

3.1: INITIAL CONCEPT

Liverpool is home to the oldest Chinese community in Europe and has the largest arch of its kind outside of China. We want to bring China to Liverpool on a level of which has not been achieved in the past. In evolving a concept for New Chinatown, our approach was to create a destination to celebrate different aspects of Chinese culture. This has been achieved through meeting with Chinese locals, residents of the surrounding areas and public consultation.

During construction of the arch, 20 specially selected craftsmen, including stonemasons, stone carvers, painters and construction engineers, were shipped over from Liverpool's sister city Shanghai to help construct the Chinese Arch. As a result of this expertise, the arch is decorated with 200 hand carved dragons, 188 of which are ordinary and 12 are pregnant. This was to symbolise good fortune between Liverpool and Shanghai. We have integrated the dragon and its significance to the arch in the development and form of our scheme.

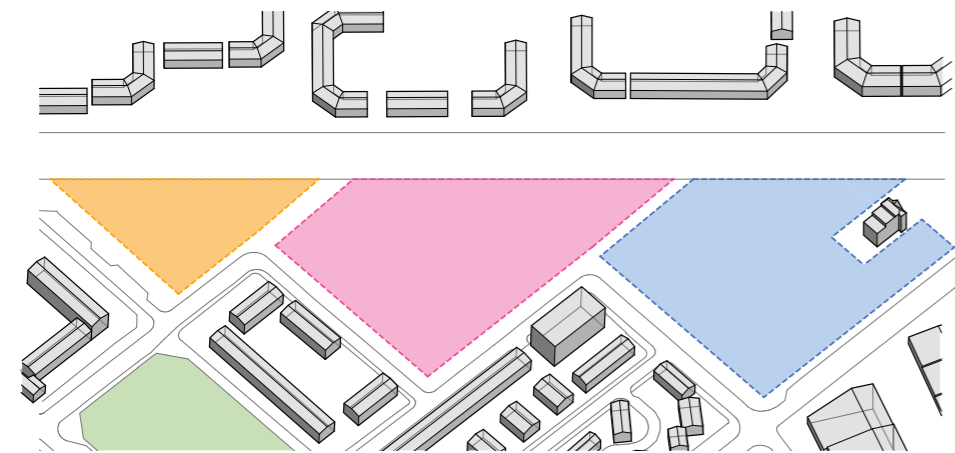
The dragon form has directly influenced the masterplan, with the head of the dragon culminating at the junction of Great George St and St James St. The belly and ultimately the tail of the dragon form additional phases within the development.



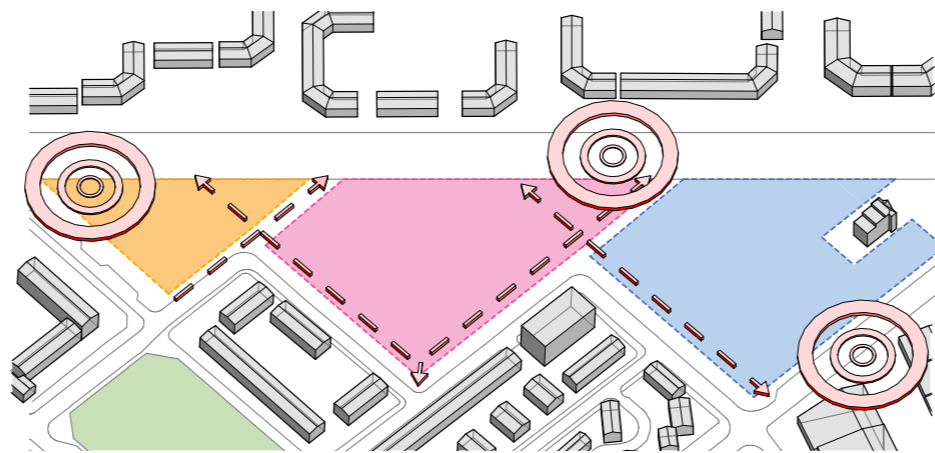
3.2.1: DESIGN DEVELOPMENT

The first concept and the ensuing design development was progressed through a process that came from studying the inherent opportunities and constraints within the site, as well as achieving the appropriate amount of units and density. This took into account site size, location and the rich heritage of its surrounding context. From here a scheme was formulated and explained through a sequence of axonometric diagrams.

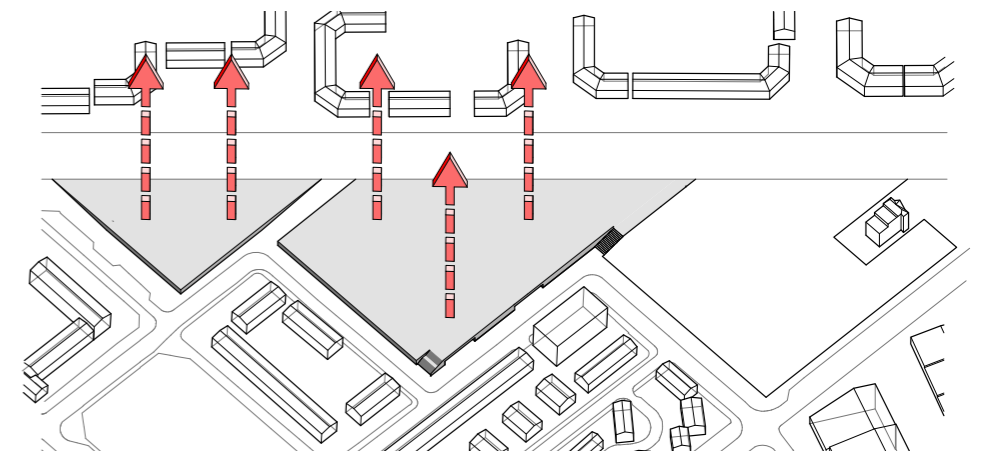
A selection of the sequence is shown over the following two pages with a description that outlines the thought process leading to the overall massing and public realm provision.



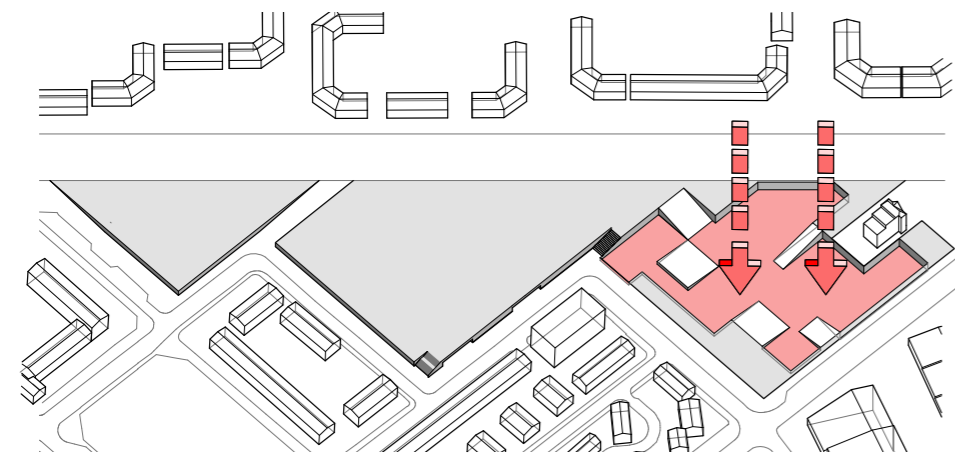
■ The site was broken into 3 distinct phases, from the 1st on the left to 3rd on the right



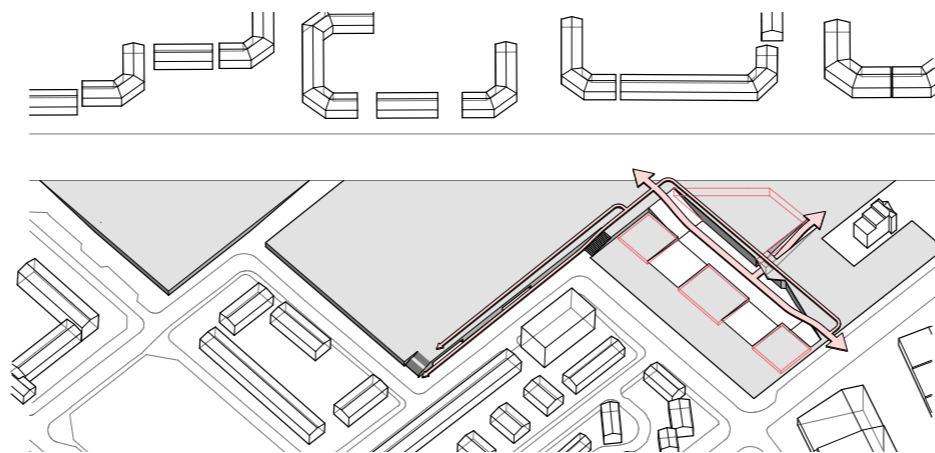
■ Existing node points and proposed access links through the site where chosen



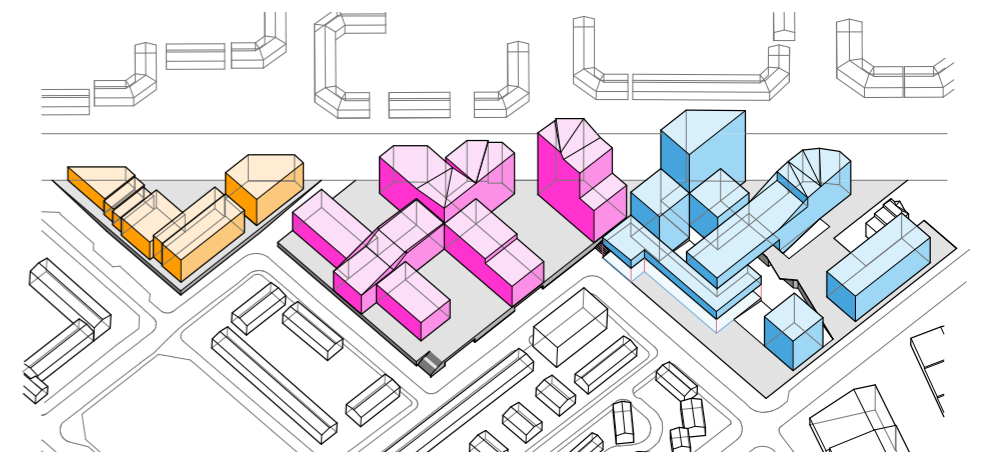
■ Plinths were lifted on Phases 1+2 to provide new public realm and parking beneath



■ Phase 3 is excavated to provide numerous subterranean levels



■ These lower levels provide new routes and offer mixed commercial uses



■ The first proposals for massing created steps up in massing levels from phase 1 to 3

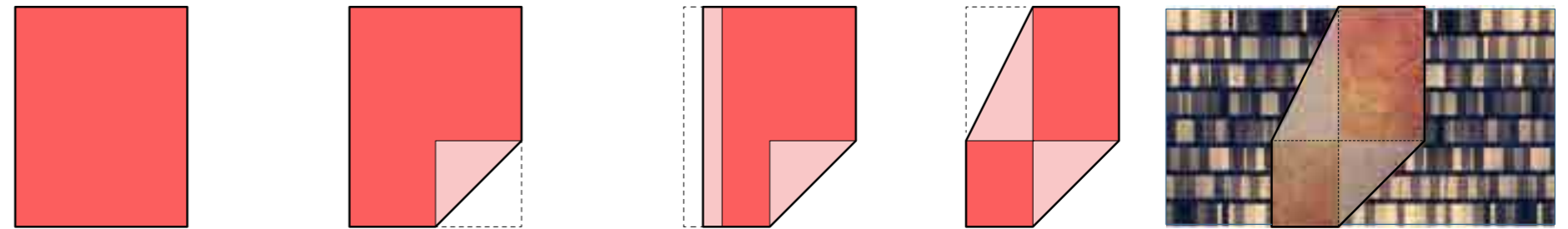
3.2.2: DESIGN DEVELOPMENT

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The axonometric diagram below shows the detailing of the overall form and massing from the first stage of design development. This was the starting point from which further development stemmed, resulting in the detailed outline masterplan submitted for planning approval. This scheme began to consider the provision of large amounts of landscaping within the public realm (both low and high level) and how a site that is currently inaccessible could promote pedestrian routes and vistas by breaking it into three pronounced phases.

Overall aesthetic and fenestration was considered in the early stages of design. The concept image to the top right begins to show the ambition to integrate folds into the building planes with a degree of colouration that reflect a contextual material palette.

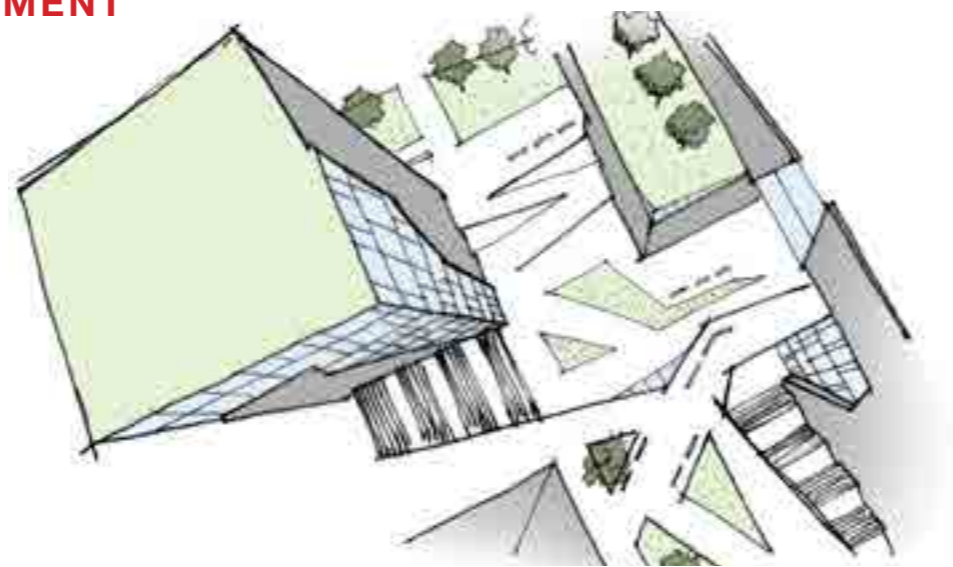
The folds will become a prevalent architectural device that connects all of the buildings within the masterplan, providing a holistic language that links the development.



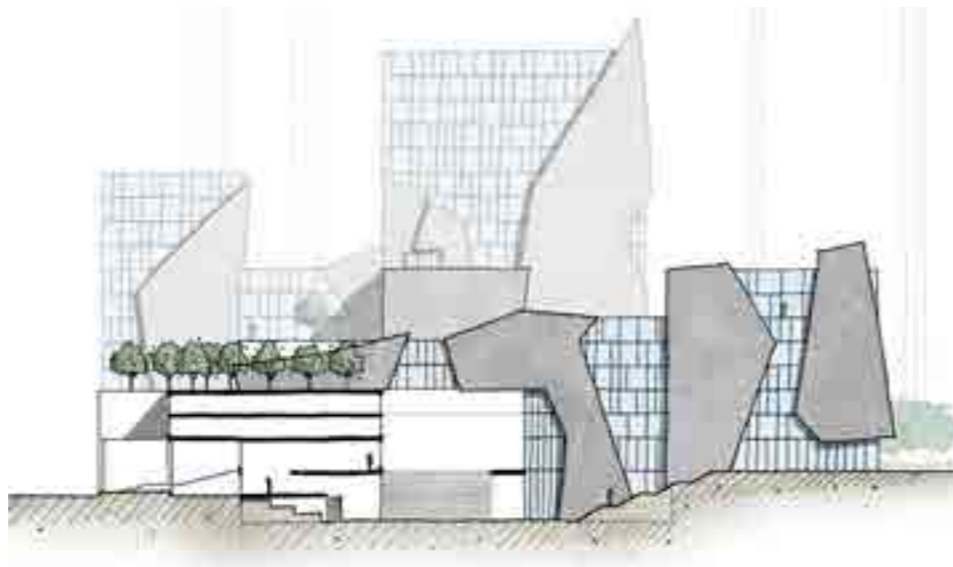
■ Original concept for folded cladding was influenced by Chinese paper folding "Zhe Zhi"



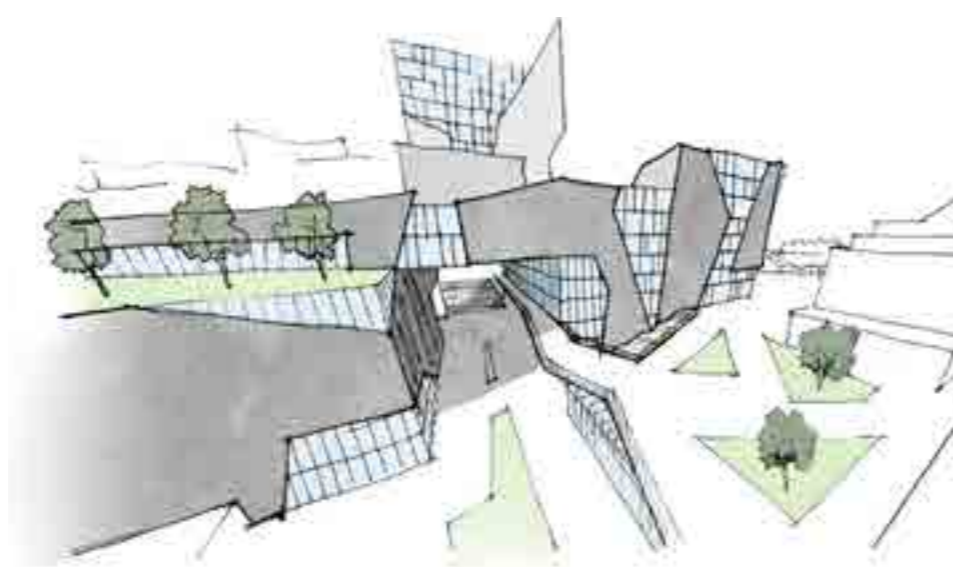
■ Final axonometric diagram showing overall massing and form, public realm provision and cladding fenestration



■ Phase 3 aerial view showing public realm, lower levels and building form



■ Sketch section highlighting subterranean level and background massing



■ Sketch visual showing phase 3 street view and landscaping



■ Render showing ambition for phase 3 commercial/retail street view



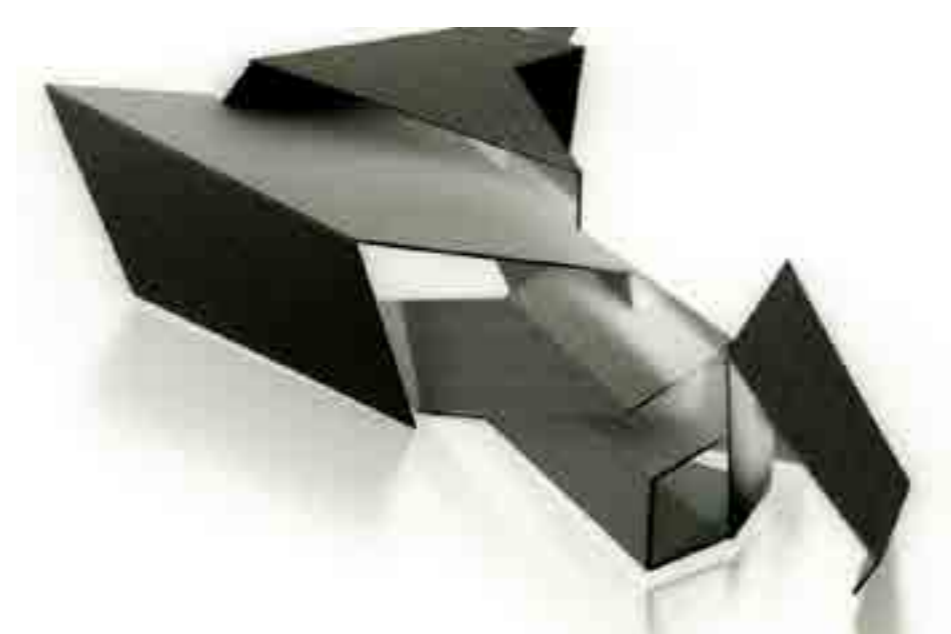
■ Render showing ambition for phase 3 form and cladding folds



■ Visualisation of Great George Street frontage

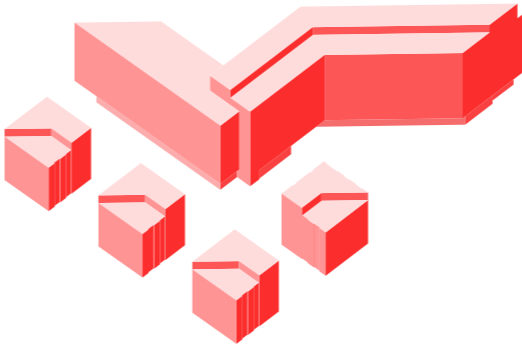
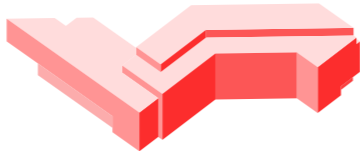


■ Visualisation of Scheme with incorporation of Wedding Shop





3.5: INITIAL USE + AMOUNT



USE TYPE:

PHASE 1 - CIRCA 120 TOTAL

PHASE 2 - CIRCA 380 TOTAL

PHASE 3- CIRCA 300 TOTAL

GARDENS



TOWN HOUSES



APARTMENTS



LIVE / WORK



DUPLEX



LEISURE



50,000 SQ.FT

COMMERCIAL



3,000 SQ.FT

6,000 SQ.FT

30,000SQ.FT

PARKING



 equals 20 units

3.6.1: PUBLIC CONSULTATION

North Point Global conducted a thorough programme of engagement in and around the Chinatown area to ensure as many local people and businesses as possible were aware of and had the opportunity to discuss the New Chinatown proposals. Initially we focused on creating a strong brand and consistent visual style that would help us engage people effectively and communicate the core aspirations of the project.

The title New Chinatown was chosen as it stated in a simple and respectful way where the project was and what it was seeking to achieve. We felt it was important to respect the historic identity of the area and not try to create or impose a new marketing brand.

The engagements methods and media utilised included:

- Face to face with key stakeholders meetings
- Proactive media release and targeted briefings
- Eight page dual-language English/Cantonese newspaper for distribution to local residents, businesses and public venues
- Staffed public Exhibition
- Informal public display at local community venue

Key stakeholder meeting:

The process of engagement with local stakeholders began prior to the commencement of formal pre-planning consultation. During the bidding process for the site North Point Global and their design team met with a number of key stakeholders and adjacent landowners to better understand site context, development potential and local aspirations. Amongst the organisations and individuals that we met during this phase were;

- Brendan Gleeson - One Vision Housing
- David Jones - Pine Court Housing
- Colin Ling - Chinese Wellbeing
- Wendy Dixon - Frenson Ltd
- Chris Bowen- LMH
- Mark Lawler / Erika Rushton - Baltic CIC

At the commencement of the pre-planning consultation these conversations and briefings continued with a series of face to face meetings and briefings with:

- Riverside Ward Cllrs
- Cllr Gary Millar (Chair Elect Chinatown Forum)
- Individual businesses and other adjacent landowners
- Rope Walks CIC
- Liverpool BID Company
- Chinatown Heritage Centre group /Sound Agents
- Professor Gregory Lee - Chinatown Museum and Study Centre project

Working with Chinese Wellbeing we held a lunchtime meeting with a number of the key stakeholders/community leaders in the Chinatown area on Friday 10 July. This took the form of a presentation by Lead Architect Antonio Garcia and input from International Operations Director, Pablo Garcia from North Point, followed by a question and answer session.



3.6.2: PUBLIC CONSULTATION

Proactive media campaign:

Working with our communications consultants Archetype and Liverpool City Council, we delivered a proactive media campaign to promote the scheme and also encourage attendance at the 2 day public exhibition. The campaign consisted of two targeted media releases and face to face briefings for key journalists at the Liverpool Echo and BBC Radio Merseyside. The release was sent to a comprehensive media database agreed with Liverpool City Council covering local, regional and trade media including;

- The Liverpool Echo • BBC Radio Merseyside • BBC North West • Radio City
- Juice FM • Bay TV • ITV Granada Tonight • Your Move / Move Commercial
- Place North West • Business Desk • Liverpool Confidential • Estates Gazette
- Property Week • Architects Journal • Building Design • Business Daily

The press release received extensive coverage across local and regional print, on-line and broadcast media as well as specialist property, regeneration and architectural press. In terms of public engagement, extensive coverage in Liverpool Echo, Radio Merseyside, BBC North West, Bay TV and Liverpool Confidential was helpful in promoting both the scheme and the public consultation event. Coverage was overwhelmingly positive as reflected in the comment dialogue on both Liverpool Echo and Liverpool Confidential web pages.

Eight page community newspaper and posters:

Due to the condensed time period available for community engagement and publicity, North Point decided to use a direct approach to informing and engaging local residents and businesses. We designed and circulated 7,000 copies of an 8 page community newspaper to residential and business properties across Chinatown, Liverpool One and the Cathedral Court residential communities. Additionally, they were distributed to public/community facilities, including FACT, Pagoda, Radio Merseyside, Bluecoat Arts Centre, Toxteth library, Liverpool Anglican Cathedral, Baltic Creative, Constellations, Women's Organisation, local restaurants, cafes and retail businesses.

These were full colour tabloid-size newspapers written in English and Cantonese and containing extensive information about the scheme. The newspaper included full colour photos/visualisations of the plans and outlined the ethos behind the scheme and the aspirations for the new Chinatown area. One full page was given up to advertising the public exhibition. The full page advert utilised the same artwork that was used for 30 AO size posters displayed in a number of city centre locations which promoted the public exhibition.

Public Exhibition:

A 2 day public exhibition was held at Studio 2 in Parr Street on Sunday 12th and Monday 13th July 2015. The exhibition was open from 11am to 8pm both days, to ensure flexibility to enable maximum attendance.

This exhibition showed a full on-screen layout of the proposed scheme. Separate displays showed the history of the area and how the culture influenced the thinking behind the design. Further displays pictured the aspirations of the scheme in terms of how other cities showcased their Chinese heritage and culture.

A large tv screen ran a short film designed by the Sound Agents, showing still and audio-visual montage depicting the history of Liverpool Chinatown.

The exhibition was staffed by North Point, Blok, Archetype and The Good Neighborhood Company, between them providing a full range of expertise in design, planning, development, communications and neighborhood issues.

A total of 140 people attended over the course of the two days, including local residents, the business community, job seekers, students, property owners/developers and interested parties from as far afield as Cumbria and Wales. The overall response was extremely positive and many people took the time to complete a short questionnaire on the proposals.



3.6.3: PUBLIC CONSULTATION

Public Exhibition (contd.):

In addition, conversations included:

- The idea of opening up one or more rail/subway links, in particular James Street station.
- A lot of interest in where the funding for the project had come from and was it all in place.
- Timescales for planning, starting on site and completion estimates for all three phases.
- Will there be space for a temple or/and a memorial to Chinese war veterans.
- Will Nelson Street be opened up for vehicular access.
- Will other areas of Chinatown be included in subsequent phases of development?
- What will be the nature of the proposed commercial and retail element of the New Chinatown scheme
- There was very broad agreement about the proposed mix of uses and generally positive comments about the design approach. A small number of people expressed concerns about building height and visual impact on the Anglican Cathedral.

Pagoda Exhibition:

Since Tuesday 14th July the main display screen has been exhibited in the Pagoda Community Arts Centre, accompanied by questionnaires and multiple copies of the community newspaper, affording visitors to the centre the chance to have a look at and comment on the scheme. This facility will remain in place until further notice.

Ongoing engagement:

We view the engagement that has taken place during the pre-planning phase as being an initial investment in relationship building as well as valuable dialogue that has helped us to refine and shape ideas for the next phases of design and delivery.

Further discussions, meetings and briefings are earmarked to continue during and beyond the planning process. Many of these will focus on ideas and comments raised during this process including;

- Approach to design detail, lighting and commercial signage
- The opportunity to create a new public cultural / visitor attraction within Chinatown
- The suggestions for memorial(s) for Chinese Service personnel and/or the repatriated Chinese seamen
- Improved commercial / community space for local organisations
- The possibility of including major Chinese-themed public art element in the scheme
- Opportunities to work with the Chinatown HLF scheme and ideas to integrate New and Old Chinatown
- The possibility of including a pagoda or temple within this scheme or on an adjacent site within the area
- Consolidating proposals for local employment, apprenticeships and supply-chains

Moving forward North Point Global are fully committed to becoming a partner within the proposed Chinatown Forum and strongly welcome the creation of this body as a means of realising the unique potential of this part of Liverpool City Centre.



新唐人街 NEW CHINATOWN

Sharing a Vision... shaping a future

This is the beginning of a process of engagement and change. Our initial vision will be refined as we talk and listen to local people, businesses and other stakeholders.

By the end of the summer we will be submitting a planning application with detailed proposals for the initial stage of development and a broad vision for the wider area.

Your views will help us to shape that vision and deliver a development that will create one of the world's great Chinatowns.

"We are really looking forward to the opportunity to revive Europe's oldest Chinatown and to work with local residents and businesses over the coming months."

"We see this site as the catalyst for a much wider regeneration of the area, creating the kind of vibrant Chinatown that Liverpool needs and deserves."

- Antonio Garcia, Lead Architect, BLOK

A committed and creative team

Following agreement with former site owners Urban Splash and Liverpool City Council, a strong local team has been chosen to deliver this transformational project.

Developers North Point Global, PHD1 Construction and BLOK Architecture are already on site delivering major projects in Liverpool's Baltic Triangle and are about to commence build on the trailblazing North Point project in Pab Mall.

Here, the team will be bringing to life a spectacular vision for this historic city district, with the masterplan taking shape using the form of a dragon, and elements of the Chinese paper-folding art of origami making their way into the building facades. The scheme will incorporate between 700 and 1,000 residential units including large one, two and three bedroom homes, plus 120,000 sq ft of commercial, retail and leisure space.

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| 3. Masterplan | 4. Conceptual design of space |
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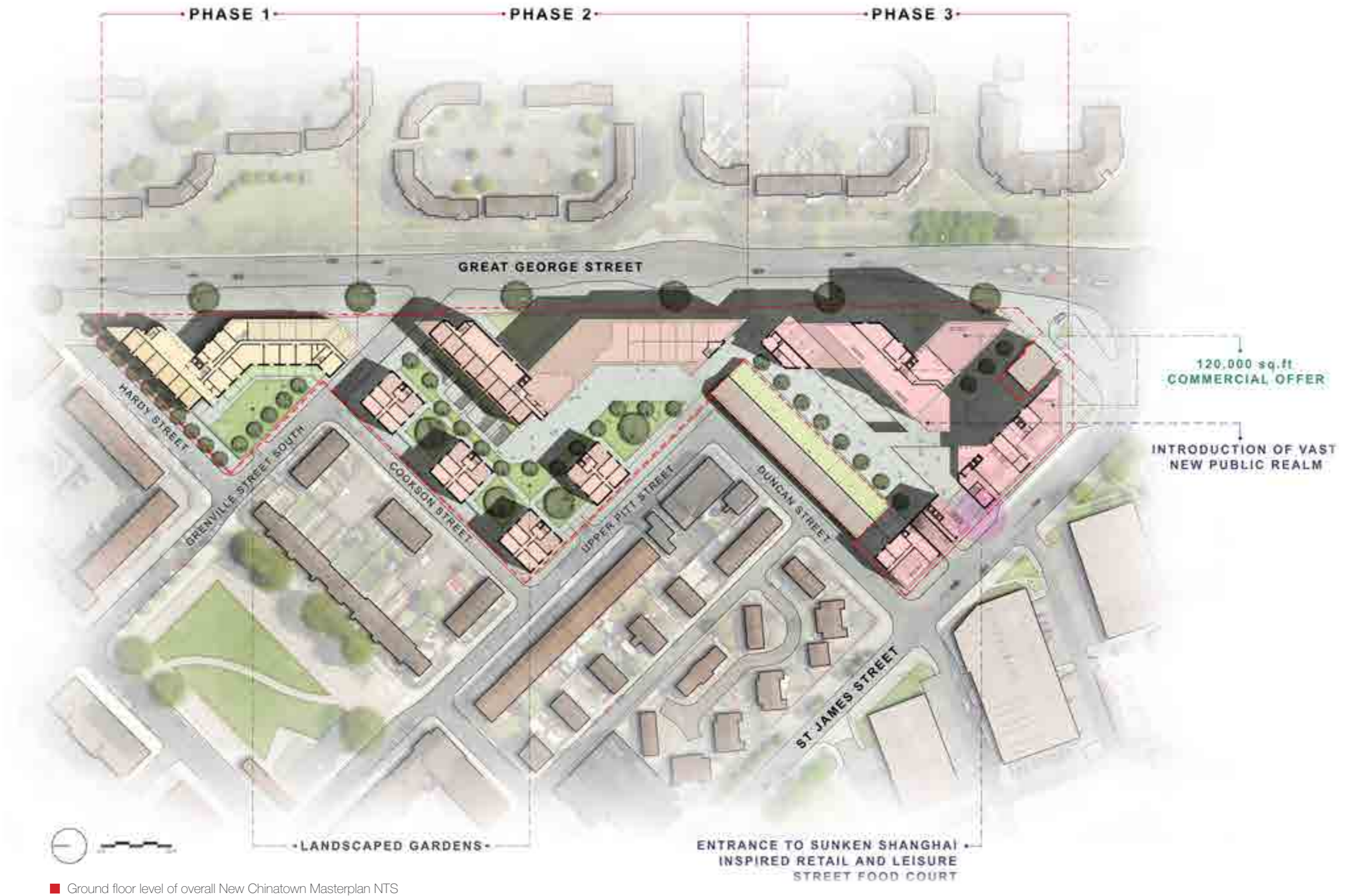


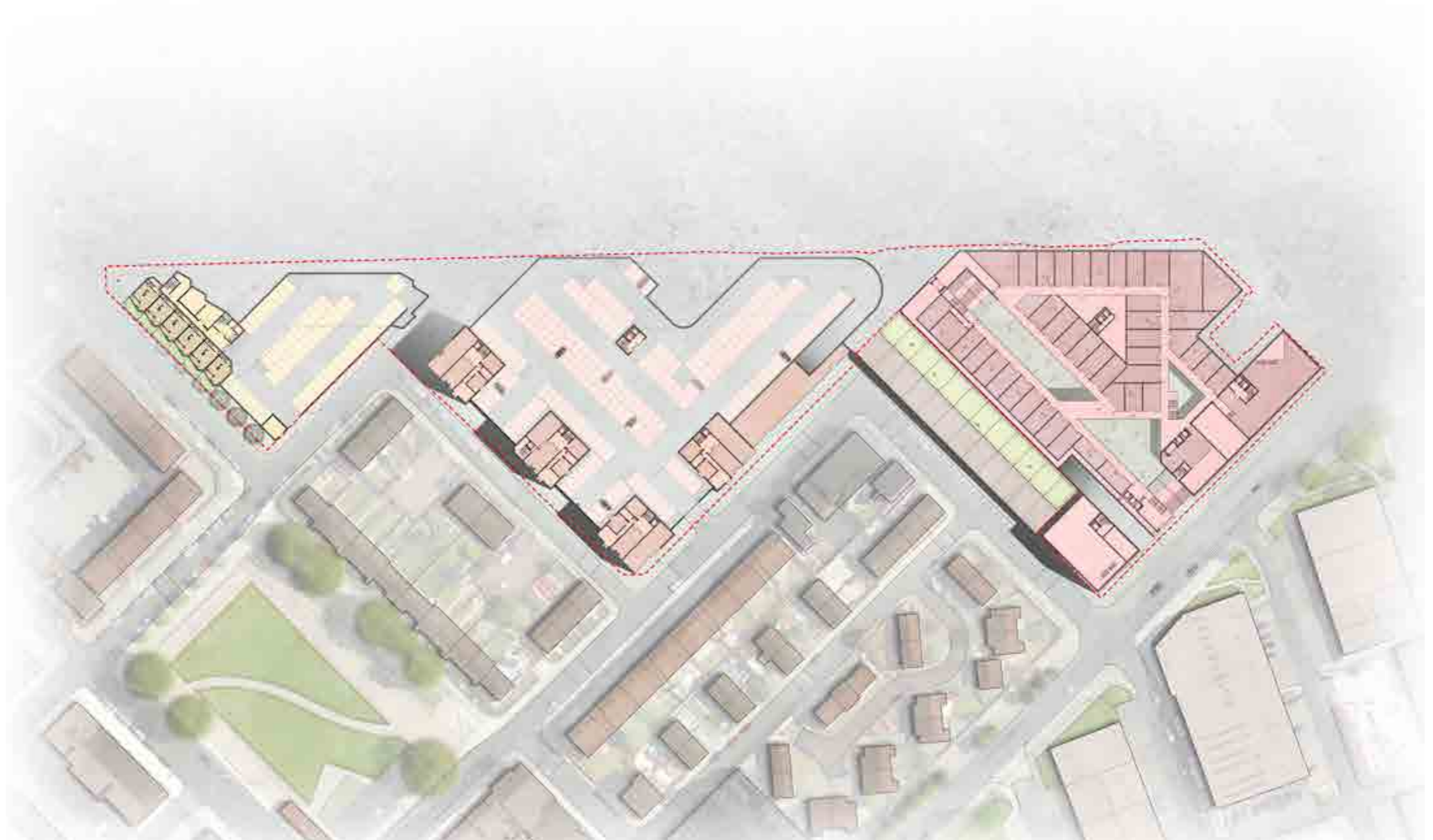


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DESIGN RESOLUTION

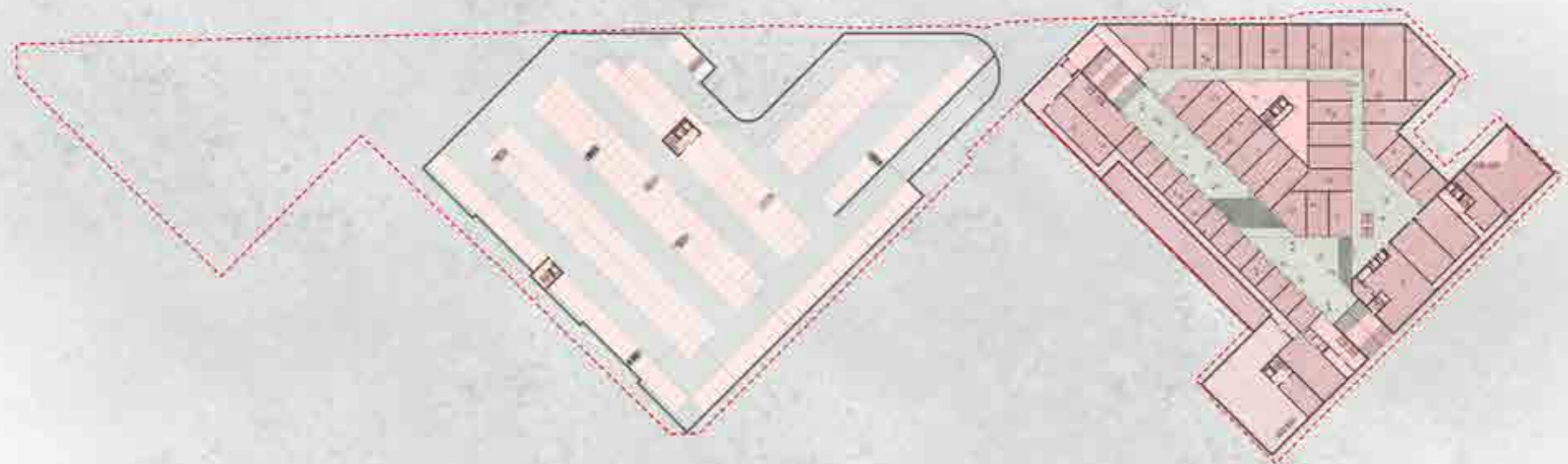






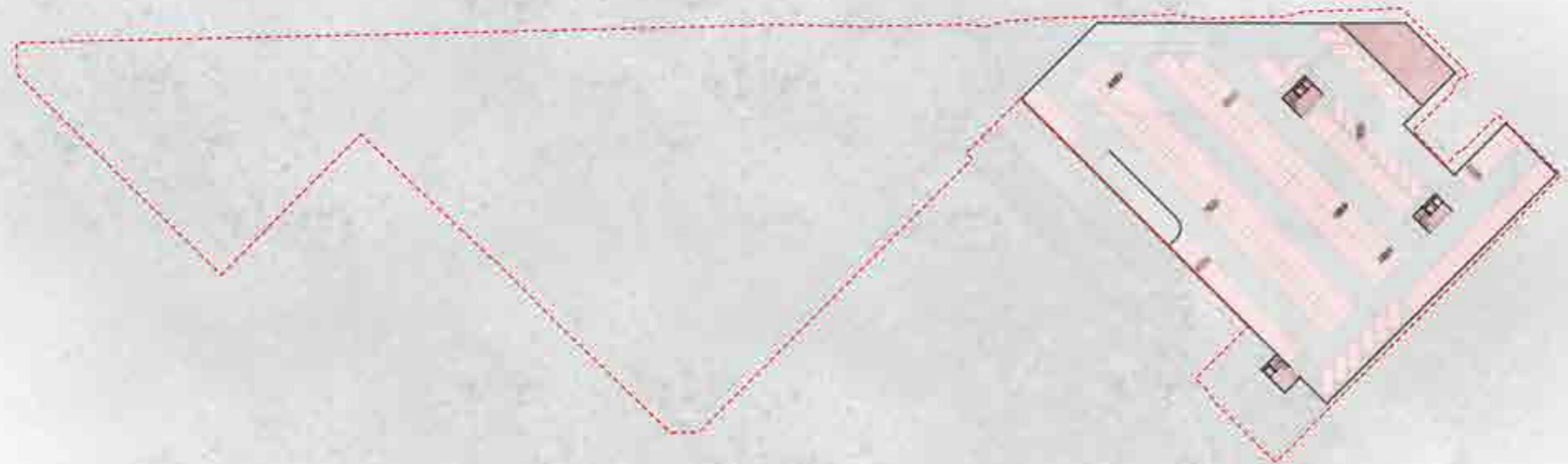
■ Sub level 1 - Parking in phases 1 + 2, subterranean street level in phase 3 NTS





■ Sub level 2 - Parking in phase 2, subterranean street level in phase 3 NTS





■ Sub level 3 - Parking in phase 3 NTS





■ Eighth floor plan NTS



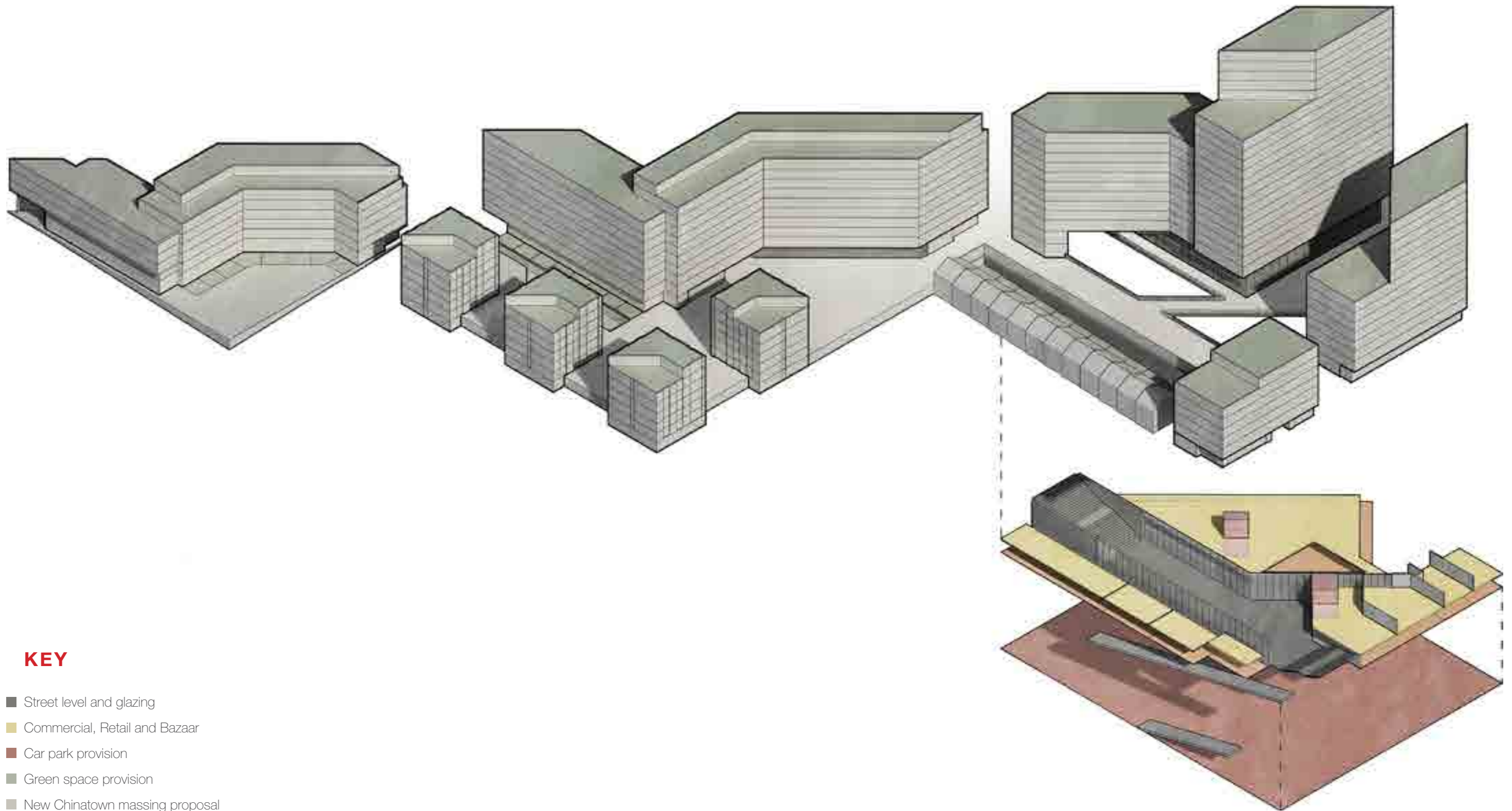


■ Seventeenth floor plan NTS



4.4: VOLUMETRIC STUDY

The 3D volumetric study highlights how three sub levels sit below the ground floor level in phase 3. Two street levels are directly accessed from the newly created public realm, creating a new route through the site. This route creates new node points that will become a hub of social activity serviced by retail, commercial and bazaar. Beneath this sits a level of parking.



KEY

- Street level and glazing
- Commercial, Retail and Bazaar
- Car park provision
- Green space provision
- New Chinatown massing proposal