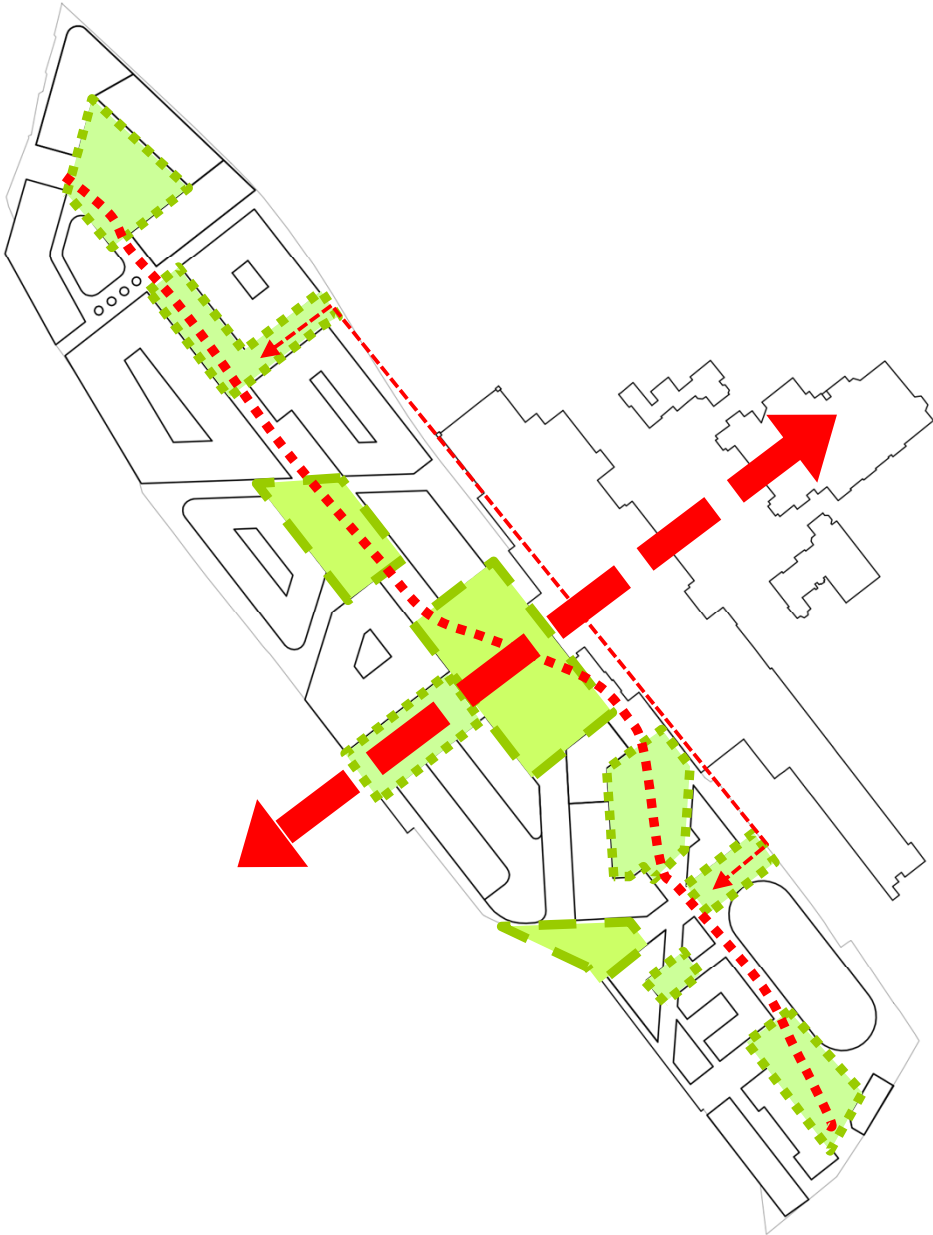
active frontages

group c



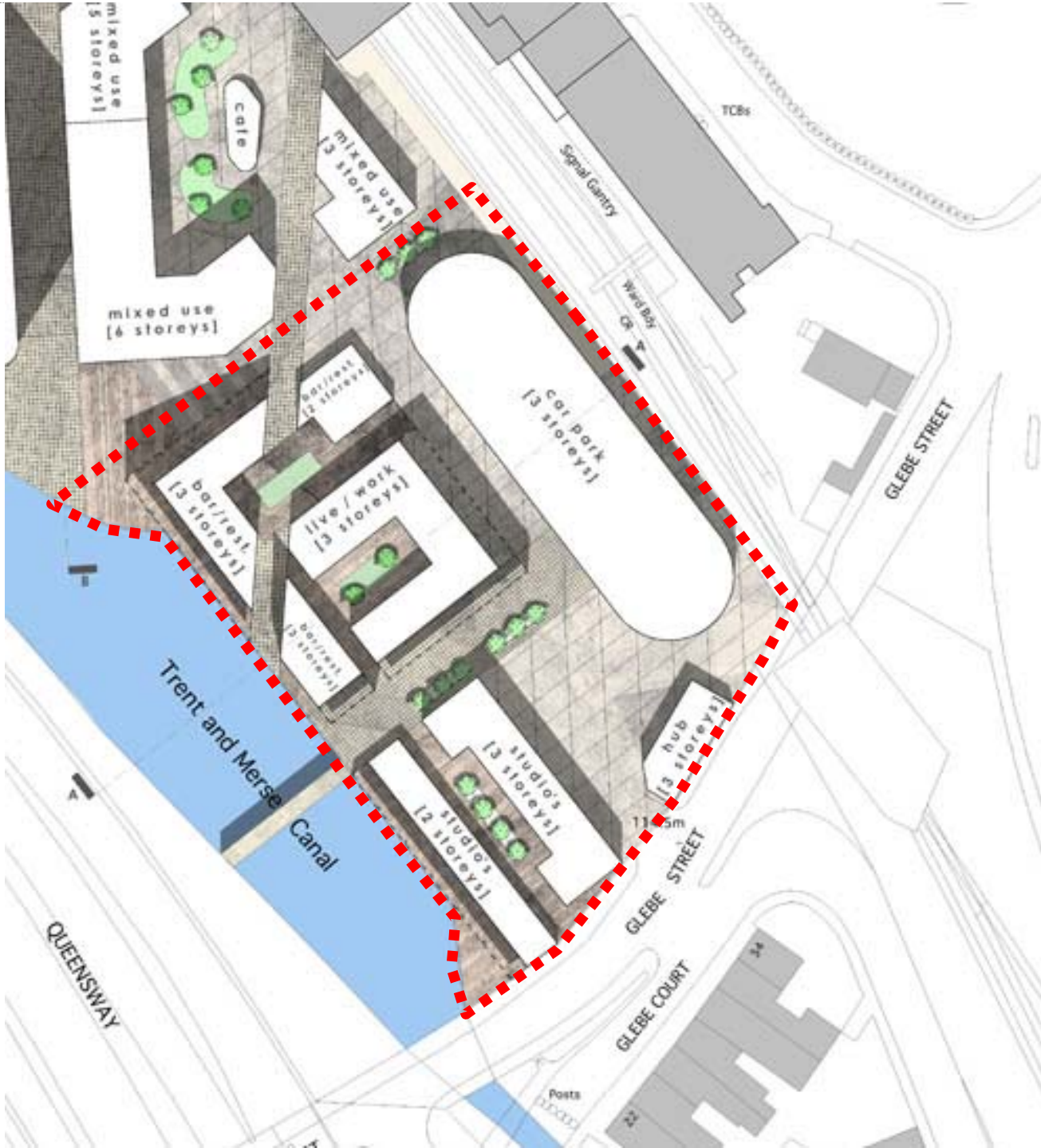
active areas

group c



phase 1

group c



OBJECTIVES

- Providing a home for 'Creative Industry'
- Providing links with University
- Retaining graduates within Stoke
- Providing small scale live/work spaces
- Providing connectivity with station
- Providing connectivity with canal
- Utilising existing buildings
- Creating a catalyst for the wider masterplan

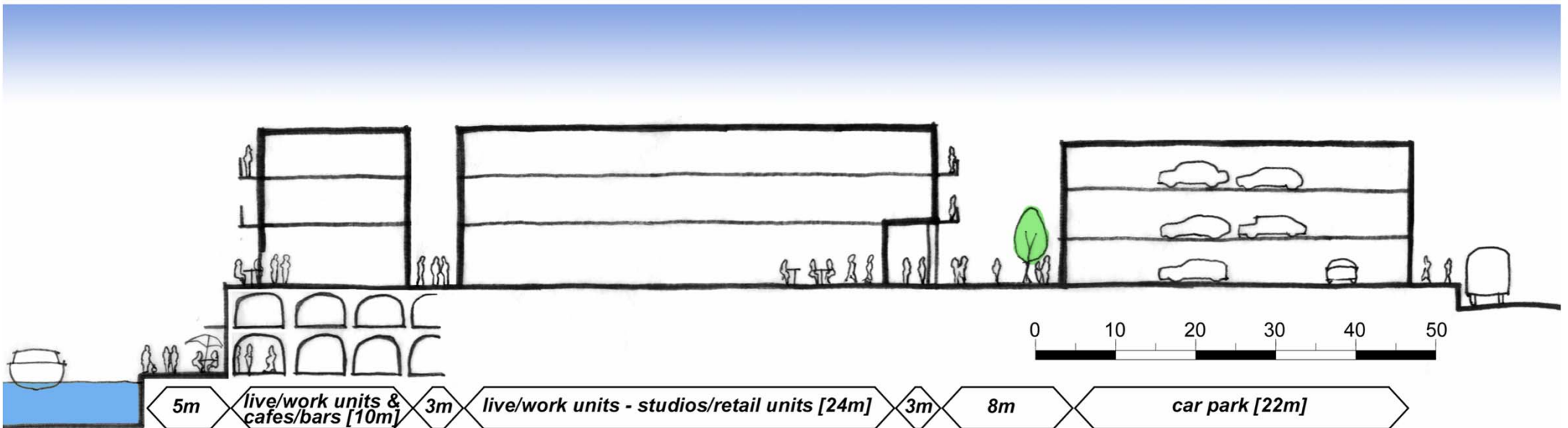
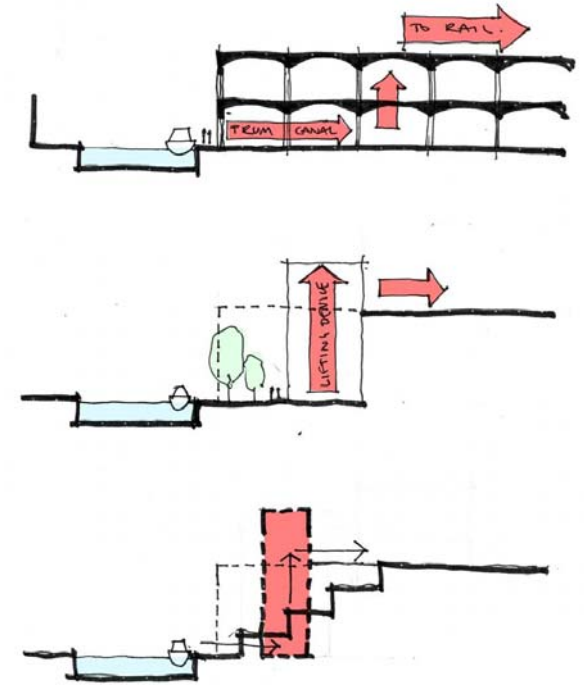
VISION

- Land Uses
- No of Storeys
- Pedestrian Movement
- Vehicular Movement
- Active Frontages & Surveillance
- Views in & out
- Nodal points
- Key spaces

PHASE 1 PLOT RATIO: 1.25 : 1

phase 1

group c



section a-a

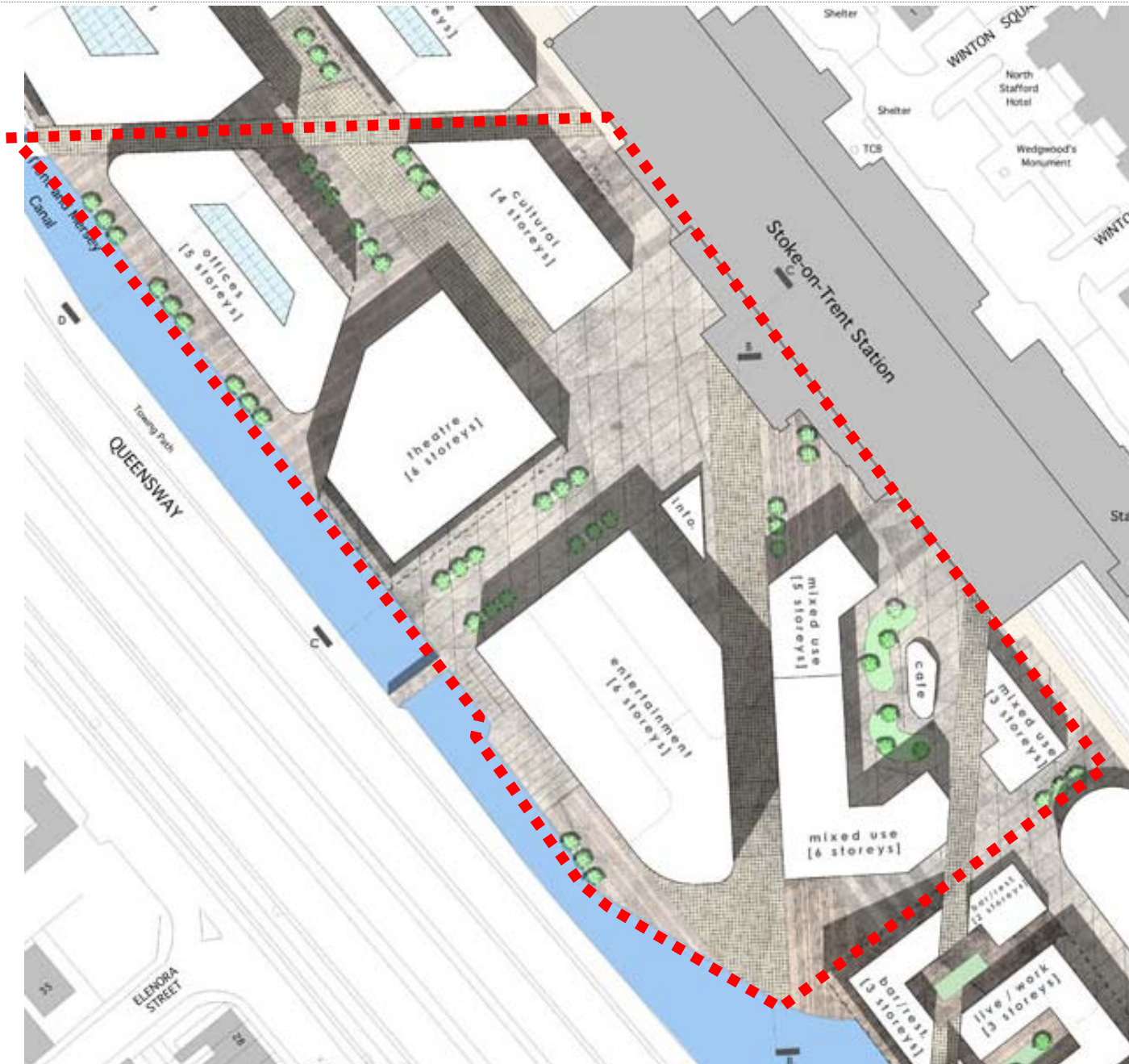
phase 1

group c



phase 2

group c



OBJECTIVES

- *Creating a destination*
- *Attracting diverse demographic*
- *Providing connectivity with station*
- *Providing connectivity with existing square*
- *Providing connectivity with canal*

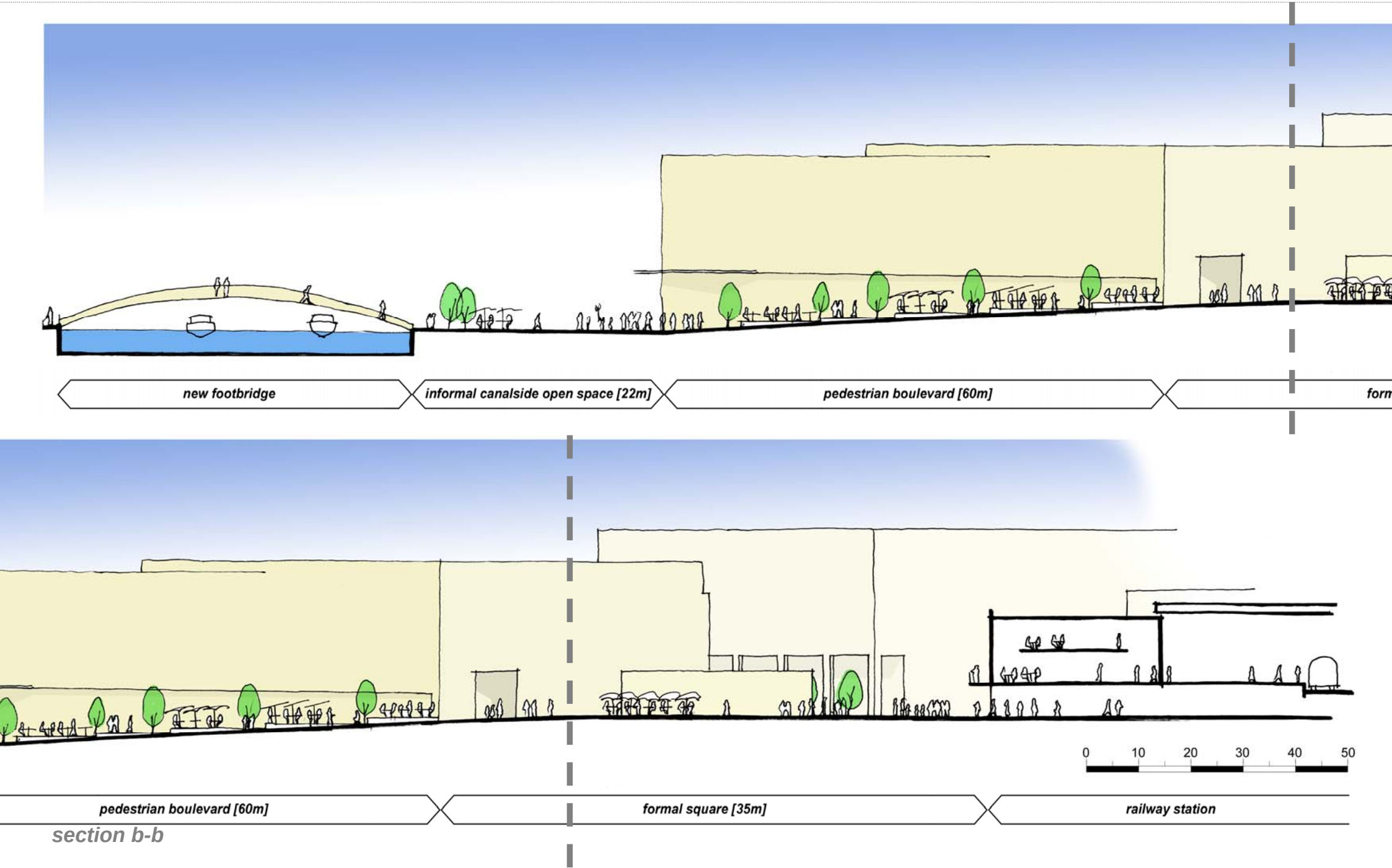
VISION

- *Land Uses*
- *No of Storeys*
- *Pedestrian Movement*
- *Vehicular Movement*
- *Active Frontages & Surveillance*
- *Views in & out*
- *Nodal points*
- *Key spaces*

PHASE 2 PLOT RATIO: 1.8 : 1

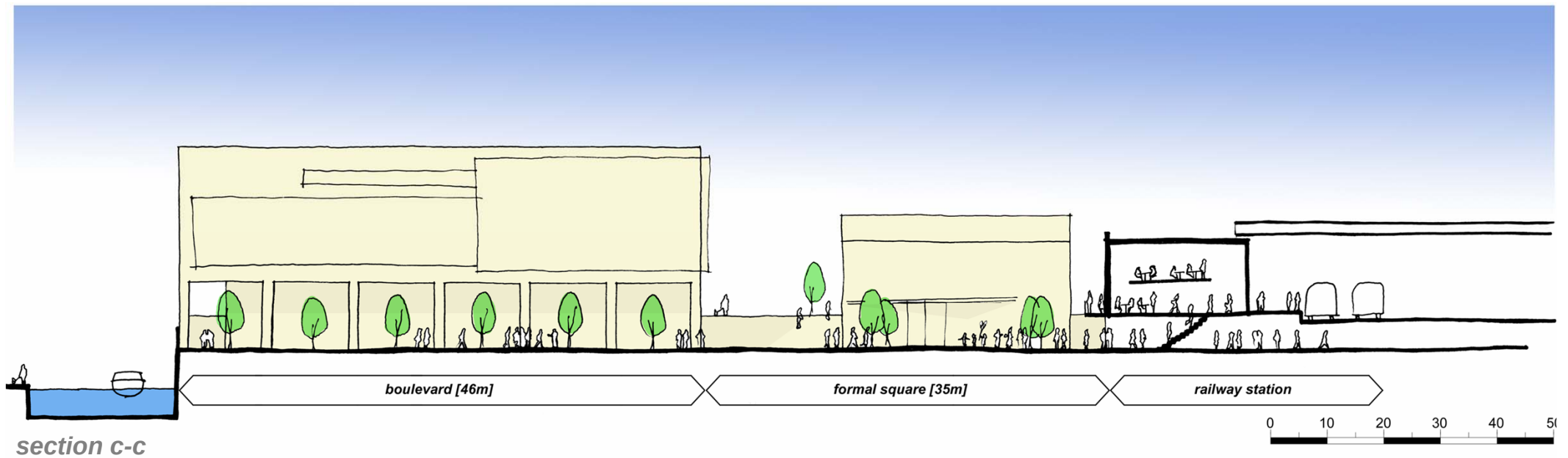
phase 2

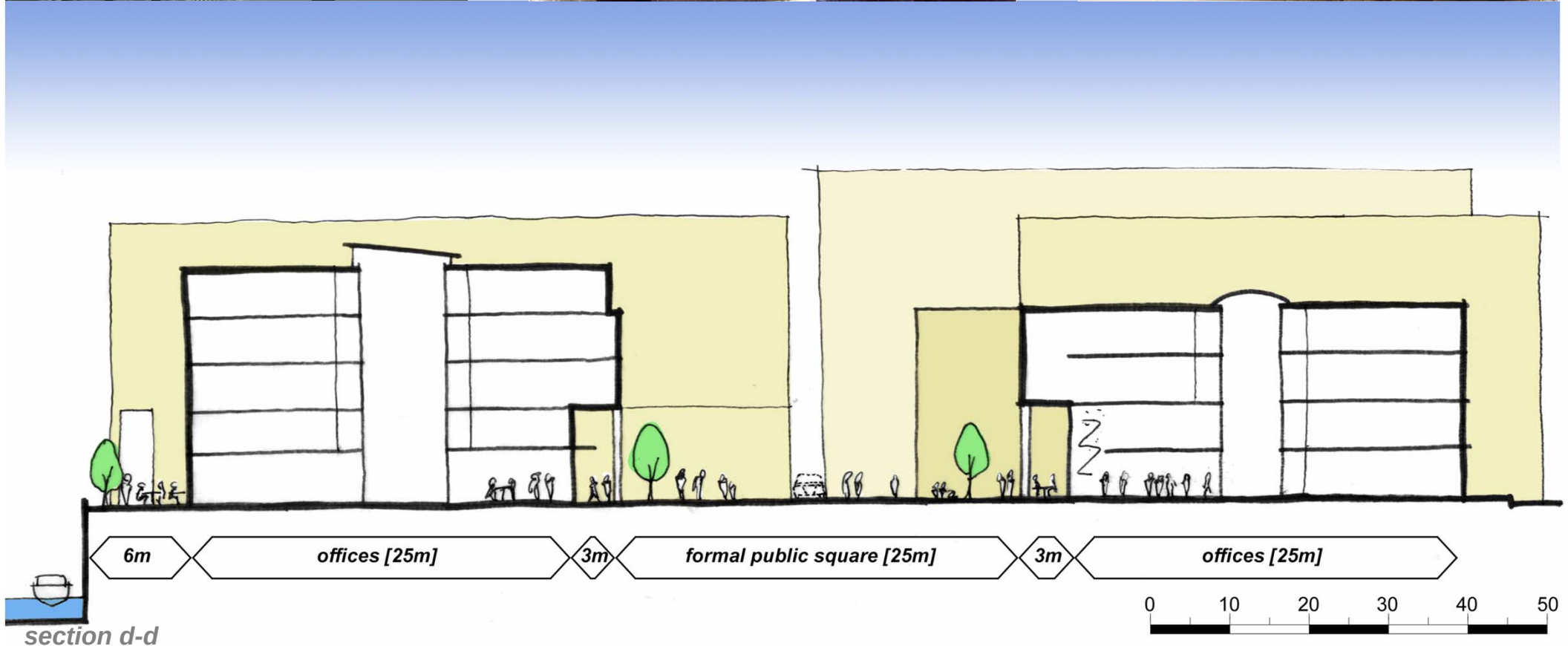
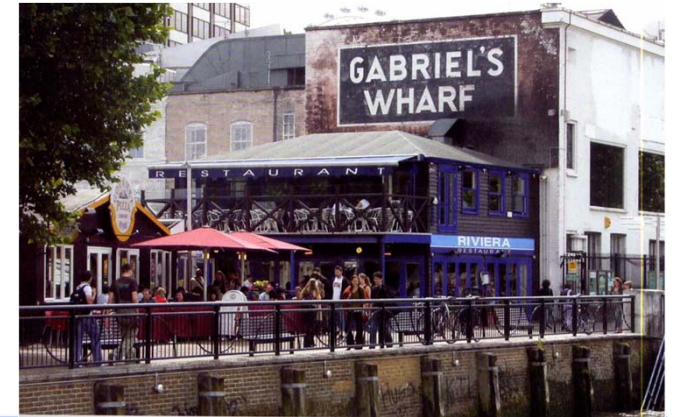
group c



phase 2

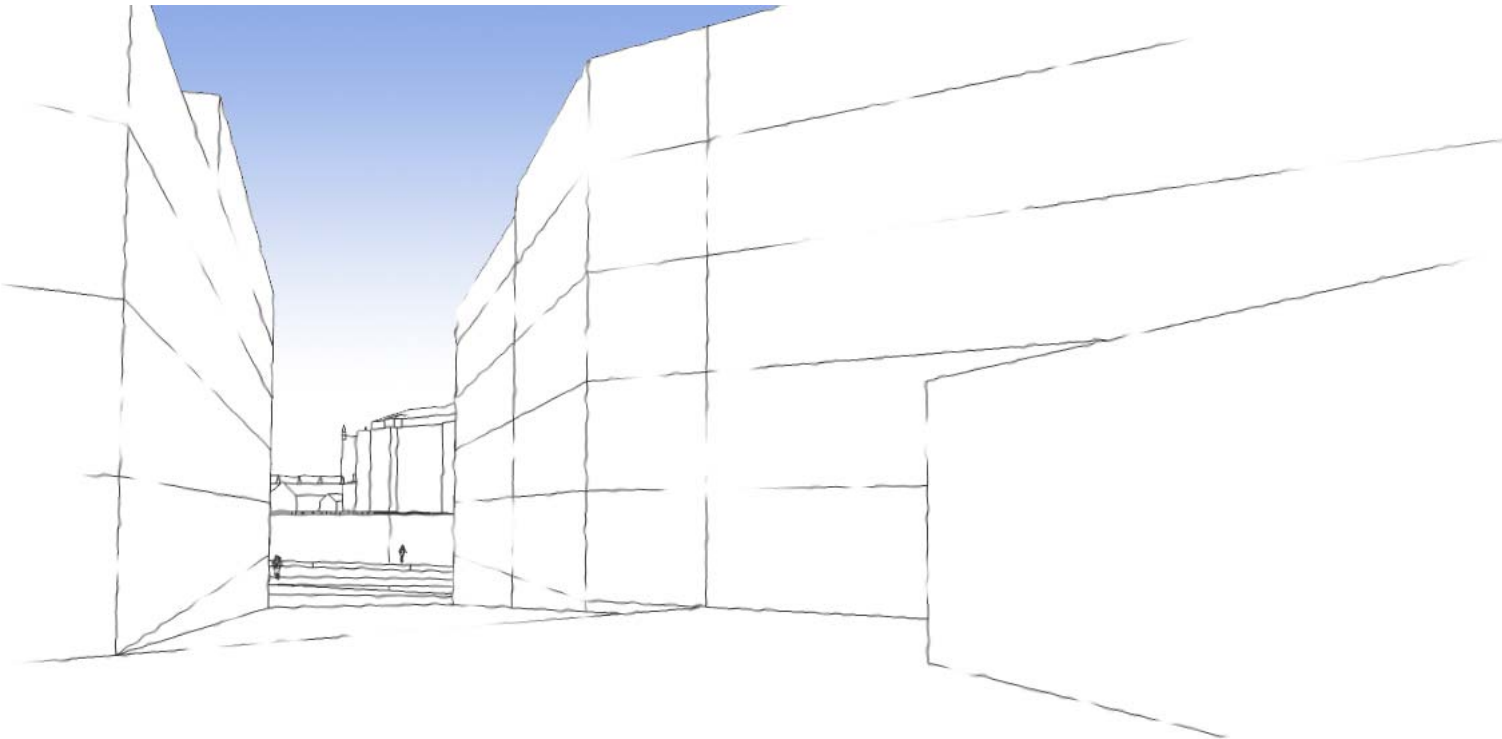
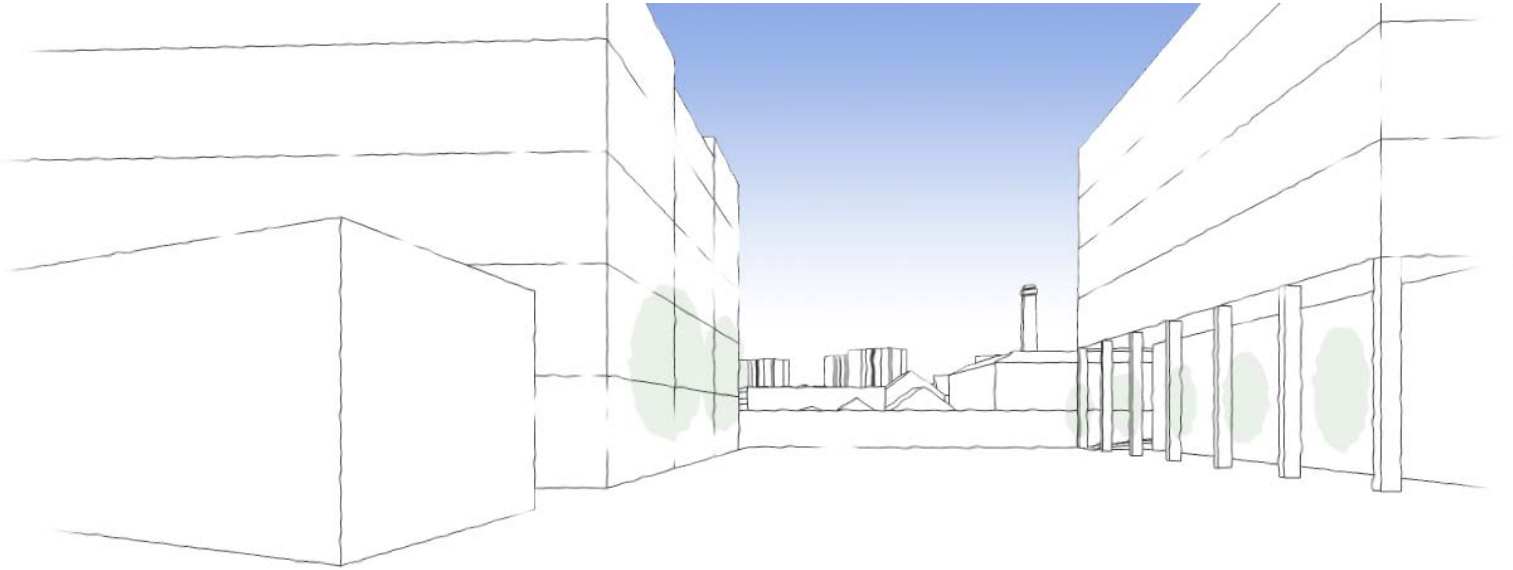
group c





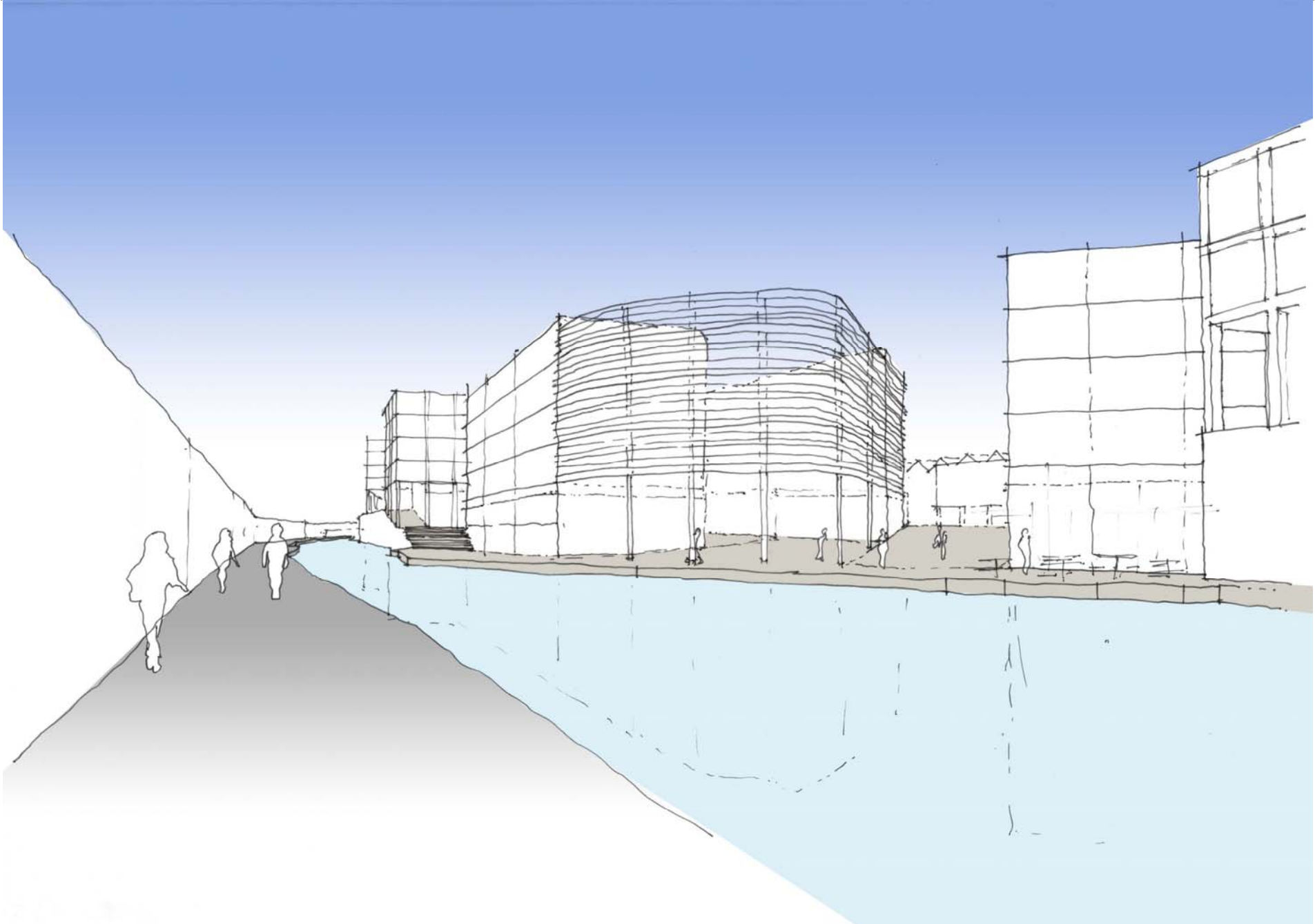
phase 2

group c



phase 2

group c





OBJECTIVES

- Putting Stoke on the map at national scale
- Larger scale development
- Development facilities cater for wider demographic (i.e. hotel / conference)
- Hotel and Residential blocks address the road edge providing active frontage that runs parallel with access to city centre.
- Central view created through the site towards main central square.
- Emerging views created with the appropriate scale of buildings.

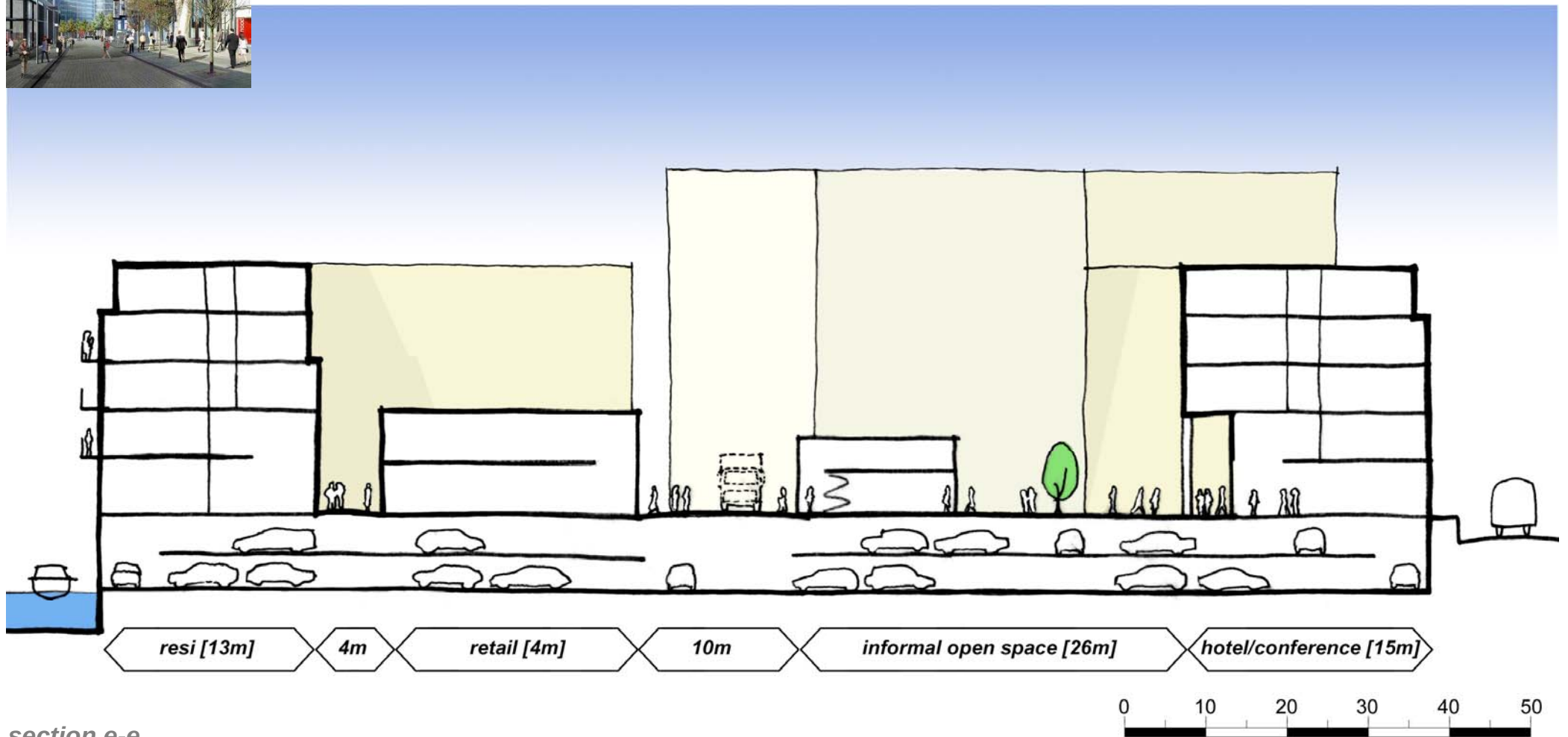
VISION

- Land Uses
- No of Storeys
- Pedestrian Movement
- Vehicular Movement
- Active Frontages & Surveillance
- Views in & out
- Nodal points
- Key spaces

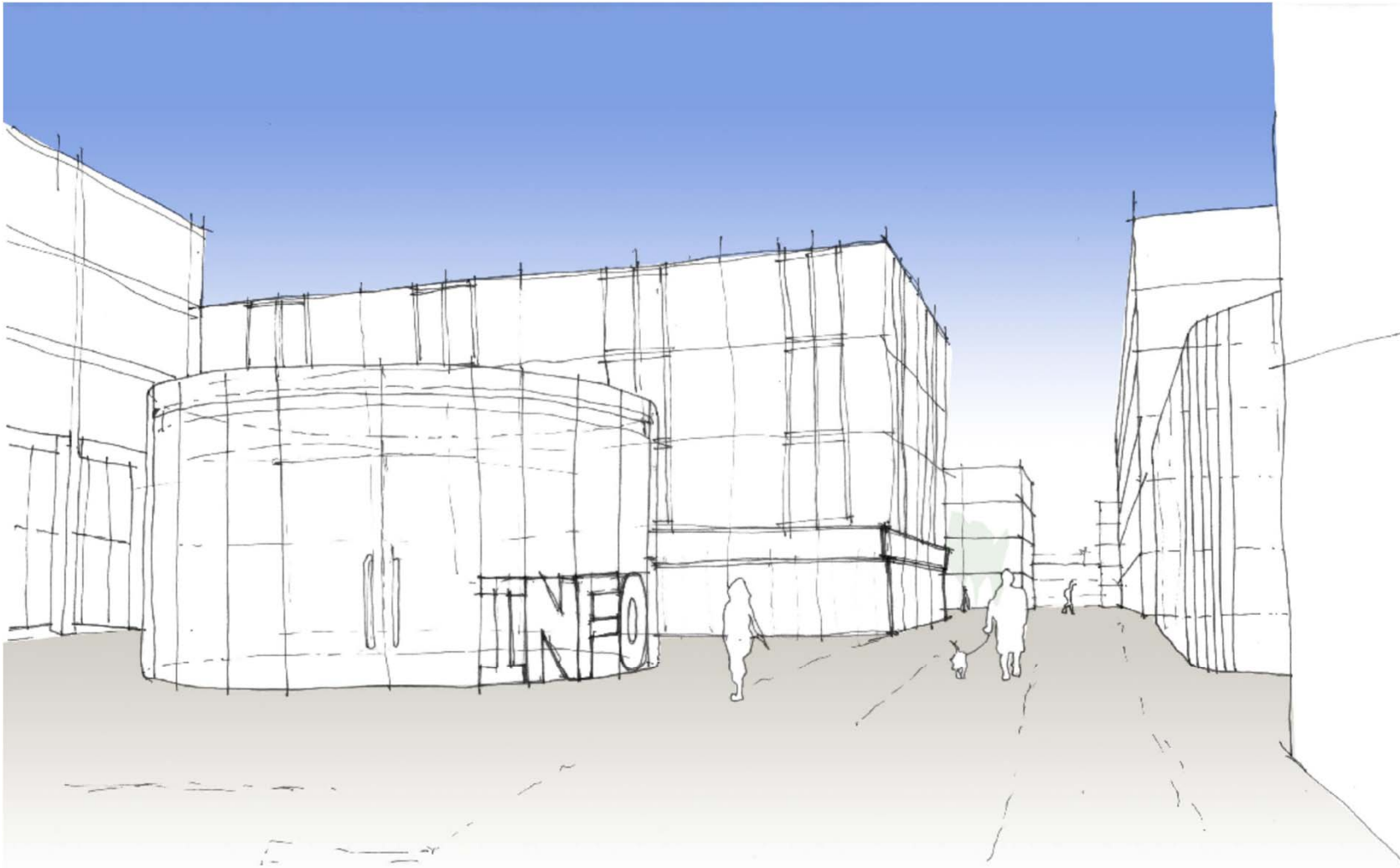
PHASE 3 PLOT RATIO: 3.3 : 1

phase 3

group c

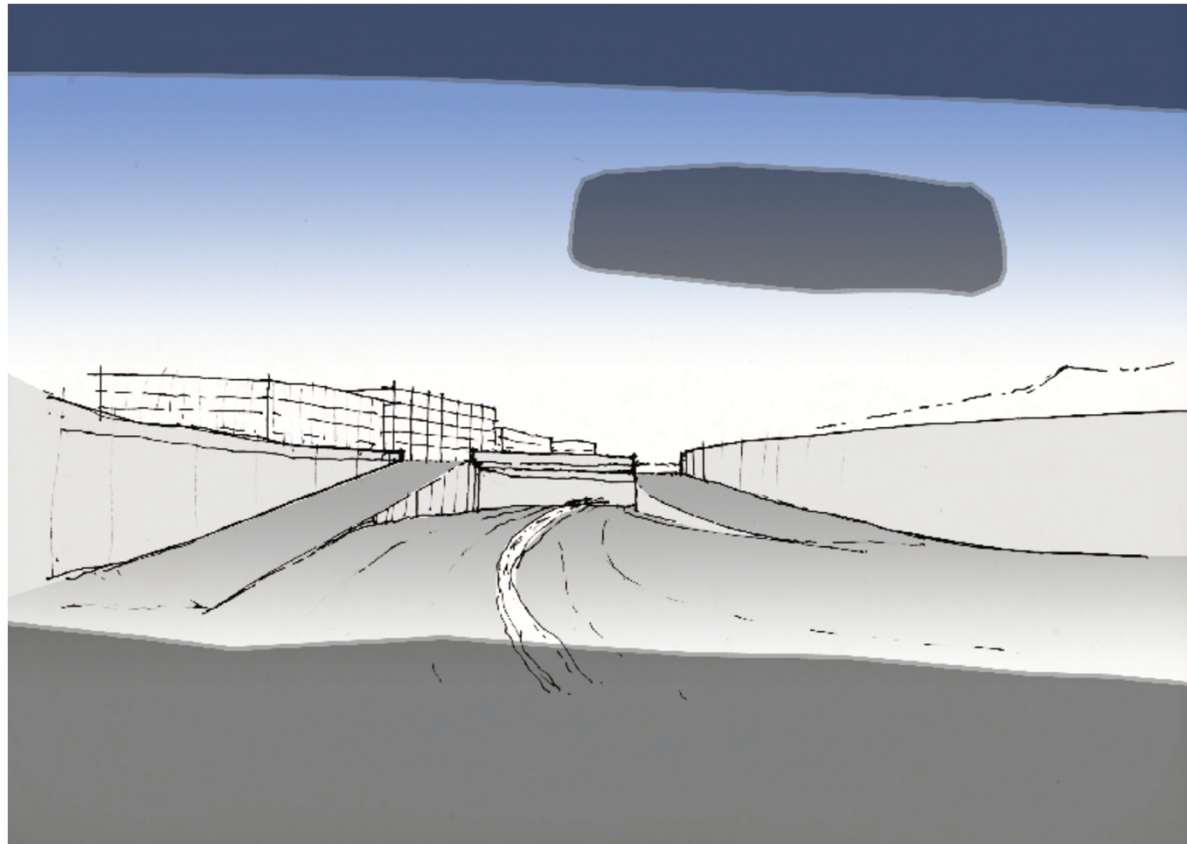


section e-e



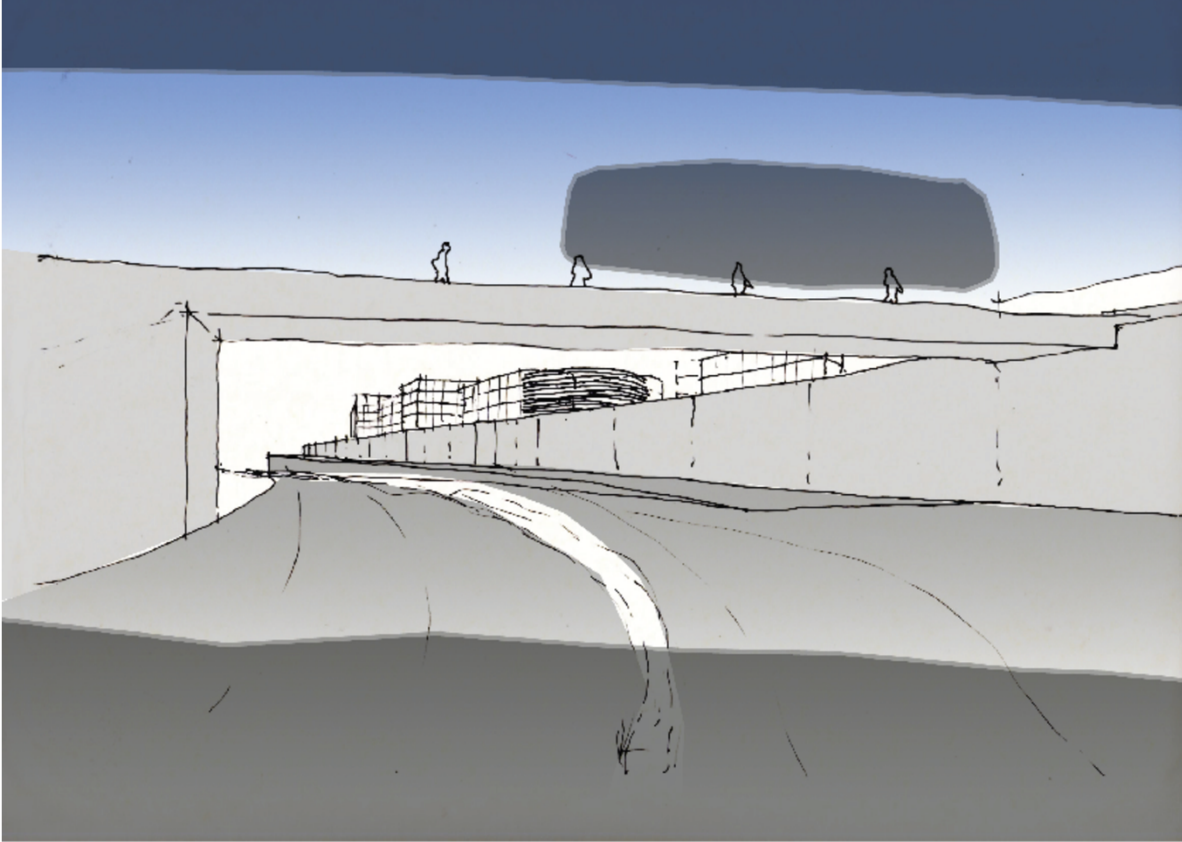
emerging views

group c



emerging views

group c



emerging views

group c



masterplan – strategy for connectivity and activity

group c

Summary

The site of the former railway sidings in Stoke on Trent is the location for a proposed urban design project within the city. Group C propose an urban regeneration scheme which aims to address the existing problematic issues associated with the site and provide a tangible mechanism to build change within the area.

From an extensive analysis of the site and the surrounding area several key issues came to light. These issues formulate the basis for the brief for the masterplan.

Key issues :

Connectivity:

Breaking down barriers – physical and social divides.

Stitching the city together.

Activity:

Active frontages, giving spaces back to the public Realm creating curiosity and focus

Economy:

Providing potential for economic growth. Keeping skills in Stoke. Tourism

History:

Targeting Stoke's Key assets – Canals, Tourism, Industry, Pottery, 'CREATIVE' Stoke

Masterplan:

How do we create solutions in a framework with leads to a 'Happy City' and reverse the position of Stoke from decline to growth?

Group C plan to use Architecture as an agent to shape change and provide a programme through which one affects that change over time.

To develop a scheme over a series of Phases to a set criteria and objectives.

To draw from the analysis and formulate a strategy of Connectivity – Desire lines and views – Activity – Nodes – Edges – Linking the spaces which will formulate a responsive masterplan solution for Stoke on Trent



CREATIVE STOKE



• Encouraging graduates for the Arts, Media & Design faculties to establish local business within the creative industries

• Providing workshop spaces for starter creative industries business



Stage	Programme	Agenda	Criteria	Objectives
PHASE 1	0 - 5 years	Catalyst for change	Bonded Warehouse	Activity
			Creative Stoke	Creative linkage
			Connections with University	Addressing University programme
			Connectivity along Glebe Street	Active frontage on edges
			Public Realm Movement	Public space, permeability - Curiosity
PHASE 2	5 – 10 years	Catalyst for expansion	Opening the Station	Space, views, desire lines
			Link Bridges across the canal	Pedestrian permeability
			Excavation of the site Canal Frontage	Address in the canal as a source – tourism
			Orientation towards Stoke Town Centre	Visual and physical connectivity
PHASE 3	10 -15 years	Catalyst for economic growth	Business	Maximising commercial potential
			Commercial	Drawing on Phase success
			Forming an Edge	Bounding the site, creating linkages

